**Quantify and Validate 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.

**Task 1: Address challenges and questions**

**Step 1:** Identify potential risks. Refer to the instructions for task 1 in the lab instructions.

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| **Potential risks of**  **implementing the new**  **CRM system** | **Description** |
| Resistance to change | Employees may be reluctant to adopt new systems or processes |
| Data security and compliance issues | There may be risk of security issues leading to data breaches and non-compliance with regulatory requirements |
| Integration issues | There may be delays, errors, unexpected costs and technical difficulties in implementing the new system |

**Step 2:** Involve customers in evaluation. *Refer to the instructions for task 1 in the lab*

*instructions.*

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| **Method to involve**  **customers in**  **the evaluation** | **Description** |
| User testing | Conduct user testing with a group of selected customers to provide feedback on usability and features during the CRM implementation process |
| Surveys and feedback mechanism | Using questionnaires or other mechanism to gather feedback from customers on their thoughts about the system |

**Step 3:** Prioritize requirements. *Refer to the instructions for task 1 in the lab instructions.*

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| **Prioritization**  **techniques** | **Description** |
| MoSCoW prioritization | Use techniques such as MoSCoW (Must have, Should have, Could have, Won't have) to classify requirements based on urgency and importance |
| The Five Whys | To determine why each requirement is necessary |

**Task 2: Quantify and validate the solution**

Validate your solution using the self-assessment checklist. *Refer to the instructions for task 2 in the lab instructions.*

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| **Checklist** | **Yes/No** |
| Did you identify all key stakeholders? | Yes |
| Were the business needs clearly defined? | Yes |
| Did you document at least five requirements for the CRM? | Yes |
| Did you evaluate the proposed solution against those requirements? | Yes |
| Were recommendations made based on evidence from your analysis | Yes |