



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What do they HEAR?

what friends say
what boss say
what influencers say



Lot's of Recommendation
Clean UI interface and easy interaction
They want you to give them consistent answers
Time efficient
Low price
known the service provider details

Responding quickly

I am looking for something reliable

what friends say?

should support bus

what type of customers come?

where I should start

They like you to be proactive

Variety of service

Responding quickly

Easy to find service

Service Recommendation

Is variety of service is provided?

Is service be cost efficient?

Is service phone number available?

What my friends and family think about my employer?

How the Company will maintain their position in market?

Is webpage responsible?

Is the Environment will be in friendly manner?

Trust issue on product quality

How the service will be provided?

Is service will be worthy?

Is service is made on time?

customer satisfaction

Selective Listening

Attentive Listening

what customer expects?

where should I look for?

how long I have to wait?

customer wants to know about our service

customer can expect best service based on our skills

Had a chat support to answer some queries related to the platform

Personalize the customer experience

Customer service is a continuous learning process

Follow up after a problem is solved

Handling the difficult situation

Providing communication directly to the user and customer

Instant reply

Interactive user interface

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

Lack of strategies

Exploiting available data

Finances price increase

Easy of conveniences

Benefit for the customer

Tracking of services

Unnecessary of long process

Slow software

Need to repurchase often

Lots of manual work

Lack of information for agents

User satisfaction on service

Help center

Service Delivering the needs on time

Providing assurance on repair services