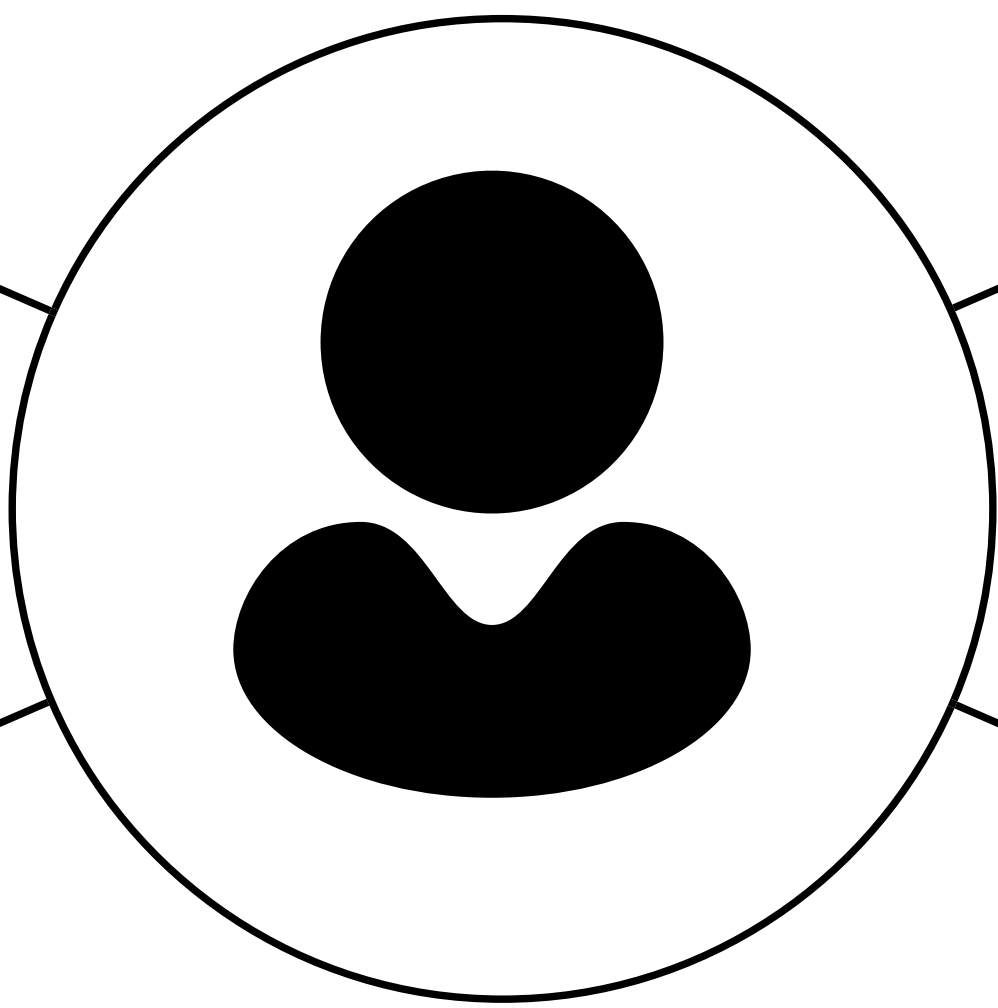


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

The customer service should be prompt

Need an immediate solution for the problem in hand

The problem remains unsolved

A friend got a problem in his app, he contacted the customer care, but they aren't responsive

Contact customer service immediately, if transaction fails

Posting the complaints in website isn't effective, calling is better

The customer care contacts are present and there is a chat section too!

For any queries, you can post your complaints online or call them

The problem posted on the queries portal will be resolved within 24 hrs.

Contact customer care immediately after problem occurs

Are still a bit skeptical about the consideration of their complaint

Want to know the status of their queries periodically

**PAIN**

fears  
frustrations  
obstacles

**GAIN**

"wants" / needs  
measures of success  
obstacles

Not being able to keep track of the status of their complaints

Not having proper knowledge about the procedure to access the service portal

The worry that their issue might not be resolved

Have a satisfaction that their complaints are heard and rectified

Are Happy that their issues are solved in short span of time

Being able to track the status of their complaints