Data enlightenment

SIX Financial Information

A way to analyse gathered information about customer data usage

Customer Wishes

- Describe customer needs and wishes
- Explain the requirements

Fulfilling Customer Needs

- Describe the main attributes of the product
- Link the product attributes to fulfil customer needs

Strengths and Advantages

- Summarise the special features and advant-
  ages of the product being introduced

Next Steps of Action

- Explain the steps that now need to be taken