

Assignment - 1 (ADP)

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a Define a Problem statement and give a brief executive summary/snapshot

Problem:- How can company 'Amul' improve its customer retention rates by addressing key issues in product satisfaction and customer service

Executive Summary:- Amul company is facing challenges in retaining its customer base, as evidenced by a decline in repeat business and customer satisfaction scores. This project aims to analyse these factors in depth, propose strategic solutions, and implement targeted improvements. The goal is to increase customer retention by 15% within the next 12 months, which is expected to enhance overall revenue and brand loyalty.

Project Description:- This project focuses on enhancing customer retention for a Amul company by addressing two critical areas: Product satisfaction and customer service. Recent customer feedback and sales data indicate a downward trend in repeat purchases and overall customer satisfaction, which directly impacts the company's revenue and growth potential.

Project Scope: The Project will involve multiple departments and stakeholders within the organization as well as external Partners where necessary. Below is a detailed outline of the Project Scope

1] Product Quality Enhancement:

- Review and analysis:
- Quality control
- Product Testing
- Supplier management

2] Customer Service Improvement

- Service Audit
- Training and Development
- Technology Upgrade
- Feedback Loop

3] Data-Driven insights

- Customer Data analysis
- Customer Segmentation
- Targeted interventions

4] Stakeholder Engagement

- Internal Collaboration
- External Partnership

5] Monitoring and Evaluation

- KPIs and metrics
- Quarterly Reviews
- Final Evaluation