**Business Case Document**

**Project:** Safaricom Digital Customer Service Portal  
**Date:** August 2025

**1. Executive Summary**

The Safaricom Digital Customer Service Portal project aims to develop a unified, multi-channel platform that enhances customer support by providing 24/7 access to self-service tools, AI-powered chatbots, live support, and ticket management. This initiative will improve customer satisfaction, reduce dependency on call centers, and optimize operational costs.

**2. Benefits**

* **Reduced call center load:** Automated and self-service options decrease inbound call volumes.
* **24/7 availability:** Customers can access support anytime via multiple channels.
* **Improved customer experience:** Faster resolution and seamless issue tracking.
* **Operational efficiency:** Streamlined workflows reduce response times and costs.
* **Scalability:** Platform can grow with customer base and integrate new technologies.

**3. Project Charter**

* **Project Sponsor:** Safaricom Customer Service Division
* **Project Manager:** [Name]
* **Start Date:** June 2025
* **Target Completion:** August 2025
* **Scope:** Design, develop, and deploy a digital portal integrating AI chatbots, self-service tools, live chat, and ticket management with Safaricom’s existing backend systems.
* **Deliverables:** Fully functional digital portal, training materials, support documentation.

**4. Stakeholder Identification & Analysis**

| **Stakeholder** | **Role/Interest** | **Influence Level** | **Engagement Strategy** |
| --- | --- | --- | --- |
| Safaricom Customers | End users of the portal | High | Regular updates, feedback |
| Customer Service Team | Support agents & supervisors | High | Training and involvement |
| IT Department | Development and maintenance | High | Collaborative development |
| Senior Management | Approval and funding | High | Steering committee |
| Compliance & Security | Data privacy and regulatory | Medium | Compliance reviews |
| External Vendors | AI chatbot and integration tech | Medium | Contract management |

**5. High-Level Risk Assessment**

| **Risk** | **Impact** | **Likelihood** | **Mitigation Strategy** |
| --- | --- | --- | --- |
| Integration delays | High | Medium | Early technical assessment & buffer time |
| Data privacy breaches | High | Low | Strong encryption & compliance audits |
| User adoption resistance | Medium | Medium | User training & communication campaigns |
| Budget overruns | High | Low | Detailed budgeting & contingency reserves |
| Technology failure/outage | High | Low | Robust infrastructure & disaster recovery |

**6. Budget & Resource Estimate**

* **Estimated Budget:** $1.2 million
* **Resources Needed:**
  + Project Manager
  + UI/UX Designers
  + Software Developers
  + QA Testers
  + AI Specialists
  + Support & Training Staff
* **Infrastructure:** Cloud hosting, security tools, integration APIs

**7. Approval from Governance Board**

* Approval is required by: **July 15, 2025**
* Next Governance Meeting: **July 10, 2025**
* Prepared by: [Your Name], Project Manager
* Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_