

| | | | | |
|--|--|--|---|----------------------------|
| Define CS, fit into CC | <div><div>1. CUSTOMER SEGMENT(S)</div><div>CS</div><p>Public are the customers.</p></div> | <div><div>6. CUSTOMER</div><div>CC</div><p>What constraints prevent your customers from taking action or limit their choices of solutions?</p><p>Lack of communication while they are calling .</p></div> | <div><div>5. AVAILABLE SOLUTIONS</div><div>AS</div><p>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros& cons do these solutions have?</p><p>By allowing the customers to reach through multiple channels including mail , website , chat , phone, text message and allocate resource accordingly. Pros : The action will be taken, while they are contacting the service team immediately Cons : If the communication became irresponsible.</p></div> | Explore AS, differentiate |
| | <div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>J&P</div><p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p><p>It creates a clean and immaculate place and It intimate the customer to separate the biodegradable and non-biodegradable</p></div> | <div><div>9. PROBLEM ROOT CAUSE</div><div>RC</div><p>What is the real reason that this problem exists? What is the back story behind the need to do this job?</p><p>Improves community health, Reduces pest infestation,ensure physical safety.</p></div> | <div><div>7. CHANNELS of BEHAVIOUR</div><div>CH</div><p>What kind of actions do customers take online? Extract online channels from #7</p><p>They have to register their particulars in our website through online.</p><p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p><p>They have to register through phOne calls.</p></div> | |
| Focus on J&P, tap into BE, understand RC | <div><div>3. TRIGGERS</div><div>TR</div><p>What triggers customers to act?</p><p>Thinking of creating a disease-free and immaculate envirOnment.</p></div> | <div><div>10. YOUR SOLUTION</div><div>SL</div><p>Creating the pollution-free ,healthy environment by clean and immaculate place and It intimate the customer to separate the biodegradable and non-biodegradable wastes that helps in recycling process. Improve communityhealth, Reduces pest infestation, ensure physical safety</p></div> | | Focus on BE, understand RC |
| | <div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><p>How do customers feel when they face a problem or a job and afterwards?</p><p>They Ensure abOut recycling , hygienic atmOsphere., that they are creating the healthy envirOnment and they did a sOcial service.</p></div> | | | |

