**Deliverable 1: CRM Optimization Plan**

**Project Context:** Safaricom seeks to optimize its Customer Relationship Management (CRM) system to enhance customer service, integrate omnichannel support, and drive customer retention.

**Objectives:**

* Enhance CRM data analytics for customer segmentation
* Integrate CRM with mobile app and chatbot
* Automate support workflows (ticket escalation, reminders)
* Improve customer lifetime value (CLV) through personalized offers

**Key Activities:**

* CRM audit (Salesforce/Zendesk current setup)
* Gap analysis vs. business goals
* Customization of workflows (triggers, macros)
* API integration (mobile app, USSD, IVR)
* User training for customer support teams
* Performance benchmarking (CSAT, AHT, FCR)

**Tools:** Salesforce, Zendesk, HubSpot, Twilio API, Power BI