**Analyze Business Needs and Gaps in a Business Solution**

RetailCo, a mid-sized retail company, is experiencing a decline in sales and growing customer dissatisfaction. To address these issues, the company has decided to implement a new customer relationship management (CRM) system. This CRM is designed to enhance customer experience and boost sales through data-driven insights and personalized interactions. Management has outlined key features for the CRM to help achieve these goals.

**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:

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| **Key knowledge areas** | **Application** |
| Business analysis planning and monitoring | Establishes an approach that the analysis activities align with the business objectives |
| Elicitation and collaboration | Facilitate seamless communication and collaboration with stakeholders to ensure the correct and detailed requirements are gotten |
| Requirements life cycle management | Ensures that requirements are maintained and effectively managed over time |
| Strategy analysis | Ensure that the actions and intended goals align with the overall business goals |
| Requirements analysis and design definition | Focuses on designing and detailing requirements |
| Solution evaluation | Evaluates if final solution follows requirements and achieves goals |

**Task 2: Analyze the case study**

**Step 1:** Identify key stakeholders and document their concerns.

| **Stakeholder** | **Interests/Concerns** |
| --- | --- |
| Management | Increases sales, customer retention and cost-effective solutions |
| Customer Service representatives | More efficient communication and faster issue handling |
| Customers | Faster and better responses to issues |
| Sales representatives | To provide better product recommendations to customers |

**Step 2:** Define business needs by identifying core issues and documenting operational gaps.

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| **Core issues** | **Description** |
| Declining sales | 20% decrease in sales over the past year |
| Low customer retention | 30% decrease in customer retention |

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| **Gaps in current operations** |
| Lack of effective customer engagement and communication  Lack of adequate and complete data on costumers to drive insights |

**Step 3:** Document requirements to address business needs.

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| **Expected requirements** | **Business need addressed** |
| Customer data analytics dashboard | To provide actionable insights into customer behaviour and preferences |
| Automated follow-up emails | To ensure timely and personalized communication with customers |
| Integration with social media platforms | To allow RetailCo to engage customers on social media channels |
| 24/7 customer support chatbots | To offer round-the-clock support, enhancing the responsiveness of customer service |