

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) **CS**

CUSTOMER SEGMENTATION USING  
DIFFERENT VIEWPOINTS TO  
UNDERSTAND THE CUSTOMERS

2. JOBS-TO-BE-DONE / PROBLEMS **J&P**

A JOB TO BE DONE IS A PROBLEM OR  
OPPORTUNITY THAT SOMEBODY IS  
TRYING TO SOLVE

3. TRIGGERS **TR**

PRAGMATIC AND CONSTRUCTIVE  
SOLUTIONS ARE FAR MORE HELPFUL IN  
THIS REGARD THAN OBSTINACY

4. EMOTIONS: BEFORE / AFTER **EM**

SAVE TIME, SAVE MONEY AND DECISION  
MAKING

6. CUSTOMER CONSTRAINTS **CC**

THIS PROJECT IS BUDGET COST AND RISK

9. PROBLEM ROOT CAUSE **RC**

REFUSAL OF A LARGE INSURANCE  
CLAIM. CREATING HINDRANCES TO  
THE MAIN SOURCE OF INCOME.  
DIMINSHING DEPOSIT INCOME

10. YOUR SOLUTION **SL**

DISCUSSION WITH THE LENDER.  
BACKGROUND VERIFICATION  
BY THE BANK. SIGNING IN OF  
NECESSARY DOCUMENTS

5. AVAILABLE SOLUTIONS **AS**

THIS PROJECT GIVE SOLUTION OR CLARITY  
THE CUSTOMER QUERIES AND LOAN  
PREDICTION SYSTEM

7. BEHAVIOUR **BE**

THIS PROJECT TO FIND OUT THE LOAN  
PREDICTION, DAIYASEL AND ACTIVITY  
OVERVIEW THESE ARE USED

8. CHANNELS of BEHAVIOUR **CH**

THIS PROJECT WILL HELP THE  
CUSTOMERS IN RURAL PLACE AND ALSO  
IN URBAN PLACE

Explore AS, differentiate

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

Identify strong TR & EM

