

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

The person who wants to book the ticket.

The person who wants their complaint about issue or whose complaint need to be solved .

6. CUSTOMER CONSTRAINTS

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 devices.

The customer has concerns about whether their queries will be solved.

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

The customer can post their issues they are facing and employee will be assigned to solve the issue.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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.

To solve the issue raised by a customer and assign an agent to solve it.

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 regulations.

Not reading the proper guidelines available.

Network issues.

Not knowing answer to the question.

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. Greenpeace)

Customer will be the reported of the status of their issue raised.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

User Friendly applications.

Customers can get their queries solved.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

They feel anxious, frustrated and stressed as it is a critical or emergency situation to bring a good solution.

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.

Every customer is assigned with an agent to get their queries resolved by email notification.

User explains their queries to the agent and the agent helps them through.

8.CHANNELS of BEHAVIOUR

CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

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

8.1 Online

Online ticket booking system.

Issues solved by assigning agent through email notification.

8.2 Offline

Complaints from the customer and problem solution statement from the agent is done in paperwork.

Identify strong TR & EM