Change Management Plan

Customer Support System Transformation

Organization: Walmart
Framework: Traditional / Waterfall
Project Sponsor: VP, Customer Experience
Project Manager: Asvin Pradeep

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1. Purpose

The purpose of this Change Management Plan is to ensure **smooth adoption** of the new customer support platform by minimizing resistance, managing operational transition, and enabling customer support teams to work effectively from day one.

This plan focuses on **people, process, and operational readiness**, not system configuration.

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2. Change Scope

The change impacts:

- Customer support agents

- Support supervisors and managers

- Customer experience operations teams

- Reporting and analytics users

Types of Change

- New support workflows (returns, refunds, complaints)

- New customer support platform and tools

- Updated escalation paths and SLAs

● New reporting and performance visibility

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3. Change Objectives

● Ensure high adoption of the new platform at go-live

● Reduce productivity dip during transition

● Minimize resistance from frontline support teams

● Enable consistent usage of standardized workflows

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4. Key Change Risks

Risk	Impact
Resistance from support agents	Reduced productivity
Insufficient training	Increased errors
Confusion during transition	Higher escalations
Parallel system usage	Data inconsistency

Mitigation strategies are embedded in training, communication, and phased rollout.

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5. Change Management Strategy

5.1 Communication

- Early communication of **why the change is happening**

- Clear messaging on **what is changing and what is not**

- Regular updates during transition period

(Detailed cadence covered in Communication Plan.)

5.2 Training & Enablement

- Role-based training for:

    - Support agents

    - Supervisors

    - Managers

- Hands-on sessions using real workflows

- Quick-reference guides for go-live support

5.3 Stakeholder Involvement

- Involve supervisors early in validation and UAT

- Identify change champions within support teams

- Use feedback loops during pilot and rollout

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6. Transition Approach

- Phased rollout by support teams or regions

- Parallel run (old vs new) for a limited stabilization period

- Clear cutover criteria and rollback plan

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7. Adoption Metrics

Metric	Target
Agent adoption rate	≥ 90% within 60 days
Training completion	≥ 95% before go-live
Post-go-live escalations	Declining trend
Support productivity	Return to baseline within 30 days

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8. Change Governance

- All scope or process changes follow the **Change Control Process**

- Change requests logged in the **Change Log**

- High-impact changes require Sponsor approval

- Change impacts assessed for:

  - Training

  - Operations

  - Customer experience

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9. Post Go-Live Support

- Dedicated hypercare period after go-live

- Daily issue triage during stabilization

- Feedback captured and prioritized

- Non-critical enhancements deferred post-stabilization

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10. Integration with Project Controls

This Change Management Plan aligns with:

- Communication Plan

- Training activities

- Issue Log

- Risk Register

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12. Approval (Portfolio Simulation)

Role	Name	Signature	Date
Executive Sponsor	VP, Customer Experience		
Project Manager	Asvin Pradeep		

Status

Change Management Plan: Approved (Simulated)