The use of technology has drastically changed the way customer behave nowdays

IOT next big

is surely

exciting for

customer

thing or not but



Going digital is

not just an add

on but it has

become

extremely

important

## Says

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

> This phenomenon has made business models as well

A business enterprise via multiple touchpoints is laid down

The customer perspective and can also reveal key insights to enhance the customer experience

**Thinks** 

What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?

Also the pain points of the customer can be quickly identified and better understood

Preparation and Maintance of ZOHO books for bright ideas consulting

Let us pick up cars with IOT

> Say, adjust the inside temperature of a car a few minutes before its driver gets in



## Does

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



**Feels** 



Finding a

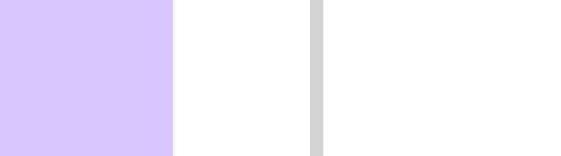
product refine a

search using

various filters

like brands.

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



See an example

Whereas customer

experience is broad reference

to customer

finding it easy to use an e commerce website