**Stakeholder Identification & Analysis**

| **Stakeholder** | **Role / Interest** | **Influence Level** | **Engagement Strategy** | **Communication Frequency** |
| --- | --- | --- | --- | --- |
| **Safaricom Customers** | End users of the portal seeking support | High | User feedback sessions, surveys | Weekly updates during rollout, monthly after launch |
| **Customer Service Team** | Support agents and supervisors using the portal | High | Training workshops, regular briefings | Bi-weekly during implementation, monthly after launch |
| **IT Development Team** | Responsible for building and maintaining portal | High | Agile sprint meetings, progress reports | Daily stand-ups during development, weekly otherwise |
| **Senior Management** | Project sponsors and decision makers | High | Steering committee meetings | Monthly or as needed |
| **Compliance & Security** | Ensures data privacy, security, and regulatory compliance | Medium | Compliance reviews, audits | Monthly reviews |
| **External Vendors** | Providers of AI chatbot, integration tools, and infrastructure | Medium | Contract meetings, technical coordination | Bi-weekly during development |
| **Marketing Team** | Responsible for user communication and adoption | Medium | Coordination meetings, feedback on messaging | Monthly |
| **Finance Department** | Budget oversight and approval | Medium | Budget reports and approvals | As required |
| **Operations Team** | Handles day-to-day support post-launch | Medium | Training, knowledge transfer | Pre-launch training, monthly updates |