

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?
Customer segmentation is the process of using data science techniques to create discrete groups of customers which share common characteristics or attributes.

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions?
A common theme we found customers saying is that it is not the initial setup of the infrastructure, tools and data insights which is their biggest problem, but rather it is the ongoing maintenance, change management and ensuring consistency throughout an organisation which is their biggest challenge.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem?
Involve technology that can collect and measure sales data, such as reach, purchases and customer interactions with the business. It's helpful for marketing and sales teams to define metrics for sales analytics at the beginning of a marketing campaign to best track their performance and progress.

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

2. JOBS -TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers?

In the context of business, some common types of problems that data analysts work on are discovering trends in the data to choose the best course of action and strategies to provide the most benefit to a company.

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?

- The amount of data being collected
- Collecting meaningful and real-time data
- Visual representation of data
- Data from multiple sources
- Inaccessible data
- Poor quality data
- Pressure from the top
- Lack of support
- Shortage of skills

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?
A customer behavior analysis is a complete investigation of how your customers act across each interaction point of their journey. Conducting customer data analysis properly allows you to uncover your customer needs; so you can satisfy them and increase your customer loyalty.

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

<div>3. TRIGGERS</div> <div>R</div> <div>What triggers customers to act?</div> <div>Trigger analytics is a great tool to enable marketing to reach out to the customer</div>	<div>10. YOUR SOLUTION</div> <div>Our solution is to manage the complexity of your data and transform existing systems into a next generation data platform. consolidate monitoring and drive exponential value with a self service console to consume, manage, and optimize data and analytics. implement AI at scale and create your end to end data supply chain for seamless data processing and analysis.</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div>8.1 ONLINE</div> <div>What kind of actions do customers take online?</div> <div>A customer analytics tool helps organization make sense of their collected data and can display trends in the form of charts and graphs</div> <div>8.2 OFFLINE</div> <div>What kind of actions do customers take offline?</div> <div>If your ecommerce marketing team isn't already ingesting offline purchase data its time to get those feeds in place. because once you do have that data handy there are several steps you can take to elevate your ecommerce marketing efforts.</div>
<div>4. EMOTIONS: BEFORE / AFTER</div> <div>M</div> <div>How do customers feel when they face a problem or a job and afterwards?</div> <div>Before: The user felt insecure to use internet and doubtful about their privacy.</div> <div>After: collects data on how a person communicates verbally and non verbally to understand the person mood or attitude</div>		