

Question and Answer Section for Change Impact:

Question 1: Describe what is changing across process, system, technology, and roles, and include which stakeholder groups will be impacted by this.

Answer:

- **Process:** The company is overhauling its customer service processes to be more efficient and customer-centric. This includes implementing a new customer relationship management (CRM) system to track customer interactions more effectively and re-engineering workflows to reduce response times.
 - *Stakeholders impacted:* Frontline Employees, Customers, Executive Leadership.
 - **System:** A new integrated digital platform will replace outdated legacy systems, enabling better data management and real-time analytics. This includes the introduction of cloud-based solutions for better scalability and flexibility.
 - *Stakeholders impacted:* IT Department, Frontline Employees, Executive Leadership.
 - **Technology:** Adoption of advanced technologies such as artificial intelligence for customer support and automation tools to streamline routine tasks. This will also involve a significant upgrade to the company's cybersecurity measures.
 - *Stakeholders impacted:* IT Department, Frontline Employees, Customers.
 - **Roles:** There will be changes in roles and responsibilities to align with the new processes and technology. For instance, a new role of "Digital Transformation Lead" will be created to oversee the transitions, and existing roles may shift to incorporate more IT and digital skills.
 - *Stakeholders impacted:* HR Department, IT Department, Frontline Employees, Executive Leadership.
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Question 2: I've summarized your change impacts and which stakeholder groups these will affect according to your previous responses. Are these correct?

- **Process:** The company is overhauling its customer service processes to be more efficient and customer-centric. This includes implementing a new customer relationship management (CRM) system to track customer interactions more effectively and re-engineering workflows to reduce response times.
 - *Stakeholders impacted:* Frontline Employees, Customers, Executive Leadership.
- **System:** A new integrated digital platform will replace outdated legacy systems, enabling better data management and real-time analytics. This includes the introduction of cloud-based solutions for better scalability and flexibility.
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- **Technology:** Adoption of advanced technologies such as artificial intelligence for customer support and automation tools to streamline routine tasks. This will also involve a significant upgrade to the company's cybersecurity measures.
 - *Stakeholders impacted:* IT Department, Frontline Employees, Customers.
- **Roles:** There will be changes in roles and responsibilities to align with the new processes and technology. For instance, a new role of "Digital Transformation Lead" will be created to oversee the transitions, and existing roles may shift to incorporate more IT and digital skills.
 - *Stakeholders impacted:* HR Department, IT Department, Frontline Employees, Executive Leadership.

Response: Yes, these are correct.

Question 3: For each of your change impacts identified, will this be considered a pain or a gain for your impacted stakeholder groups?

Process changes:

- **Frontline Employees:** Pain – They will need to adapt to new systems and workflows, which may initially disrupt their routine and efficiency.
 - **Customers:** Gain – They will experience improved service quality and faster response times, leading to higher satisfaction.
 - **Executive Leadership:** Gain – They will see increased operational efficiency and competitive edge, aligning with strategic business goals.
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Question 4: How will stakeholders outside the organization (e.g., customers, suppliers) be impacted?

Answer:

- **Customers:** Will benefit from enhanced service quality, faster response times, and a more user-friendly digital interface. However, there may be short-term disruptions during the transition period which will require effective communication and support.
 - **Suppliers:** May experience changes in procurement processes and integration with new systems. This will require coordination to ensure smooth transitions and avoid supply chain disruptions.
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Question 5: What is the extent of the change on the impacted stakeholder groups (high, medium, low)?

1. **Frontline Employees:** High
 2. **Customers:** Medium
 3. **Executive Leadership:** Medium
 4. **IT Department:** High
 5. **HR Department:** Medium
 6. **Suppliers:** Low
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Question 6: How supportive will impacted stakeholders be of the change (high, medium, low)?

1. **Frontline Employees:** Medium
 2. **Customers:** Medium
 3. **Executive Leadership:** High
 4. **IT Department:** High
 5. **HR Department:** Medium
 6. **Suppliers:** Low
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Question 7: Specify each stakeholder group you anticipate resistance for:

For each stakeholder group, please indicate if you anticipate resistance and, if so, to what extent (high, medium, low):

1. **Frontline Employees:** Anticipate resistance? Yes Extent? High
2. **Customers:** Anticipate resistance? Yes Extent? Medium
3. **Executive Leadership:** Anticipate resistance? No Extent? Low
4. **IT Department:** Anticipate resistance? Yes Extent? Medium
5. **HR Department:** Anticipate resistance? Yes Extent? Medium
6. **Suppliers:** Anticipate resistance? No Extent? Low