

If I need to find something or manage my account, it should be easy for me to do it myself without having to call

I don't have time to waste on long calls or to seek out buried information

I don't expect to have to pull teeth to get something done

There's not enough info on the website

I don't have time for this


Says


Thinks

Does


Feels


Ignores marketing emails

Avoids calling anyone on the phone

Uses the chat function to self-serve

Frustrated-my needs are being ignored

Unsure- because the info on the site is unclear

Annoyed- can't get any answers on the site



BUSINESS
An enterprising entity or organization that carries out professional activities