

Save Canvas

Load Canvas

Define customer segments, fit into customer limitations

<div>1. CUSTOMER SEGMENT(S)</div> <div>Add</div> <div>Salary Employee</div> <div>Business people</div> <div>Bank</div>	<div>6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small></div> <div>Add</div> <div>Trusting issues</div> <div>Cibil score,report,sources</div> <div>Bankcard cheque</div> <div>As per customer noms</div> <div>Security issues</div>	<div>5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small></div> <div>Add</div> <div>Assets properties</div> <div>Credit score insurance</div> <div>Verification of the customer details and documents</div> <div>Delay in loan Approval</div>
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Focus on problem, tap into behavior, understand root cause

<div>2. PROBLEMS / PAINS <small>+ITS FREQUENCY</small></div> <div>Add</div> <div>Cheque bounce</div> <div>EMI not paid by the customer</div> <div>Missing customer</div> <div>Bad depts</div> <div>Not repaying the loan amount</div> <div>Wrong customer details</div>	<div>9. ROOT / CAUSE OF PROBLEM</div> <div>Add</div> <div>Cheque bounce</div> <div>Providing wrong address</div> <div>Duplicate certification</div> <div>Not present in address</div> <div>Providing wrong address</div>	<div>7. BEHAVIOR <small>+ITS INTENSITY</small></div> <div>Add</div> <div>Positive approach before getting loan</div> <div>Negative approach after getting loan</div> <div>Confusion to bank in approving loan</div>
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Identify strong triggers & emotions

<div>3. TRIGGERS</div> <div>Add</div> <div>Online advertisement</div> <div></div> <div>Continuous calling of the customer</div> <div></div> <div>Brainwash</div> <div></div> <div>4. EMOTIONS</div> <div>Add</div> <div>Harsh behavior</div> <div></div> <div>Threatening</div> <div></div> <div>Confusion and fear</div> <div></div>	<div>10. YOUR SOLUTION</div> <div>Add</div> <div>Verifying the property documents</div> <div></div> <div>Agreement with customer</div> <div></div> <div>Ratings and reviews</div> <div></div> <div>Secure data storage</div> <div></div>	<div>8. CHANNELS OF BEHAVIOR</div> <div>ONLINE</div> <div>Add</div> <div>Verifying documents in online</div> <div></div> <div>OFFLINE</div> <div>Add</div> <div>Visiting customer in offline</div> <div></div>
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