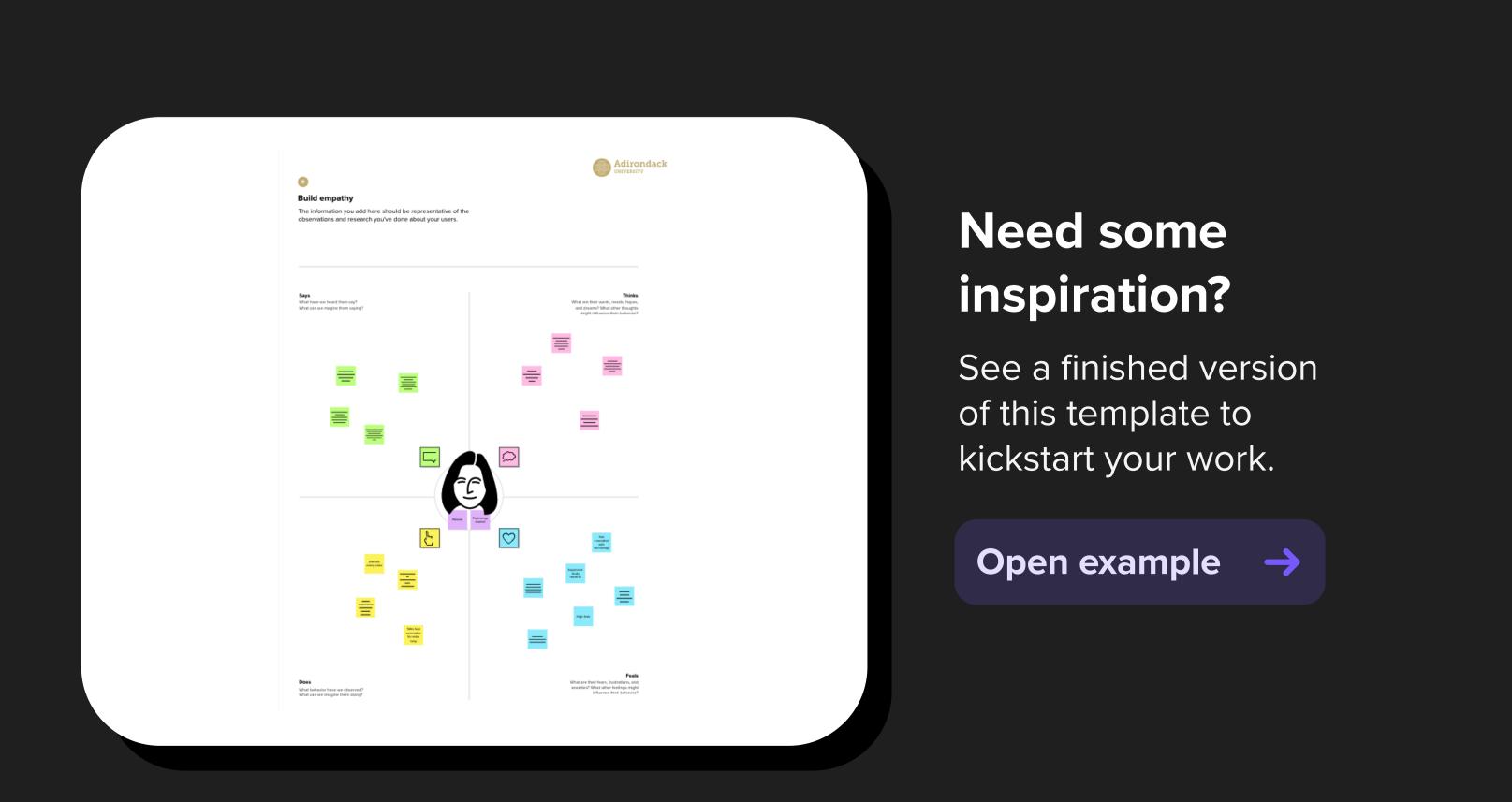


## Empathy map

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.

Share template feedback



# Build empathy

### **Build empathy**

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

## **Thinks** Says What are their wants, needs, What have we heard hopes, and dreams? What other them say? What can thoughts might influence their we magine them behavior? saying? Timely 100% quality Service with Focus on the on work smile. response, customer. **Intelligent Customer Retention: Using Machine**

**Learning for** 

**Enhanced Prediction of** 

**Telecom Customer Churn** 

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Value the customer feedback.

Continuosly improve customer experience.

#### Does

What behavior have we observed?
What can we imagine them doing?

A happy customer is a loyal customer.

#### Feels

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