

## Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



## **Build empathy**

The information you add here should be representative of the observations and research you've done about your users.

## Says What have we heard them say? What are their wants, needs, hopes, and dreams? What other thoughts What can we magine them saying? might influence their behavior? They see a large amount of data They may feel related to customer frustrated by the behavior, such as complexity of the They also see usage patterns, trends and complaints predicting customer Their pain points patterns in include the customer churn difficulty of that they need to interpreting analyze. large amounts of data We need to They say things like "We need to develop new find out why strategies to our customers retain our are leaving, customers INTELLIGENT CUSTOMER RETENTION: USING MACHINE LEARNING FOR ENHANCED PREDICTION OF TELECOM CUSTOMER CHUN

monitoring and reducing customer churn is essential for telecom companies

important metric for telecom companies because it directly affects their revenue and profitability





understanding the behaviors that lead to churn

New

technologies

such as 5G

networks

data and the

difficulty of

behavior

**Thinks** 

Their pain points

include the

difficulty of

interpreting

large amounts of

data

Ву

This can be done by offering multiple channels for customer support,

What behavior have we observed?

What can we imagine them doing?

**Does** 

Reducing response times

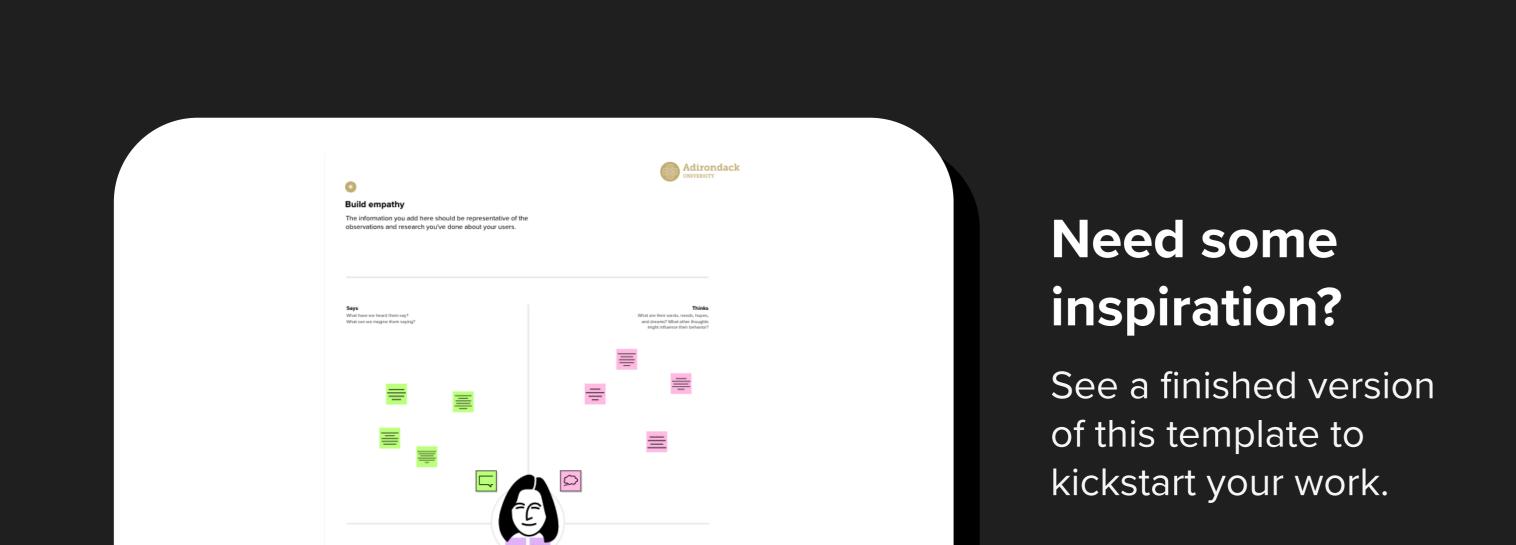
providing welltrained ,knowledgable support staff

Customer service: Poor customer service experiences can lead customers to feel frustrated

Customers are more likely to churn if they experience frequent service disruptions, slow data speeds, or poor network coverage

**Feels** 

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



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