|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Entity Matrix – Right Time – Customer Journey   |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Domain | Team | Business Process | Applications | Master Entities | | | | | | | Measures | | | Campaign | Customer | CSR | Technician | Service | Location | Capacity | Throughput | Efficacy | | Customer Acquisition | Call Centre | Lead Generation | Talk Desk  Service Titan  (Calls, Estimates, Jobs) | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | CSR  Technician  Demographics | Call Volume  Conversion | Campaign  CSR  Technician | | Operations | Operations | Estimation | Service Titan  (Estimates) | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | Technician  Geography | Volume  Duration  Conversion | Technician  Location | | Service Delivery | Service Titan  (Jobs, Invoices) |  | Checkmark with solid fill |  | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | Technician  Geography | Revenue  Duration | Service  Technician | | Service and Retention | Call Centre | Membership  New Services | Talk Desk  Service Titan  (Calls, Estimates, Jobs) | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill |  | Checkmark with solid fill | Checkmark with solid fill | CSR  Technician | Call Volume  Conversion | Campaign  CSR  Technician |  Flower accent icon on second page Notes Checkmark with solid fill = Data entity (column) is used within business function (row) Flower accent icon on second page Application List  * Business communications system  Flower accent icon on second page Transactional entities  |  |  |  |  | | --- | --- | --- | --- | | Domain | Business  Capability | Business Process | Transactional Entity | | | Customer Acquisition | Marketing | Leads Generation | Calls  ST Jobs | | Inbound /  Outbound | Calls | | Operations | Sales | Estimate  Appointment | ST Jobs  ST Estimates | | Service Delivery | ST Invoices | | Service and Retention | Customer Retention | Membership  New Services | Calls  ST Invoices  ST Memberships | |