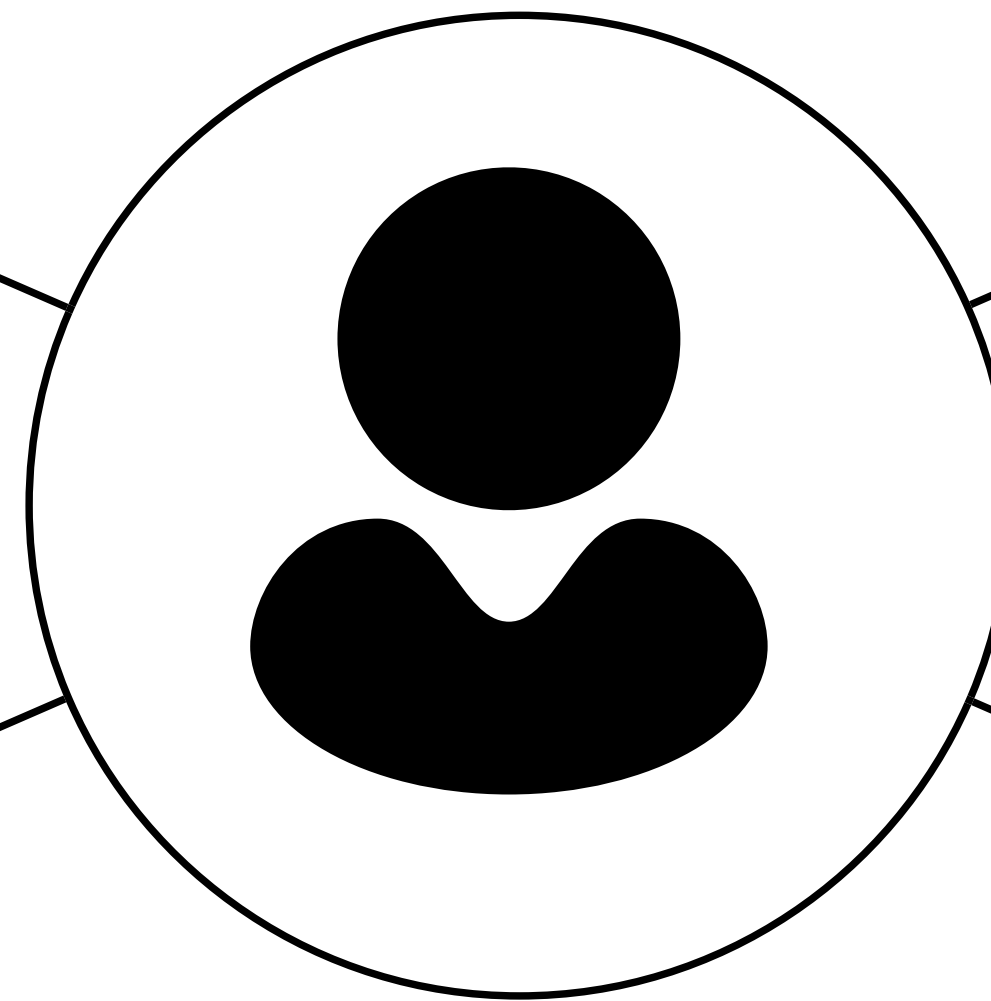


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

overwhelmed
with
information

Unable to
trust

Who can I
contact for
help?

Want more
work
satisfaction

Stay in touch
with the
customer until
the issue is
resolved

Give a correct
and kind
response to
the customer

Do I really
get these all
features?

What do they HEAR?

what friends say
what boss say
what influencers say

there is on
demand
service for
anything

Find support

Check the
updates

Report Issue

Ask others
for more
details

Is this a good
platform to
express our
problem?

Did
customers
get a
solution?

Customer's
reviews
before using
any services

What do they SEE?

environment
friends
what the market offers

Customers
will find it
easy to use.

PAIN

fears
frustrations
obstacles

Solving
problems
can take
time.

At times the
agent may
not be
assigned to
the client.

Language can
be a problem
to understand
the issue
properly.

The problem
may not be
resolved on
behalf of the
company.

GAIN

"wants" / needs
measures of success
obstacles

Get a
solution for
the
problems

Many
connections

Best
services

We can know
where we
made a
mistake.