

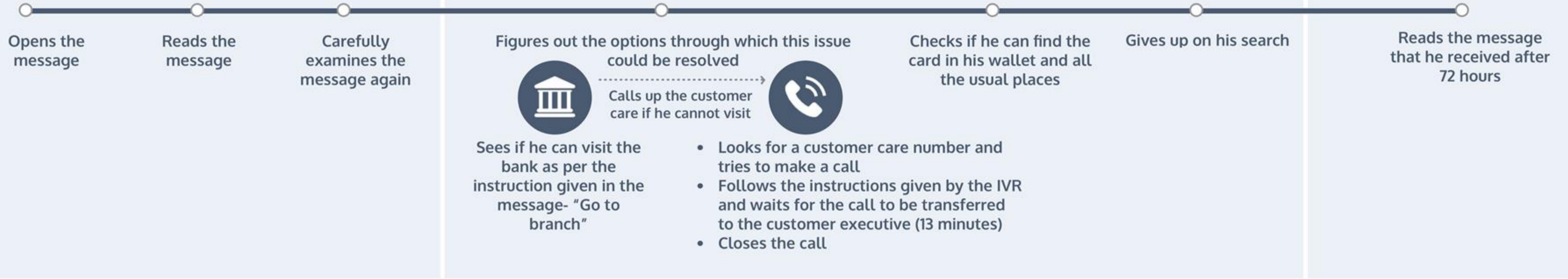
Touch Points

Message Received

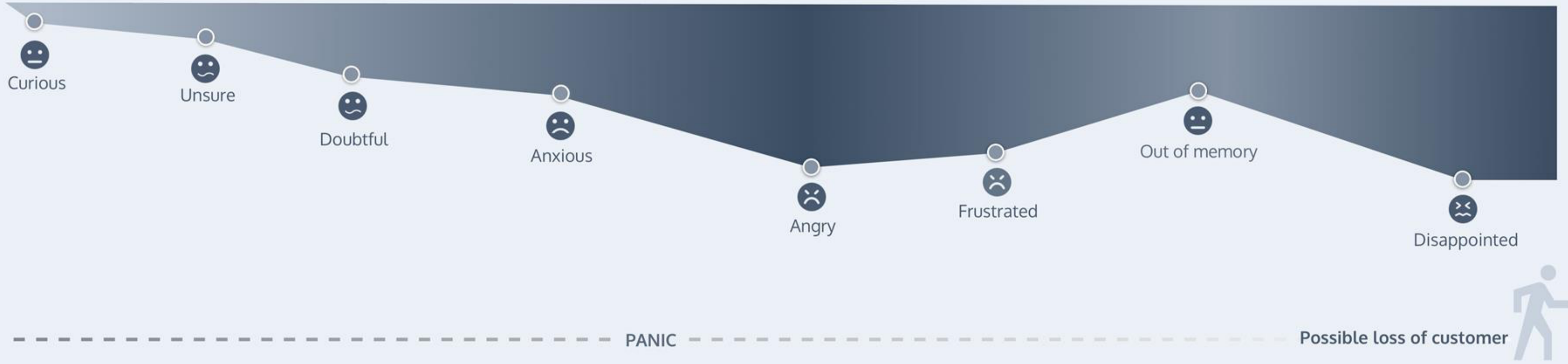
Exploring Resolution Options

2nd Message Received

CUSTOMER ACTIONS



FEELINGS



THOUGHTS

"Which card could it be and why has it been blocked?"

"I cannot recognise the purpose of the card."

"It's Sunday! Of course, the nearby branch won't be operational."

"Let's see if I can get some information from the customer care."

"I am still unable to figure out which card this is."

"Well, I guess this message isn't that important so I should just ignore it."

"Which card had they blocked?"

"Where are the xxxx and last 4 digits of the card? If I had deleted the earlier message, how would I know which card it is?"

"No need to panic yet, let's find out in a while."

"\$PRODUCT_NAME\$.
"What could it be?"
"Is this a spam?"

"What if this was a card that I use frequently and critical to be active all the time? I would have no option to unblock it."

"Why do I have to wait for so long?"

"I can't even find it anywhere."

"Why didn't the bank notify me earlier?"

"It's been 13 minutes already! Such a poor service!
I should hang up the call."

"I hadn't taken any action to unblock the card. I am now unsure if someone has used this card for it to be active again."

"It's not possible to remember the last 4 digits of all the cards I have."

"They did not even explain why this happened nor did they give any assurance that this would not repeat in the future."