**Deliverable 6: Stakeholder Management Plan — Safaricom Digital Customer Service Portal**

**1. PurposeA**

To identify all stakeholders, analyze their influence and interest, and develop appropriate engagement strategies to ensure project success.

**2. Stakeholder Identification**

| **Stakeholder Group** | **Role/Description** | **Interest Level** | **Influence Level** | **Engagement Approach** | **Communication Method** | **Owner** |
| --- | --- | --- | --- | --- | --- | --- |
| Executive Sponsor | CIO – project champion | High | High | Active involvement and decision-making | Monthly steering meetings, reports | Project Manager |
| Customer Service Team | Agents and managers | High | Medium | Regular updates and training | Weekly briefings, workshops | Customer Service Lead |
| IT Development Team | Developers, architects | Medium | High | Agile sprint updates | Daily standups, Slack | Development Lead |
| Compliance & Security | Data protection officers, auditors | High | Medium | Regular compliance reviews | Reports, audits, emails | Compliance Officer |
| Customers | End users of the portal | High | Low | Feedback collection, surveys | In-app surveys, social media | Product Owner |
| Vendors | Chatbot, cloud, API providers | Medium | Medium | Contract management and coordination | Vendor meetings, emails | Procurement Manager |

**3. Stakeholder Analysis Matrix**

| **Stakeholder** | **Interest** | **Influence** | **Strategy** |
| --- | --- | --- | --- |
| CIO | High | High | Keep satisfied, engage actively |
| Customer Service | High | Medium | Manage closely, provide training |
| IT Development Team | Medium | High | Collaborate closely |
| Customers | High | Low | Inform and gather feedback |
| Vendors | Medium | Medium | Monitor and control |

**4. Engagement and Communication Plan**

* **Executive Sponsor:** Monthly steering meetings and strategic reports.
* **Customer Service Team:** Weekly progress updates, training sessions, feedback workshops.
* **IT Team:** Daily scrum meetings, sprint demos, and retrospectives.
* **Compliance Team:** Bi-weekly audits and compliance reporting.
* **Customers:** Regular surveys, focus groups, and social media engagement.
* **Vendors:** Contract reviews, performance monitoring, and coordination meetings.

**5. Tools and Techniques**

* Stakeholder Register and Communication Matrix.
* Project collaboration tools (e.g., Microsoft Teams, Slack).
* Survey tools (e.g., SurveyMonkey, Google Forms).
* CRM and feedback systems for customer insights.