Define CS, fit into | **Explore AS,**

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?

> The persons who need another person to clarify their queries about the product are my customer.

6. CUSTOMER — CC
What constraints prevent your customers from taking action or limit their choices of solutions? i.e., spending power, budget, no cash, network connection, available

> The only constraint that limits the customer form taking action is the lack of knowledge on product/ service.

5. AVAILABLE SOLUTIONS — AS
Which solutions 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 & cons do these solutions have? i.e., pen and paper is an alternative to digital notetaking

> Listen to the customer and show genuine empathy Assess the situation Ask for the customer's needs and preferences Offer a solution and give options whenever possible.

Focus on J&P, tap into BE, understand

2. JOBS-TO-BE-DONE / PROBLEMS — J&P
Which jobs-to-be-done (or problems) do you address for your customers?
There could be more than one; explore different sides

> Theory, there are three types of jobs-to-be done your customer is trying to get done - functional, emotional and consumption.

9. PROBLEM ROOT CAUSE — RC
What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e., customers have to do it because of the change in

> Lack of real time engagement in many scenarios, customers need instant assistance and at times, live chat is not just enough. There is a need to view the problem or have a face-to-face conversation for getting the right solution.

7. BEHAVIOUR — BE
What does your customer do to address the problem and get the job done?
i.e., directly related: find the right solar panel installer, calculate usage and benefits;
indirectly associated: customers spend free time on volunteering work (i.e.

> stay calm. treat the situation with humor, rather than getting angry. distract their attention, rather than getting confrontational. if other people are present, explain to them that the behavior is because of an illness and is not personal.

Identify strong TR & EM | **Extract online & offline CH of BE**

3. TRIGGERS — TR

> These interactions/triggers are pieces of information which users create through their everyday actions that indicate they are either a

4. EMOTIONS: BEFORE / AFTER — EM

> The customer feels very bad. Do not try to talk over the customer or argue with them. Let the customer have their say, even if you know that they are mistaken and don't have all the information, or you can anticipate what they are

10. YOUR SOLUTION — SL

> A Chatbot and a ticket raising forum is created and implemented in the website where the user can ask any queries to the agent assigned to them about the product or service in which the agent can answer to the customer what they ask.

8. CHANNELS of BEHAVIOUR — CH
8.1 ONLINE

> The customer can login to website and ask any related queries to that bot and agent, the bot/ agent can able to answer the queries.

8.2 OFFLINE

> The customer can directly visit to the respected organization or show room and ask any related questions.