

03.1 Five Working Backwards Questions

Who is the customer?

Citizens of Munich have questions or need information about upcoming elections.

- Groups worth highlighting: people who don't speak German, 10k election helpers in 1k polling stations, political parties and candidates.

What is the customer problem or opportunity?

Before and during elections citizens of Munich

Have to wait a long time to receive info/answers

WHEN having questions about the conducted elections

What is the most important customer benefit?

The customer saves time while receiving a personalized answer and goes through a more satisfying process than before.

How do you know what customers need or want?

- Survey with citizens
- Real chat dataset provided by KVR from Agents (Q&As)
- Our personal interactions with KVR

What does the customer experience look like?

- Customer needs info/answer about a personal topic regarding the KVR services/election.
- Looks up info on the website.
- If not successful or citizen doesn't want to use website he calls KVR hotline.
- More than 70% of calls are not handled during peak hours
- More than 80% of the processed inquiries cannot be answered during the first telephone call