Is empathy cost efficient

Efficiency and effectiveness. These two concepts are quite often mixed up. Each with their own strengths and weaknesses. It's easy to get caught up in a cycle of efficiency. Where the mindset and focus is on getting yourself up to a high level of productivity. Such as streamlining how you write code through patterns, practices and looking for repeatable processes. You can assemble a small team and use empathy map to brainstorm and discover more about your customer's personality. As soon as you have your results, you should create different sections and categorize your customers into different groups -- which contain people with similar demographic data and need. Prompting your existing customers to fill a short survey through email is very cost-efficient and can give you great ideas to start with. 5. Convert. When it comes to conversion, following the above steps gives you piece of mind about your customer's next course of action. In fact, you have already guided them through your conversion funnel the moment you reached out to them, and you made it very easy for them to make a purchase or opt-in for your offer.