

BREAKING DOWN

THE VOICE OF THE CUSTOMER



WHAT DID THEY SAY? Ex: <i>"The food was good but wish I had known it was going to be late"</i>	WHAT DO THEY NEED? Ex: <i>"On-time delivery OR notifications for late delivery"</i>	HOW CAN YOU PROVIDE FOR THAT NEED? Ex: <i>"Since faster delivery isn't an option, we can ask customers for permission to text if the order won't be on time"</i>	OPTIONAL: CORRESPONDING PERSONA Ex: <i>"Frequent buyer with the potential to be a brand advocate with improved service"</i>