

**Group Project Strategic Analysis**

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Strategic Business Information Technology

Problem Solving for Industry (Capstone Project)

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In order to improve user service and have efficient customer service, we are going to develop a chatbot that will be integrated into the website and application of our main clothing and retail client.

Chatbots are programs that interact with humans through conversation in human language. They are considered applications of methods that understand the natural language, that is, it analyzes and interprets the human language, generating a semantically successful answer. This application facilitates and speeds up communication between the customer and the company's customer service. It is also possible for chatbots to learn new concepts through conversation and offer product suggestions based on customer information.

Advantages:

Availability- The chatbot allows the company to maintain customer service at any time 24/7, without the need for an employee.

Cost reduction - The chatbot automates processes that are repeated without the need for an employee, in addition to being able to handle several processes at the same time, which in this case the human cannot do. Automation reduces employee costs and makes the process faster.

Improves customer experience - The chatbot can answer the customer's question almost immediately, improving the interaction between the user and the company and offering a more satisfying experience. In addition to having customized communication that can be formal or informal, depending on the focus of the brand, increasing a relationship of empathy and connection with the customer.

**Business Analysis Canvas**

The Business Analysis Canvas is a framework tool that gives us a broad view of the business in a clear and simple way using blocks. It is interactive and uses logic as a priority, helping to organize and define business ideas. You can see the block sections below:

**Project Objective:** Build a ChatBot as a main product to automate and have an efficient communication channel between companies and customers, reducing the costs with customer services and creating a better customer experience.

**Stakeholders:** Clothing and retail companies.

**Deliverables:** A prototype, product recommendation for customers, documentation and business management report.

**Impact on Target Operating Model:** The labour structure might be reduced or changed to the last step of customer services (talking to a human) as the tool will automate tasks. The process is faster and easier but on the other hand, it reduces human dependencies. The process is faster and there is no big impact on the enterprise architecture because the automation leads customers through the customer service funnel and the staff can focus on complicated issues.

**Communication Approach:** The aim of the product is to save money. The Chatbot will reduce costs by automating processes, being available 24/7, fast response time, and multichannel support and improving the customer experience.

**Responsibilities:** The IT department (Marcos and Valter) will be allocated to fulfil this project and will work and produce deliverables weekly until we reach the goal.

**Scheduling:** The overall project completion date is 19th May. The key phases and expected dates of the project to be completed are:

Business Understanding - (15/03/23)

Data Preparation - (28/03/23)

Modelling - (07/04/23)

Evaluation and documenting the findings - (21/04/23)

Deployment - (05/05/23)