**Owner**

See

The system developers collecting the necessary requirements and information

Data of system ie profiles, ratings, RMs, etc

Say

Their wants and needs for the Information System

Thoughts/opinions on the system and feedback from developers

Do

Deciding the overall direction where the information system will lead

Altering requirements last minute

Hear

Opinions from RMs and customers

Feedback from RMs and customers

What has been accomplished

What are the upcoming iterations

What cannot be accomplished

Updates from the developers and RMs

Pain

Is the money invested going to be worth it / a benefit that isn’t negligible or actually detrimental

Maintenance after implementation (any issues, downtime)

Decrease in customer satisfaction (dues to wait times from profiling)

Gain

Increased yearly revenue

An increased repeated customer base

Increase in business size

Increase in customer satisfaction

Increase in RM satisfaction

**Objectives:**

* Improve the operation of their in-house call management centre (CMC)
* Improve the call flow rate to carry out a more effective calls
* Assume a supporting tool to create customer profiles exists (Profilers Tool)
* Improved call routing and dynamic call flow control for both inbound and outbound calls
* Improve customer satisfaction