# 1. CUSTOMER SEGMENT(S)



**6.CUSTOMER LIMITATIONS** 



 ${\sf ExploreAS, differentiate}$ 

FocusonPR, tapintoBE, understandRC

Who is your customer?

- Job seekers awaiting for job in their liked departments
- Companies that provide job to employees

EG.BUDGET, DEVICES

What limit your customer to act when problem occurs?

- A full time service provided to solve any queries at any
- Improved customer service with the help of "help desk

# 5. AVAILABLE SOLUTIONS PLUSES & MINUSES

What solution are available to the customer when he/she is facing the problem? What he/she tried in the past?

- Mails will be sent to the customer who have sent feedback earlier.
- After reviewed the complaint it will be resolved

## 2. PROBLEMS/PAINS+ITSFREOUENCY



9. PROBLEM ROOT/CAUSE



7. BEHAVIOR+ITS INTENSITY

indirectly relate to the problem?



Which problem do you solve for your customer?

- Dealing with rude customers very softly
  - Met with customer expectations
  - Service workflow aligned with user expectations
  - Crisis management and escalation protocols
  - Call transfer while call interview will be more
  - Providing proper details of the company
  - Resume review session to avoid fake user
  - Map service assistance with google maps To reduce user navigation problem

What is the root of every problem from the list?

- People think that digital jobs (applying for a job through online) will be difficult and the software will cost too much
- People have kept a mindset that increase/decrease of demand for job cannot be predicted before itself.
- No awareness about digital jobs

What does your customer do about / around / directly or

- They try the interface for overcoming of the problem but then if they find it complicated or not efficient enough, they stop using it.and give the feedback about that issue.
- Indirectly related will be them attending interview where an effective management will be shared information
- Directly they will report that issue

# 3. TRIGGERS TO ACT



EM

What triggers customer to act?

- Seeing the immense amount of jobseekers get placed in big organizations
- Watching ads regarding to this services

### **10.YOUR SOLUTION**



Analysing the previous year job placements, will determine the job demand and that will create a good path to user using our services

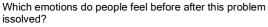
- Monitoring and predicting the ups and downs in every organizations by previous year statistics will helps us to make a alternative changes in the companies database.
- Always have a plan b for storing the user details in cloud will help us to get avoid in some emergency situation.

### 8. CHANNELS OF BEHAVIOR



Advertise with financial influencers to spread awareness and promote it.

## 4. EMOTIONSBEFORE/AFTER



- Frustration, helplessness, demotivated

A person who belongs to the work he should have or create some social contacts in his/her surrounding that's will create a certain trust worthy things in his business

Satisfaction, Confident, Calm state of mind.

Extractonline&offlineCHofBE