**Empathy Map – Customer**

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| **WHO are we empathizing with?** | Who is the person we want to understand?   * We want to understand customers who will get improved assistance from the relationship managers for their in-house call management center.   What is the situation they are in?   * They are in a situation where call flow rates are randomized to get their suitable RM’s.   What is their role in the situation?   * Their role in this situation is to become customers who will use travel services with inbound and outbound calls method. |
| **What do they need to DO?** | What do they need to do differently?   * Travel companies must improve the call flow rate to match customers based on RM’s performance and product knowledge.   What job(s) do they want or need to get done?   * They offer improved call routing and dynamic call flow control for both inbound and outbound calls.   What decision(s) do they need to make?   * They need to create customer end RM’s based on their profiles.   How will we know they were successful?   * If the customer makes repeat orders or customers from particular postcodes will affect the scores which will determine who will be served first. |
| **What do they SEE?** | What do they see in the marketplace?   * Customer see that the call management service is good but it would be great if the call flow rate is matched with the right RM’s.   What do they see in their immediate environment?   * They see that the holiday packages offered by a major travel company using inbound and outbound calls.   What do they see others saying and doing?   * They see other customer can get holiday packages information from call routing provide by a travel company.   What are they watching and reading?   * Customer are trying to read for information about travel services. |
| **What do they SAY?** | What have we heard them say?   * They said they want reliable assistance from travel companies to get holiday packages deals.   What can we imagine them saying?   * They have concern about user privacy because the profiler tool requires customers to fill in their personal information |
| **What do they DO?** | What do they do today?   * Customers call when interested in a product   What behaviour have we observed?   * Customers hang up when spending too long in the queue * Customer who dislike getting calls from us stop returning   What can we imagine them doing?   * Customers contact multiple other companies offering similar product to us. |
| **What do they HEAR?** | * “The RM’s there are all competent and friendly.” * “You will be connected to someone familiar with your chosen travel destination.” * “You won’t spend a long time in the queue.” * “Sometimes they call you and ask you if you’re interested in one of their products which can be irritating.” |
| **What do they THINK and FEEL?** | **Pains**  Customers fear exorbitant prices and horrible experiences. Customers feel frustrated when made to wait for long periods of time in a queue.  Customers fear that the RM they contact will not be helpful and won’t provide any insight into their chosen travel destination. Customers are worried that the travel plans they constructed miss out on an interesting aspect of their destination  **Goals**  Customers want delicious food, unforgettable experiences, and relaxing accommodation at an affordable price.  Customers want to quickly speak with an RM that can inform them about their travel destination and provide an overview on activities to perform there without  wasting any time. |
| What other thoughts and feelings might motivate their behaviour? | * Thoughts of how I can satisfy my manager * Feelings of stress and exhaustion after long calls and low conversion. * Relief, achievement, confidence after satisfactory customer interactions. |