PROJECT CHARTER

AI Customer Service Sentiment Collection Platform

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1. PROJECT OVERVIEW

1.1 Project Description

This project will develop and launch a specialized AI customer service sentiment collection platform designed to help businesses understand and analyze customer sentiment toward AI-powered customer service interactions. Unlike general sentiment analysis tools, this platform will focus exclusively on AI service interactions, providing specialized metrics, simplified user experience, and actionable insights.

1.2 Business Case

The AI for customer service market is projected to grow from $12.06 billion in 2024 to $47.82 billion by 2030. There is a significant gap in the market for a specialized platform focused exclusively on AI customer service sentiment analysis that is both powerful and simple to use. Existing solutions are either too general in their approach or too complex and expensive for small to medium-sized businesses.

1.3 Project Vision

Create the market-leading platform for AI customer service sentiment analysis that enables businesses of all sizes to quickly understand how customers feel about their AI service interactions and take action to improve these experiences.

1.4 Project Mission

Develop a platform that transforms the way businesses collect, analyze, and act on customer sentiment data related to AI service interactions through intuitive design, specialized metrics, and actionable insights.

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2. PROJECT OBJECTIVES AND SUCCESS CRITERIA

2.1 Business Objectives

1. Create a specialized platform that addresses the unique challenges of AI customer service sentiment analysis
2. Provide businesses with actionable insights that lead to measurable improvements in customer satisfaction
3. Establish a scalable SaaS business model with predictable revenue growth
4. Build strategic partnerships with key AI service providers

2.2 Project Objectives

1. Develop an MVP that delivers core functionality within 4 months
2. Launch beta program with at least 5 partner companies within 5 months
3. Achieve commercial launch within 6 months
4. Secure 250 paying customers within the first year

2.3 Success Criteria

1. **Technical Success:**
   - Platform uptime of 99.9%
   - Average survey completion rate above 40%
   - Data processing time under 5 seconds for standard analysis

2. **Business Success:**
   - Customer retention rate of at least 80% after one year
   - Net Promoter Score (NPS) of 40+ for the platform
   - Achievement of first-year revenue target of $1.2M

3. **Market Success:**
   - Recognition from at least two industry analysts within the first year
   - Establish 3+ strategic partnerships with AI customer service providers
   - Featured customer case studies from at least 3 different industries

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3. PROJECT SCOPE

3.1 In Scope

1. **Core Platform Development:**
   - Simplified survey creation and distribution tools
   - AI-specific sentiment analysis engine

- Real-time analytics dashboard

- Alert and notification system

- Basic integrations with major AI platforms

2. **Go-to-Market Activities:**
   - Brand development and website

   - Initial marketing content

   - Sales enablement materials

   - Partnership program development

3. **Operation Setup:**
   - Customer support processes

   - Billing and subscription management

   - User documentation

3.2 Out of Scope

1. Native mobile applications (initial release will be web-based)

2. Extensive customization services

3. White-label solutions (to be considered in future phases)

4. Integration with non-AI customer service platforms

5. Multi-language support beyond English (for MVP)

3.3 Deliverables

1. **Phase 1 (MVP):**
   - Core survey creation and collection functionality

   - Basic AI sentiment analysis engine

   - Simple dashboard with key metrics

   - Integration with 3-5 major AI platforms

2. **Phase 2 (Enhanced Analysis):**
   - Advanced AI-specific sentiment metrics

   - Comparative benchmarking

   - Expanded integration options

   - Custom report generation

3. **Phase 3 (Enterprise Features):**

- Advanced user management

- Role-based access controls

- White-label options

- Advanced API capabilities

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4. STAKEHOLDERS

4.1 Key Stakeholders

1. **Project Sponsor:** [Name], CEO

2. **Executive Leadership:**
   - [Name], CTO

   - [Name], CFO

   - [Name], CMO

3. **Development Team:**
   - [Name], Technical Lead

   - [Name], Product Manager

   - [Name], UX Designer

   - [Name], Full-stack Engineers (3)

   - [Name], Data Scientist

4. **External Stakeholders:**
   - Initial Beta Partners

   - Investors

   - Integration Partners

4.2 RACI Matrix

A detailed RACI matrix will be developed as part of the project planning phase.

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5. PROJECT TIMELINE AND MILESTONES

5.1 Key Milestones

1. Project Kickoff: [Date]

2. Market Validation Complete: [Date + 1 month]

3. MVP Design Approved: [Date + 2 months]

4. MVP Development Complete: [Date + 4 months]

5. Beta Program Launch: [Date + 5 months]

6. Commercial Launch: [Date + 6 months]

7. First Revenue Target Achieved: [Date + 12 months]

5.2 High-Level Timeline

Months 1-2: Planning and Design

- Market validation
- Initial team assembly
- Product specifications
- UX/UI design
- Technical architecture

Months 3-4: MVP Development

- Core platform development
- Initial integrations
- Testing and refinement
- Beta partner recruitment

Months 5-6: Beta Testing and Launch Preparation

- Beta program execution
- Feedback collection and implementation
- Marketing preparation
- Sales enablement

Month 6-7: Commercial Launch

- Public launch
- Initial sales activities
- Partnership expansion
- Ongoing product development

6. RESOURCE REQUIREMENTS

6.1 Human Resources

1. **Development Team:**
   - 1 Technical Lead
   - 1 Product Manager
   - 1 UX Designer
   - 3 Full-stack Engineers
   - 1 Data Scientist
   - 1 QA Engineer

2. **Business Team:**
   - 1 Project Manager
   - 1 Marketing Specialist
   - 1 Business Development Manager
   - 1 Customer Success Specialist

6.2 Financial Resources

- Initial Development Budget: $750,000
- Marketing and Sales Budget: $350,000
- Operational Expenses (Year 1): $400,000
- Total Year 1 Budget: $1,500,000

6.3 Technical Resources

- Cloud Infrastructure (AWS/Azure/GCP)
- Development Tools and Licenses
- Third-party APIs and Services
- Testing Environments
- Monitoring and Analytics Tools

7. RISKS AND CONSTRAINTS

7.1 Key Risks

1. **Market Risks:**
   - Insufficient market demand for specialized tool

- Slower than expected AI customer service adoption

- Larger competitors developing similar specialized offerings

2. **Technical Risks:**
    - Integration challenges with AI platforms

    - Performance issues with real-time analysis

    - Data privacy and security concerns

3. **Operational Risks:**
    - Resource constraints for development

    - Difficulty recruiting specialized talent

    - Cash flow challenges during early growth

7.2 Risk Mitigation Strategies

1. Thorough market validation before full-scale development

2. Agile development approach to adjust to market feedback

3. Strategic partnerships to accelerate adoption

4. Phased development to manage resource constraints

5. Robust security and privacy framework from inception

7.3 Constraints

1. Budget limitations

2. Timeline pressure due to competitive market

3. Initial team size and expertise

4. Integration limitations with third-party platforms

8. APPROVALS

8.1 Approval Requirements

This project charter requires approval from the following stakeholders:

- CEO

- CTO

- CFO

- Lead Investor (if applicable)

8.2 Approval Signatures

Name	Position	Signature	Date
[Name]	CEO	_____	_____
[Name]	CTO	_____	_____
[Name]	CFO	_____	_____
[Name]	Lead Investor	_____	_____

9. APPENDICES

9.1 Glossary of Terms

- **AI Customer Service:** Customer service functions performed by artificial intelligence systems like chatbots and virtual assistants

- **Sentiment Analysis:** The process of determining the emotional tone behind text using natural language processing

- **MVP:** Minimum Viable Product - the version of the product with just enough features to be usable by early customers

9.2 Reference Documents

1. Market Analysis Report (April 2025)
2. Technical Feasibility Assessment
3. Initial Financial Projections
4. Competitive Landscape Analysis

This Project Charter is a living document and may be revised as the project progresses and more information becomes available.