1. CUSTOMER SEGMENT(S) CS

Who is your customer?

We will walk through our thought process and how we came to cluster the customers,what features were used and what methods were implemented to get a desired result.

This article is divided into six sections

Business problem

Data exploration

Data preparation

Model implementation

Results

Future work

6. CUSTOMER CONSTRAINTS CC

Customer constraints is the action a company takes in response to a service failure

In an effort to convert previously dissatisfied customs into a loyal ones. Successful Companies have a process that are not only mitigates incoming customer Complaints,but also make the customer feel really good about the experience.

In the long term,service recovery has a positive impact on customer retention ,

word-of-mouth.And while most companies placed A greater focus on customer acquisition than on customer retention,we .all know that acquiring new customer is anywhere from five to twenty five times more expensive then retaining an existing one.

5. AVAILABLE SOLUTIONS AS

Which solution 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 and cons do these solutions have ?

Pros

Improved focus on core business activities

Increased efficiency

Controlled cost

Cons

Difficulty with quality control

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs to be done do you address for your customers? There could be more than one explore different sides.

Create a process that outline the workflow of what an agent should do when he or she receives a customer query with the focus of handling it promptly and efficiently.

Ensure that your agents are aware of their roles and responsibilities along with who they are accountable to if and When there are lapses in service.

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this job?

The overall structure of the situation will indicate several directions in which you analysis can proceed in more complex situations,however you will have to probe more deeply into both the things and the processes that make up the structure . you will be trying to make clear the components of each change over time.

7. BEHAVIOUR

What does your customer do to address the problem and get the job done?Visiting the official page of airlines and service guarantee encourage customers to complain as they effect customs perceptions of reliability but are tenable only when the company is already focused on service quality.Empowering employees is a powerful tool for effective service recovery as the workspace will be able to think for themselves and make decisions on their own for their benefit of the firm customers.

3. TRIGGERS TR

what triggers customers toact?

To accurate predict the failure of an engine and track the flight.

Preventable fuel problems as exhaustion,mismanagement, contamination or misfueling.

Mechanic failure by under torqueing cylinder.

4. EMOTIONS: BEFORE / AFTER EM

How do customers feel when they face a problem or a job and afterwards? frequently complaining customers are bad.But do you know who worse?

who don't complain at all in fact they don't even bother responding to our emails.They simply stop engaging with you because they lose hope in your services.

10. YOUR SOLUTION SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.

If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Business ought to understand customer need as it is vital to match thecompetitive market place.Broadly customers needs about delivering a better experience by exceeding their expectations.

Provide faster solutions.

Improve your products and services.

Reduce the no of support tickets.

8. CHANNELS of BEHAVIOUR CH

ONLINE

What kind of actions do customers take online? Extract online channelsfrom #7 Findings suggest that causes , magnitude and consequences of service failures influence customerspositive and negative emotions.

OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Customer recovery is the actiona company takes in response to service failure in an effort to convert previously dissatisfied customers into loyal ones. Successful companies have a process that not only mitigates incoming customers complaints but also make the customer feel really good about the experience.