

# 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

## What do they HEAR?

what friends say  
what boss say  
what influencers say

## What do they SEE?

environment  
friends  
what the market offers

WHETHER IT  
SUPPORTS  
MULTIPLE  
LANGUAGES

HOW THE  
RECOMMENDATION  
SYSTEM WORKS

WHETHER THE  
SOLUTION IS  
RELIABLE

HOW THE  
CHATBOT  
COLLECTS THE  
DATA

IMPORTANT  
BUSINESS  
FEATURE

IMPROVE  
CUSTOMER  
SATISFACTION

USER  
FRIENDLY

BRINGS  
CUSTOMERS AND  
COMPANIES  
TOGETHER

SAVES TIME AND  
EFFORT

OFFER A  
WELCOMING  
EXPERIENCE

ENHANCES  
CUSTOMER  
ENGAGEMENT

CUSTOMER  
MEET THEIR  
EXPECTATIONS

POSTING  
QUERIES

LIVE  
COMMUNICATION  
WITH CHATBOT

## PAIN

fears  
frustrations  
obstacles

LIMITED  
NUMBER OF  
OPTIONS

UNDERSTANDING  
THE  
COMPLEXITY OF  
HUMAN  
LANGUAGE

REPETITION OF  
WHOLE ISSUE  
AGAIN

## GAIN

"wants" / needs  
measures of success  
obstacles

ELIMINATES  
TIME  
CONSUMING  
TASKS

AVAILABLE 24/7

RESOLVES  
CUSTOMER'S  
QUERIES  
QUICKLY