**[A green sign with white text

Description automatically generated](https://www.smartsheet.com/try-it?trp=11974&utm_source=template-word&utm_medium=content&utm_campaign=Customer-Focused+Canvas-word-11974&lpa=Customer-Focused+Canvas+word+11974)CUSTOMER-FOCUSED CANVAS TEMPLATE for Microsoft Word**

Fill out the template using the instructions below to help you focus on understanding and meeting the needs of your customers.

**10**

Outline the main costs involved in maintaining a customer-focused approach, including costs related to marketing, customer support, and product/service delivery.

COST STRUCTURE

KEY RESOURCES

Identify the essential resources required to deliver your value proposition to your customers.

**9**

CUSTOMER FEEDBACK

Set up a system or method for collecting and analyzing feedback from your customers.

**8**

CHANNELS

**7**

Describe how you will reach and communicate with your customers, including marketing, sales, and distribution channels.

**6**

Define the nature of the relationship you aim to build with each customer segment, such as personal assistance, self-service, or automated interactions.

CUSTOMER RELATIONSHIPS

Clearly state how your product or service addresses customer pains and contributes to customer gains.

**5**

VALUE PROPOSITIONS

CUSTOMER GAINS

**4**

List the benefits or positive outcomes your customers are seeking.

CUSTOMER PAINS

**3**

Note the challenges or problems your customers face in achieving their goals or tasks.

CUSTOMER JOBS

**2**

Describe what tasks your customers are trying to accomplish or what needs they are trying to meet.

CUSTOMER SEGMENTS

Identify and list the specific groups of customers your business targets.

**1**

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |