

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Can we speed up our entire process ?
we need maximum accuracy
is it possible to get an easy to use and cost effective solution

We need technical support
Is this scalable ?
Worried if automating spoils our reputation

What do they HEAR?

what friends say
what boss say
what influencers say

Let us consult with experts and industry leaders
We understand the need for automation
Automating workflow is important in the market

Many competitors are moving towards automation
It looks like automation improves customer experience
Our competitor's customer base improved
There are some risks. We need a credible product

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Why we need to change ? We can stick with manual process
We need an automation tool to speed up processing
We are ready to try if its accurate and low cost

we are searching for a well developed tool
Automating is not user friendly and costly
We have been using a product already

PAIN

fears
frustrations
obstacles

Need to deal with different handwritings
Technical issues like server malfunction and downtime
Human error or missing data fields leads to cheque bouncing
Financial laws vary in different countries and possibility of scams
Convince users to adapt

GAIN

"wants" / needs
measures of success
obstacles

Automate workforce and human errors
speed and advanced reporting
Cost effectiveness and easy integration
Privacy
Stay ahead in the ever evolving market