

PROJECT NAME	Customer Experience Improvement	START DATE	END DATE
PROJECT LEAD	RZ	2024/09	2024/10



Define

Background/Business Case: Sales training time and quality could be improved in order to improve customer experience

Current State: Currently there are thousands of products with different features and support requirements that needs to be adjusted according to Customer needs



Measure

Goals/Objectives: To improve Customer experience, sales training time could be reduced by implementing gen AI based tool to support on product information according to customer needs



Analyze

Root Cause Analysis: 5 Whys.

1. Why? Too many products with specific information
2. Why? Long training process
3. Why? Hard to remember
4. Why? Customers have specific needs
5. Why? The biggest value is to solve Customer problem



Improve

Improvement Plan: Gen AI model to provide information for the customer

Action Plan: Set up model for the MPV and test it



Control

Follow-up Actions: Data collection, gen AI tool/platform selection and tests should be completed