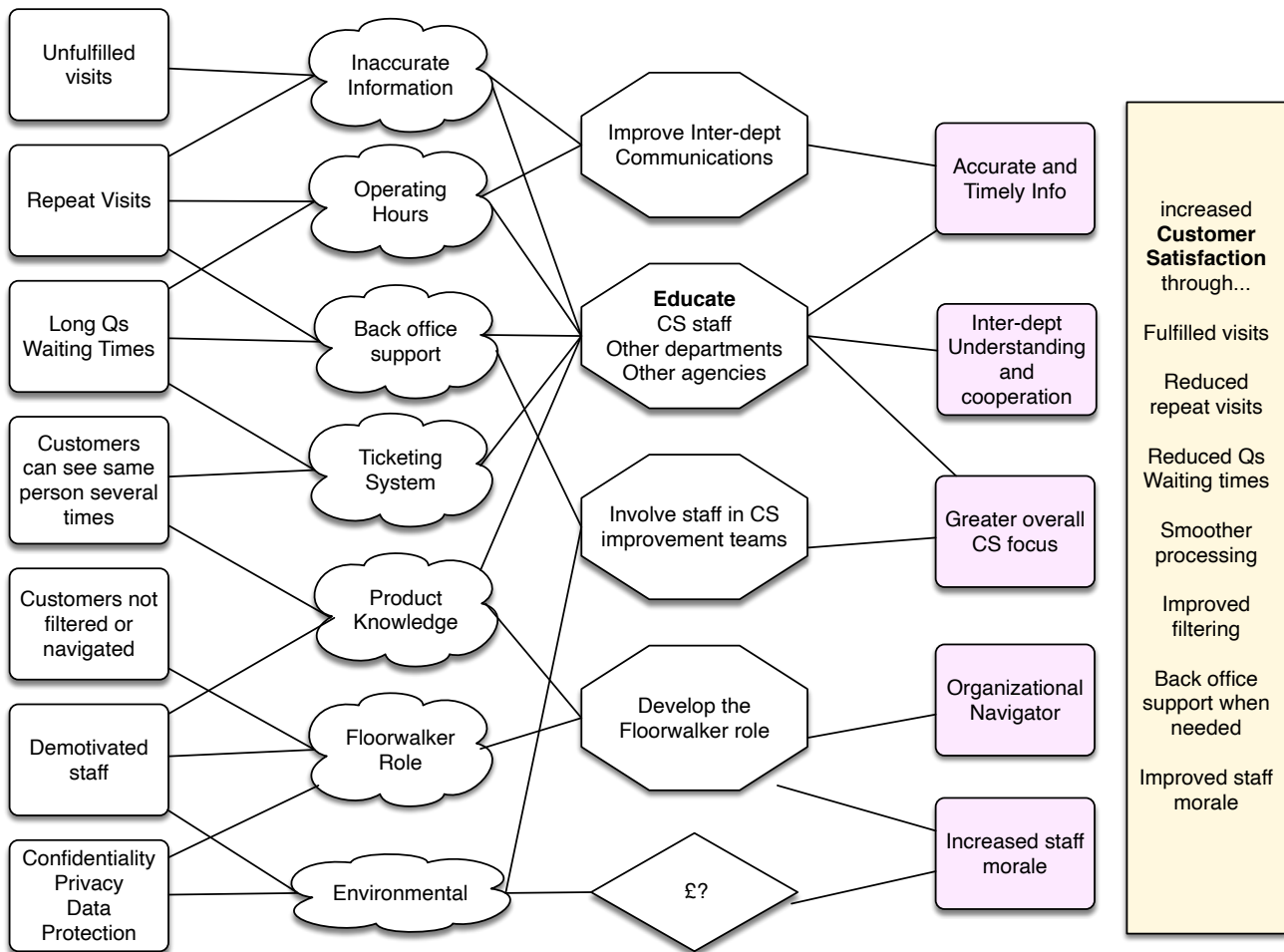


# Customer Benefit map

## Connecting actions to benefits



The benefit map is a type of project network diagram that connects observed problems, through to root-causes, potential actions, and then to benefits. This method of analysis ensures that any business-case investments are directed to solving the problems and are explicitly linked to actions, and implementations leading to a benefit.

A benefit map is typically a deliverable from a business analysis phase of a project.