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| **Stakeholder Group** | **Internal / External** | **Operational / Executive** | **Description** |
| Customer Support Agents | Internal | Operational | Use the CRM's unified customer profile to provide fast, accurate, and personalized support. Their efficiency is tied to having complete customer data on a single screen |
| Sales Team | Internal | Operational | Utilize the Sales and Analytics Dashboard to understand customer trends and product performance to inform strategies and targets. |
| Delivery Dispatchers | Internal | Operational | Work within the Delivery and Logistics Hub to monitor rider GPS tracks, assign orders based on proximity/availability, and manage delivery zone capacities |
| Inventory Managers | Internal | Operational | Rely on the Inventory and Supplier Management module to track stock levels, receive low-stock alerts, manage supplier information, and analyze waste reports. |
| Riders | Internal | Operational | The end-users of the delivery coordination aspect. Their performance metrics (punctuality, orders/hour) are tracked by the system, directly impacting their workflow and evaluation. |
| System Administrators | Internal | Operational | Manage the system's backend, configure Role-Based Access Control (RBAC), and perform Bulk Actions to maintain system efficiency and data integrity. |
| Senior Management | Internal | Executive | Use the high-level analytics and real-time dashboards for data-driven decision-making, strategic planning, and monitoring overall business health (e.g., delivery delays, cancellation rates). |
| Suppliers | External | Operational | Their information and provided products are recorded in the system. The CRM's procurement planning and inventory alerts directly affect the supply chain and their interactions with Breadfast. |
| Regulators | External | Executive |  |