Assignment 1: Requirement Life cycle for customer segmentation model in ED TECH Sales company

OBJECTIVE OF PROJECT: To improve customer experience

1. ELICITATION

Here we gather information from the internal and external sources namely internally from customer feedback team, sales team involving team meetings with business development associates and sales team leaders to get student and parent feedback to know how the existing experience is, gaps that could hamper customer relations and experience and externally from passed out students of the course taking note of their experiences and areas that could be improved. This externally can be done through circulating a feedback form, conducting surveys and interviews with students. From this we should be moving towards improving current customer experience without any gaps.

2.ANALYSIS AND DOCUMENTATION:

Analyze with sales and feedback team if the mentioned gaps are correct, clear and by solving these customers in future would have better experience with the product.

After analyzing with the concerned team document the points mentioning our objective that we are going to get by doing this. Also we should mention data required such as student feedback forms, sales data, data of success ratio of students, data of student discontinued the course, sales team meeting and feedback data.

From this the outcome is increasing the existing success ration of successful students, giving 5 star rating of the experience and increasing the brand value thereby providing customer satisfaction directly reflecting in increased sales ratio.

3.VALIDATION AND VERIFICATION:

Ensure with top management and sales heads that the documented points meet the goals .

check if the document is properly structured and is in line with industry standards.

4.PRIORITIZATION AND NEGOTIATION:

Prioritize the important ones first and fix a timeline when is will be completed based on the priority of client (top management in this case)

eg: System should show live feedback of students after every completed module, students who discontinue should provide reason in the relieving form if they have to leave the course (this helps us to rectify gaps and retain students), extending payment timelines if genuine,etc.

among these pointers prioritization has to be done on what could be done in the first sprint(based on High to low priority) and the feasibility of the same .

5.CHANGE MANAGEMENT:

Top management may require certain changes like student need to rate the teachers after every session .If changes like these need to be implemented first we must analyse if its feasible and if it will affect other process and set a time in which sprint the said changes will be implemented and the same must be communicated to the team and make sure everyone is clear with the changes and it has to be documented.

6.COMMUNICATION AND COLLABORATION:

Ensure all teams are clear on the objective of enhancing customer experience. Conduct regular meetings with the teams get status updates, feedbacks and make sure all are in line with the business goal.

7.TRACEABILITY AND IMPACT ANALYSIS:

Measure how the requirement affects the current process

eg: by asking students to write feedback after every module they should not feel it is taking their time off thus creating a negative impact ,instead we could ask their feedback in the form of few MCQs that would just require them to choose the relavant answer. Thus the process we are going to implement should be traced in advance so that we avoid future gaps .

8.IMPLEMENTATION AND TESTING:

Here the process is converted into tangible ones

Concerned team creates feedback forms that should be available in students module/relieving forms are created.

Testing make sure the forms work as per how we require so that we could get appropriate feedbacks.

9.VALIDATION AND ACCEPTANCE:

Here we validate the forms implemented and tested .It is done with the client(top management) and we see if the required goal is achieved that is if we know what customers expect and improve them.

10.DEPLOYMENT AND MAINTAINENCE:

Once model is validated we place it in the environment i.e we implement it in the students CRM.Continuous maintenance and monitoring is done to keep model accurate and relevant by updating forms as per usage,bug fixes,accessibilty issues,etc.

11.RETIREMENT AND ARCHIVAL:

In the end process if the customer experience model becomes out dated or not required then we execute a retirement plan.All documents are archived for future references or compliance purpose.