



Scenario

Expectations

- Quick Service
- Proper Maintenance
- After sales service should be perfect

Awareness

Considerations

Installation

Maintenance & Support

Actions

1. Research Solutions
2. Review Case Studies
3. Consult Industry Peers

4. Request Product Demos
5. Compare Providers
6. Conduct Cost-Benefit Analysis

7. Coordinate with installation teams.
8. Connect sensors and the monitoring platform.

9. Schedule Maintenance
10. Troubleshoot Issues
11. Download Updates

Pains

- Uncertainty about available technology and ROI

- Technical Feasibility
- Integration Concerns

- Initial system calibration and configuration complexity.

- Prolonged system downtimes during maintenance.

Feelings

- Curioius, cautions about reliability and Cost.

- Interested but need assurance of system reliability.

- Optimistic but slightly anxious about potential technical issues.

- Satisfied when support is efficient, frustrated during long downtimes.

Opportunities

- Highlight successful pilot projects and testimonials.

- Offer free trials and detailed documentation on how the system integrates with existing infrastructure.

- Provide hands-on training and a dedicated onboarding team.

- Offer 24/7 support and remote troubleshooting services.