

Project Plant Pals

Operations & Training Plan

**April 2021**

Document Status: **Draft** | In Review | Approved

**Executive Summary:**

*Create a service that offers high-volume customers small, low-maintenance plants that can thrive in an office environment.*

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| **Project Goal** |
| ***SMART: S****pecific,* ***M****easurable,* ***A****ttainable,* ***R****elevant, and* ***T****ime-bound*   * *To launch a new product, namely Plant Pals, to provide customers with small, low maintenance plants to increase revenue by an additional 5%. Product to launch by end of second quarter with updated website and promotional material. Project team to review progress through the 3rd & 4th quarters with the final report being presented at the end of the 4th.* * *To increase customer retention rate by 5% by increasing overall customer satisfaction from current levels to over 90%. The redesign of the website with new landing pages & the launch of new product initiatives like Plant Pals is tied in with these goals.* |

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| **Deliverables** |
| 1. Create a plant delivery and logistics plan 2. Set up order processing and supply chain management software 3. Maintain excellent service standards by developing and launching an employee training program |

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| **Business Case / Background** |
| **Why are we doing this?**   * *This is a top requested service from our customers, and it will also improve customer satisfaction and retention* |

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| **Benefits, Costs, and Budget** |
| **Benefits:**   * Support new service leading to 5% revenue increase, reduce late shipments and related costs, increase customer satisfaction   **Costs:**   * Price of software, installation fees, time spent on hiring and training   **Budget needed:**   * $75,000 |

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| **Scope and Exclusion** |
| **In-Scope:**   * Customer service standards, delivery processes, training protocols   **Out-of-Scope:**   * Product development, vendor contracts |

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| **Project Team** |
| **Project Sponsor:** Director of Operations  **Project Lead:** Project Manager (You!)  **Project Team:** Fulfillment Director, Quality Assurance Tester, Inventory Manager, Financial Analyst, Human Resources Specialist, Training Manager  **Additional Stakeholders:** VP of Customer Success, Account Manager, Receptionist, Sales Director, Sales Team, Marketing Director, Investors |

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| **Measuring Success** |
| **What is acceptable:**   1. *increase revenue by an additional 5%* 2. *increase customer retention rate by 5%* |