



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?

Having a user-friendly interface in Zoho Books simplifies our billing tasks.

We value software that can adapt to the unique needs of healthcare billing.

We're interested in exploring if Zoho Books can help us with financial reporting

Can Zoho Books provide insights into billing trends and patterns?

What level of customization does Zoho Books offer for our specific healthcare billing needs?

How can we ensure data security and patient confidentiality in the billing process?

Explores Zoho Books for potential customization to meet specific healthcare billing needs.

Collaborates with the project team to ensure a smooth transition to Zoho Books.

Engages with training resources to maximize utilization of Zoho Books.

Eager to explore opportunities for improving financial reporting and analysis.

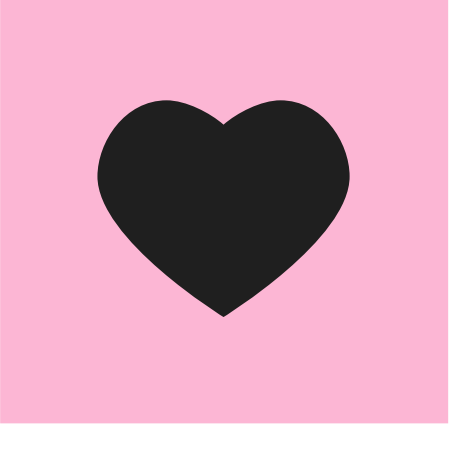
Anxious about potential challenges in transitioning to a new billing system.

Excited about the potential benefits Zoho Books can bring to their healthcare billing.



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?