

PROACTIVE SERVICE CANVAS

by: _____ for: _____ when: _____

CUSTOMER JOURNEY How do you see your customer's journey through this event? Use the boxes below describe the phases of the customer journey.

EVENT A change in customer's circumstances, causing a need for response or action. For example: • a purchase • a situation • an interaction • a milestone	FORECAST Can the event be predicted? How?	FACT Can the event's occurrence be observed, even before the customer does? How?	ACT How does a customer act? How can you know that they act?
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EVENT SIGNALS What signals are produced at each phase of the event? How are they produced and by whom?

FORECAST SIGNALS	FACT SIGNALS	ACT SIGNALS
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The event may be causing pains that you want to prevent, or pains that you want to amplify. What are they?

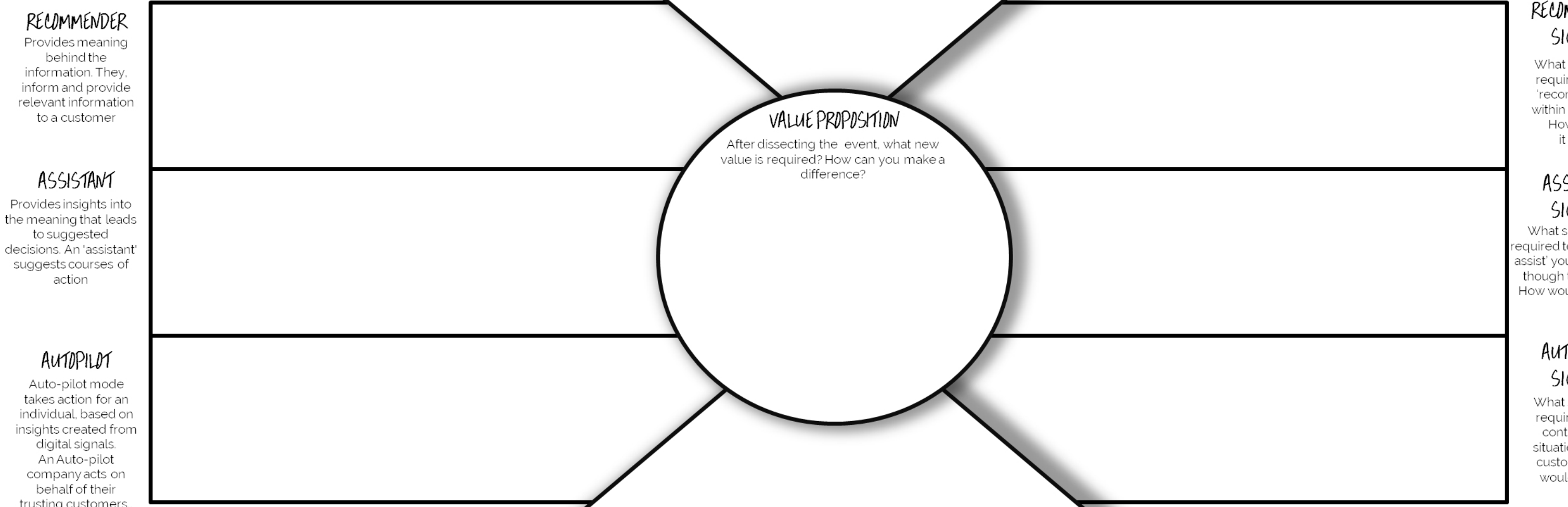
PAINS **GAINS**

PROACTIVE IDEATION

How would this value proposition look if it was delivered proactively? Brainstorm using the three levels of proactive organisation below. What level of proactivity best serves the value proposition?

DIGITAL SIGNALS NEEDED

What digital signals do you have and do you need to proactively each level of ideation?
 • What data do you already have?
 • What data is accessible but not captured?
 • What data could you generate from your current business?
 • What could you source from others?



CREATING TRUST

What trust mechanisms are required? What new brand, marketing security and privacy approaches are needed to facilitate this trust?