tap into BE, understand RC

Focus on J&

H

strong

Identify

1. CUSTOMER SEGMENT(S)

Who is your customer? i.e. working parents of 0-5 y.o. kids

> Customer Segment is an important marketing tool

It helps the enterprises and the retailers increase profits and improve customer service level.

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It helps to partial backordering is considered when the out of stock, occurs.

The supply disruption duration is an important factor in influencing the effect of customer segments.

MER CONSTRAINTS

CC What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Lack of real-time reporting & Inefficiency

Over stocking & Under stocking.

Lack of trend forecasting.

Lack of centralization

VAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem? Or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital note taking.

Have good visibility over the stocks and fulfill the customer orders without fail.

Expensive for small business, Malicious hacks, Reduced physical Audits.

Explore AS.

differentiate

-ocus

on J&P, tap into

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derstand RC

Automate manual tasks, Improve Forecasting, Support uninterrupted production.

Better inventory accuracy, Reduced risk of overselling, Cost savings, Avoid stock outs and excess stock, Greater Insights.

2. JOBS-TO-BE-DONE / PROBLEMS

for your customers? There could be more than one; explore different sides.

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? i.e. customers have to do it because of the change in

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7. BEHAVIOUR

job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers

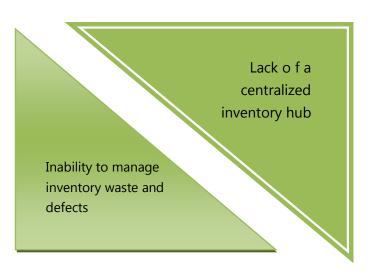
Use cloud based inventory management system Customer can address their problems through the customer services

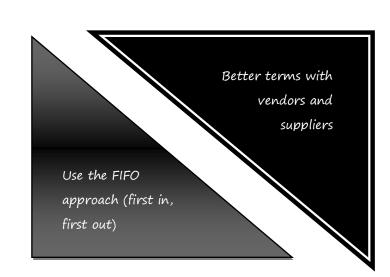
Expanding Product **Portfolios** Inconsistent Tracking

Automate

Reorder







Centralized

Tracking

3. TRIGGERS What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

10. YOUR SOLUTION

What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behavior, use Triggers, Channels & Emotions for marketing and communication.

8.1 ONLINE CHANNELS

What kind of actions do customers take online? Extract online channels from box #7 Behavior

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СН

Lack of **Expertise ≥** රේ

Poor Communication

EM

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control use it in your communication strategy & design.

Frustrated & Irritated

Happier & Relief, Confident & independent





If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behavior. Intergrate multiple channels

Manage multiple platforms in a single window

8.2 OFFLINE CHANNELS

What kind of actions do customers take offline? Extract offline channels from box #7 Behavior and use them for customer development.

Adjust stock levels automatically

Avoid Stock-outs Extract online & offline CH of B П