ANA650 Week 1 Team 1 Design Project

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The database application we worked with throughout course ANA650 was to design and create a database to serve an e-commerce wellness business. There are three departments in this company: online Business, sales department, and live tutoring.

The first department is an online business which sells health and wellness goods such as vitamins and minerals, herbal remedies, homeopathic supplements, and sports nutrition products. The second department sells clothing and luxury workout equipment such as the peloton bike and tonal home gym equipment. Delivery, installation, and product support is provided for customers who purchase these items. The third department provides live and on demand workout classes for clients through a monthly or yearly subscription service.

The database was used to gather information on customers and salespeople to improve the customer experience and track sales. Additionally, a ticketing system was included to manage customer requests and complaints and gather information on customers and salespeople.

The company contained a robust sales team. To support company growth, salespeople take part in outbound calls, leads and trade shows to pursue sales, particularly for our interactive online products. This is a concentrated effort to capture space in this emerging market as people have become more open to exercising at home due to practicality or pandemic related concerns.

Our salespeople are also encouraged to upsell other products as well such as the merchandise or health supplements to increase revenue. They are trained on all products and know how to advise customers on seeking assistance for technical difficulties prior to being deployed into the field. To attract and retain the best salespeople, the company has a sales incentives program. This program rewards salespeople on a quarterly basis if they reach their monthly sales goals and have no founded complaints recorded in our system.

The sales managers determine whether a complaint is founded or unfounded after researching the matter and this is recorded in the system. In addition to the sales team, we have a marketing department that conducts online social media campaigns. We attempt to connect with influencers to maximize outreach. These combined efforts should help the company grow in terms of brand recognition and reputability. The sales department and marketing department are in synchronous in terms of demonstrating our products’ quality and our company’s trustworthiness.

We maintain a separate quality assurance department to collect information about our customers. We are collecting all the information about the customers to further ensure quality assurance. We can collect information about their interests. What quality do they prefer? We should gather information about people of all ages, their gender and characteristics as well as health.

We are looking for the current scenario of other online websites so that we can be alert about other products too. We are also getting feedback from our customers. Their feedback is very valuable. We can improve the quality of our products through it. Customers can be attracted by the incentives. So, when telling them to give their reviews, we are providing them with a certain percentage of money as a reward.

We are maintaining full privacy in our business. We are placing some kinds of code words in our product so that they are identifiable by our staff working with us only. We are also being careful about the rating of the products that would be given by our customers. We will be able to know the real quality of our product through this. We will always respect our customers and their feedback.

One of the important aspects of a successful business is listening to the end customers and solving their problems. That’s why it is important for us that we have good customer care and tech support to be there for the customers. The first level customer care team will be available 24X7 to help customers and anyone should be able to reach them by calling or writing an email. This team would be able to solve basic problems such as tracking the shipment, customer login issues, and service requests to change customer information such as an address, contact, etc. This team would be provided with the required documents and instructions to solve the issues with basic steps, and they will create a self-assigned ticket to log it into the system.

Whenever a problem needs a technician’s assistance, agents will create a new ticket and assign it to the appropriate second-level team. For each call/email agents receive for the very first time regarding the technical issue, they should create a new ticket; but, when they receive a follow-up call/email on the same issue, they should always update the existing ticket. Customer care agents are asked to create a new ticket for each customer even if they are facing the same issue. A priority will be assigned to a ticket at the time of creation based on the issue that the customer is facing (e.g., P1 being the highest priority and P4 being the least). With each priority, the Service-level-Agreement (SLA) will be set for each ticket i.e., the ticket has to be closed before the date and time generated at the time of ticket creation. All the tickets can be generated using a ticketing tool and all the information from those tickets will be stored in the database.

Customer complaints will also be logged to take appropriate action to improve the service. These complaints would be separated based on their nature such as complaints against sales agents, about products or merchandise, etc. These complaints will be useful during quarterly review of agents and overall operation of the business. We will also capture the reviews from customers on our products and services.

Quality Control team can analyze this information related to the customer complaints, the difficulties they had and their reviews (positive and negative) from all the channels and make decisions in order to start the journey of this company towards the success.

We are focusing on customer satisfaction and quality control. Customers are important in any business. They drive revenue. Without customers, a business cannot continue to exist. So, customers are going to play a vital role in our business.

Customer satisfaction is the primary goal for us. Without customer satisfaction, a business cannot succeed. It is crucial to know about quality control. We should maintain the quality of the product. Along with this, we are also focusing on sales representatives. They also play a significant role in our business. Our business cannot run smoothly without their support. We are providing them with a certain sum of incentives to ensure better service. In this way, our business is going to compete in the current market.