



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?

Professional invoices generated through Zoho Books enhance our brand image.

Transparent financial reporting contributes to our reputation as a reliable tour operator.

We aim to maintain compliance with financial regulations and industry standards.

What metrics should we track to measure the impact of Zoho Books on our financial efficiency?

Are there resources available to train our team on using Zoho Books effectively?

How can we maintain prompt invoicing to meet customer expectations?

Actively seeks insights from Zoho Books to enhance financial efficiency.

Focuses on maintaining prompt invoicing to meet customer expectations and provide excellent customer service.

Implements financial practices to ensure compliance with regulations.

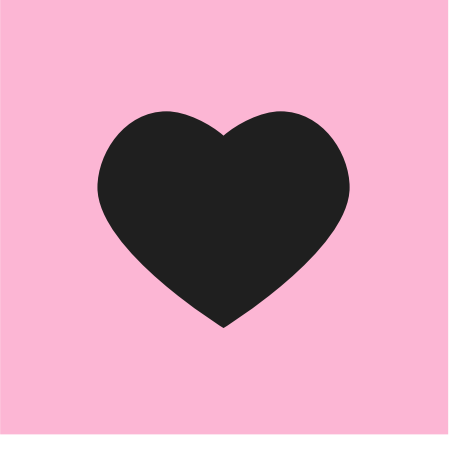
Concerned about data accuracy and financial compliance.

Relieved to have a user-friendly interface in Zoho Books for financial tasks.

Motivated to maintain a competitive edge in the tour operator industry.



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?