

## Template: Analyze Business Needs and Gaps in a Business Solution

Use this template to enter your solution. You may modify the template to include more information.

### Solution

#### Task 1: Understanding BABOK principles

The Business Analysis Body of Knowledge (BABOK) outlines the key knowledge areas for effective business analysis. In this case, the following knowledge areas will be utilized to evaluate the CRM solution:

Key knowledge areas	Application
Business analysis planning and monitoring	Establishes an approach to ensure that analysis activities align with business objectives.
Elicitation and collaboration	Involves gathering input from stakeholders to understand their needs and expectations.
Requirements life cycle management	Manages requirements throughout their life cycle to ensure they align with business goals.
Strategy analysis	Assesses the current state and defines strategies to address identified business needs.
Requirements analysis and design definition	Assesses the current state and defines strategies to address identified business needs.
Solution evaluation	Evaluates the proposed solution against the requirements to assess its effectiveness and fit.

*Refer to the instructions for task 1 in the lab instructions.*

#### Task 2: Analyze the case study

**Step 1:** Identify key stakeholders and document their concerns. *Refer to the instructions for task 2 in the lab instructions.*

Stakeholder	Interests/Concerns
Management	Increased sales, customer retention, and cost-effective solutions

Stakeholder	Interests/Concerns
Customers	Improved experience, quick response times, and personalized service
Employees	User-friendly systems and training for new tools

**Step 2:** Define business needs by identifying core issues and documenting operational gaps. Refer to the instructions for task 2 in the lab instructions.

Core issues	Description
<i>Declining sales</i>	<i>20% decrease in sales over the past year</i>
<i>Customer dissatisfaction</i>	<i>Customers feel undervalued, citing slow response times and lack of attentive service</i>

Gaps in current operations
<i>Lack of effective customer engagement and communication</i>
Insufficient customer data analytics to inform decision-making

**Step 3:** Document requirements to address business needs. Refer to the instructions for task 2 in the lab instructions.

Expected requirements	Business need addressed
Customer data analytics dashboard	To provide insights into customer behavior and preferences
Automated follow-up emails	To ensure timely communication with customers post-interaction
Integration with social media platforms	To engage customers where they are active
24/7 customer support chatbots	To improve response times and customer service availability
Personalized marketing campaigns	To tailor marketing efforts based on customer data