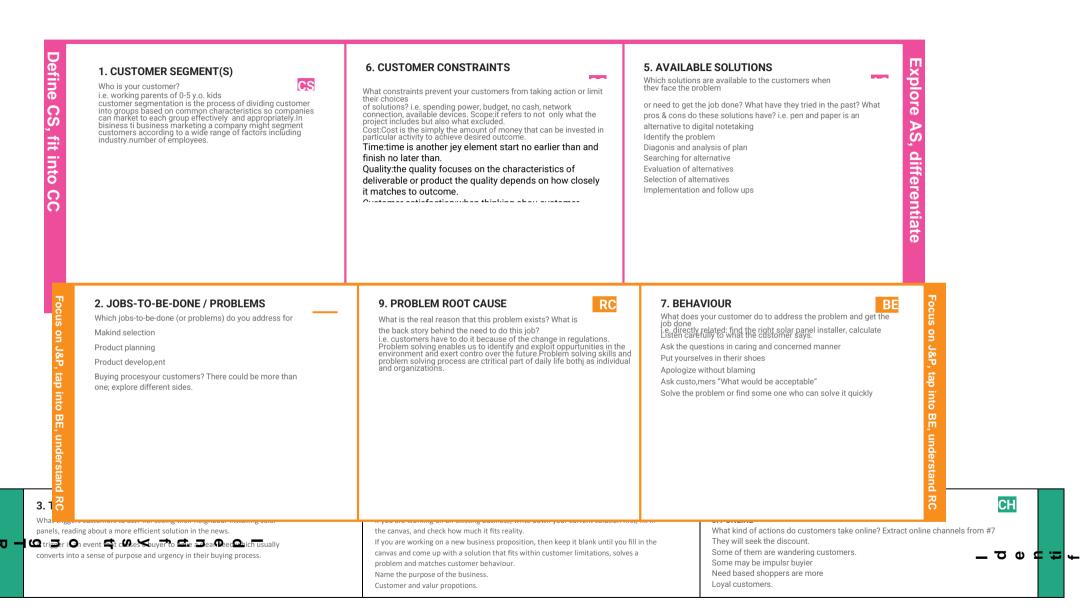
PROJECT: Analytics for Hospitals and Health care Data



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
Those customers might call asking for replacement, refunds. When a customer calls with a poor product
quality complaints its important to ask customer questions about the product and identify the major

Channels and customer relationship Key resources,key activities and key partners Cost structure revenue scheme Linking the boxes+tidying up

8.2 OFFLINE

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

Sales person is present to answer the question to the customer immediately.t.