

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>CC</div><div><p>In order to help you identify your best current customer segments, we’ve broken the process down into five clear steps, from setting up your project to performing customer data analysis, executing data collection.etc.</p></div></div>	<div><div>6. CUSTOMER CONSTRAINTS</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></div><div><p>The practice of providing existing and potential Customer with support enhanced their satisfaction with the company and its product are services</p></div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>Which solutions are available to the customers when they face 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</div><div></div><div><p>Store and reference customer data. Understand what the customer wants. Ensure staff have in-depth product knowledge. Timely escalation.</p></div></div>	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.

A problem statement for a customer primarily involves writing out the detailed description of a specific issue raised by a client that needs to be addressed by the team responsible for problem-solving.

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.

Root cause analysis (RCA) is defined as a collective term that describes a wide range of approaches, tools, and techniques used to uncover causes of problems.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job
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)

A simple way to store customer information is to **use an electronic spreadsheet**. If you have more detailed information, a customer relationship manager (CRM) database might be more suitable. A CRM can help you analyse customer information to find purchasing trends and identify your best customers

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<div><div><div>3. TRIGGERS</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. A Trigger is an event that causes a buyer to have a clear need, which usually converts into a sense of purpose and urgency in their buying process. As an example in your own personal life, you might have had a vague interest in getting a new camera. This might have caused you to browse the web, reading various reviews.</div></div><div><div>4. EMOTIONS: BEFORE / AFTER</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>Unavailable products. Poor product quality. Long waits. No company follow up. Continuous transferring. Unhelpful customer service.</div></div></div> <div><div><div>10. YOUR SOLUTION</div><div>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.</div><div>Existing Business means the assets of any business that is located in this state and that is operating or has ceased operating.</div></div></div> <div><div><div>8. CHANNELS of BEHAVIOUR</div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>What action can be taken against online shopping company. In Consumer Court Law.</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development Radio and television stations are always looking for free products they can give away to their listeners and viewers. Offer to donate free products in exchange for advertisements and publicity about your company.</div></div></div>
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