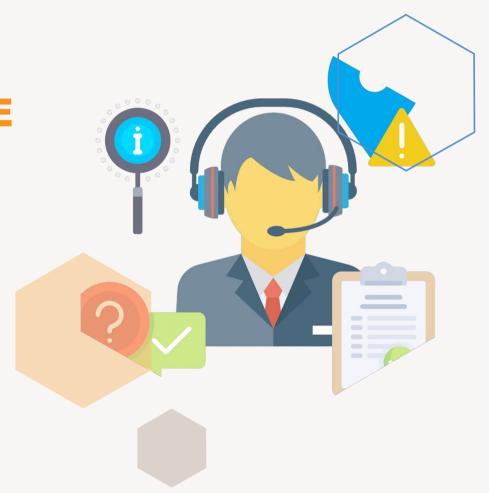# CUSTOMER CARE REGISTRY

**EMPATHY MAP CANVAS**

# EMPATHY MAP CANVAS

## What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

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

Variety of service

They like you to be proactive

Easy to find service

Responding quickly

## CUSTOMER CARE REGISTRY

Service Recommen-dation

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?

## What do they SEE?
environment
friends
what the market offers

Trust issue on product quality

How the service will be provided?

Is service will be worthy?

Is service is made on time?

## What do they HEAR?
what friends say
what boss say
what influencers say

Responding quickly

iam looking for something reliable

what friends say?

should support bus

what type of cutomers come?

where i should start

what customer expects?

Attentive Listening

customer satisfaction

Selective Listening

customer wants to know about our service

how long i have to wait?

where should i look for?

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

Interactive user interface

Instant reply

Providing communication directly to the user and customer

## What do they SAY AND DO?
attitude in public
appearance
behavior towards others

Customer service is a continuous learning process

Follow up after a problem is solved

Handing the difficult situation

## PAIN
fears
frustrations
obstacles

Lack of strategies

Exploiting available data

Finances price increase

Unnecessary of long process

Slow software

Need to repurchase often

Lots of manual work

Lack of information for agents

## GAIN
"wants" / needs
measures of success
obstacles

Easy of conveniences

Benefit for the customer

Tracking of services

User satisfaction on service

Help center

Service Delivering the needs on time

Providing assurance on repair services

Thank you