

Stakeholder Matrix

Stakeholder	Responsibility	Concerns	Operations
Customer	Call and book holiday packages with the travel company	<ul style="list-style-type: none">• Assistance in booking a holiday package• Security of personal information stored	<ul style="list-style-type: none">• Contact Company• Order Packages• Complete payments
Relationship Manager	Provide customers with adequate service to secure packages	<ul style="list-style-type: none">• Provision of incorrect data from system	<ul style="list-style-type: none">• Connect to customers• Handle transactions• Provide service
Business Manager	Identify improvements to the system	<ul style="list-style-type: none">• Inefficient existing operations	<ul style="list-style-type: none">• Strategize plans to improve efficiency
Travel Company Owner	Executive of overall business	<ul style="list-style-type: none">• Inefficient operation of in-house call management centre	<ul style="list-style-type: none">• Oversee company