**Stakeholder Communication and Feedback Reports**

**Project:** Odoo ERP System Deployment – Safaricom Telco  
**Version:** 1.0  
**Date:** [Insert Date]

**. Purpose**

To ensure structured, transparent, and bidirectional communication with stakeholders through periodic updates, feedback loops, and engagement metrics.

**B. Communication Strategy Overview**

| **Audience** | **Channel** | **Frequency** | **Owner** | **Purpose** |
| --- | --- | --- | --- | --- |
| Executive Steering Committee | Executive Dashboards / Reports | Monthly / Milestone-based | Program Manager | Strategic alignment, decision-making |
| End Users (Call Center, Retail Ops) | Workshops, Newsletters, Surveys | Bi-weekly | Change Manager | Adoption, training feedback |
| Internal Teams (IT, QA, Security) | Jira, MS Teams, Standups | Daily/Weekly | PM/Tech Lead | Task coordination, blockers |
| External Vendors (Odoo Partner) | Progress Reviews, Shared Docs | Weekly | Procurement Lead | SLA monitoring, issue resolution |

**C. Sample Stakeholder Feedback Report**

| **Source** | **Feedback Summary** | **Impact Level** | **Action Taken** | **Status** |
| --- | --- | --- | --- | --- |
| Finance Dept | Reporting module lacks customization for tax regimes | High | CR raised to customize reports | In Progress |
| Retail Agents | Mobile UI load time is slow on low bandwidth | Medium | Optimization task added to backlog | Open |
| Steering Comm. | Requested clarity on M-PESA API risk ownership | High | Escalated to Risk Committee | Resolved |

**D. Engagement Metrics**

| **Metric** | **Target** | **Actual** | **Variance** | **Notes** |
| --- | --- | --- | --- | --- |
| Monthly Steering Attendance | 100% | 95% | -5% | Missed due to C-Level scheduling |
| Survey Response Rate | ≥ 75% | 81% | +6% | Driven by post-training survey |
| Stakeholder Satisfaction (NPS) | ≥ 8.0 | 8.7 | +0.7 | Measured during UAT cycle |
| CR Turnaround (days) | ≤ 3 | 2.6 | +0.4 | SLA met across all functional areas |

**E. Communication Risks**

* **Over-communication fatigue** – mitigated through channel segmentation
* **Misalignment in expectations** – addressed via Executive Summary validation
* **Change resistance** – managed with personalized feedback loops and FAQs