

Define CS, fit into	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div><div>➤HRM</div><div>➤Talent Acquisition Team</div><div>➤Outsourcing</div><div>➤Consultants</div></div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>C</div></div><div><div>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.</div><div>➤Unstructured data which can’t be used for analysis</div><div>➤Lack of communication</div></div></div>	<div><div>5. AVAILABLE<div>A</div></div><div><div>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</div><div>➤It provides real-time analysis of employee</div></div></div>	Explore AS,	
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div><div>Which jobs-to-be-done (or problems) do you address for your customers?</div><div>➤Analyze employee</div><div>➤Increasing employee satisfaction</div><div>➤Develop solution to identify factors responsible for employees attrition</div></div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>R</div></div><div><div>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.</div><div>➤Hiring wrong candidates</div><div>➤Difficult work life balance</div><div>➤No scope of growth</div></div></div>	<div><div>7. BEHAVIOUR<div>B</div></div><div><div>What does your customer do to address the problem and getthe 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)</div><div>➤Maintain good relationship with employees</div><div>➤Periodical incentives</div><div>➤Giving promotions</div></div></div>		Focus on J&P , tap into BE, understand
	<div><div>3. TRIGGERS<div>TR</div></div><div><div>What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.</div><div>➤Economic Recession</div><div>➤Lack of skills</div><div>➤Other employees getting better salary.</div></div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div><div>What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.</div><div>➤Finding root factors which leads to attrition of employees using given dataset and survey to find the factors responsible</div></div></div>	<div><div>8.1 ONLINE CHANNELS<div>CH</div></div><div><div>What kind of actions do customers take online?Extract online channels from box #7 Behaviour</div><div>➤Employees do work from home until they get a satisfied jobs</div></div></div>		
<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div><div>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.</div><div><div>Before</div><div>➤Insecured</div><div>After</div><div>➤Satisfied</div></div></div></div>	<div><div>8.2 OFFLINE CHANNELS<div>CH</div></div><div><div>What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.</div><div>➤Employees will work on their skillset for the satisfied job position</div></div></div>				