Empathy map:

Empathy Mapping for Telecom Customer Retention: Understanding the Customer Perspective

Intelligent customer retention in telecom can help businesses improve customer satisfaction and reduce churn rates. By analyzing customer data and taking proactive measures to retain high-risk customers, businesses can create a more loyal and satisfied customer base.

Says
What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

"My phone bill keeps getting higher every month."

"I'm tired of poor customer service when I have a problem."

"I wonder if other providers have better deals."

"I wish my current providers have better deals."

"I don't think my current provider values my loyalty."

"I don't want ti gi through the hassle of switching, but I might have to."

CUSTOMERS

"Researches other telecom providers online."

"Frustrated with their current provider's pricing and customer service"

"Talks to friends and family about their experiences with different providers."

"Anxious about the possibility of having to switch providers"

"Disappointed that their current provider doesn't seem to care about their satisfaction"

"Considers canceling their current plan"

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

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

Need some inspiration?

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