

## **Question & Answer for Stakeholder Assessment/Map**

### **Question:**

**Are there any more stakeholder groups you would like to add, if so add them below or enter "No".**

### **Answer:**

No

### **Question:**

**Describe what each of your stakeholder groups are doing today? / Describe what each stakeholder group does in the current state**

**Could you please describe what each stakeholder group is currently doing in the state before the change?**

### **Answer:**

Executive Leadership: Focuses on driving overall business growth, setting strategic direction, ensuring efficient resource allocation, and monitoring the achievement of corporate objectives.

- IT Department: Manages and maintains existing technologies, performs system maintenance, troubleshoots technical issues, and ensures the optimal performance of current IT infrastructure.

- HR Department: Oversees all HR operations, including employee recruitment, onboarding, training and development programs, performance management, and employee relations.

- Customers: Engage with customer service representatives to resolve inquiries, access support, provide feedback on products and services, and navigate through existing service channels.

- Frontline Employees: Use the current CRM system to manage customer interactions, resolve customer issues, provide product information, and execute sales and service transactions.

- Data Analytics Team: Utilizes existing data analytic tools to collect, analyze, and report on business performance metrics, providing insights to support decision-making.

- Customer Experience Manager: Continuously monitors customer satisfaction metrics, gathers and analyzes customer feedback, identifies areas for improvement, and implements strategies to enhance the overall customer experience.

- Business Partners: Work with internal teams using existing communication platforms, coordinate joint initiatives, and ensure smooth collaboration in business operations.

Suppliers: Manage supply chain processes, ensure timely deliveries, coordinate with purchasing teams, and exchange necessary data through current systems to maintain supply chain efficiency.

**Question:**

**Describe what each of your stakeholder groups will be expected to do tomorrow? / Describe what each stakeholder group should be expected to do in the target state?**

**Could you please provide details on the expected roles and responsibilities for each stakeholder group in the target state?**

**Answer:**

Executive Leadership:

- Set Strategic Direction: Continuously refine strategic goals based on insights from advanced data analytics.
- Monitor KPIs: Utilize real-time dashboards to track performance metrics and make informed decisions.
- Resource Allocation: Ensure resources are optimally allocated to support the digital transformation initiatives.
- Decision Making: Leverage data-driven insights to steer business strategies and innovations.

IT Department:

- System Integration: Oversee the integration of new CRM software, advanced data analytics tools, and upgraded communication platforms.
- Technical Support: Provide continuous technical support and system maintenance to ensure smooth operation.
- Cybersecurity: Ensure robust cybersecurity measures are in place to protect new systems and data.
- Innovation: Stay updated with emerging technologies to keep the organization at the forefront of innovation.

#### HR Department:

- Training Programs: Develop and manage extensive training programs to help employees adapt to new tools and processes.
- Employee Engagement: Foster a culture of continuous learning and development.
- Change Management: Support employees through the transition with tailored change management strategies.
- Performance Management: Utilize new data analytics tools to improve employee performance tracking and development.

#### Customers:

- Enhanced Interaction: Benefit from quicker responses and personalized service through the new CRM system.
- Self-Service: Utilize enhanced self-service options and support channels introduced by the digital transformation.
- Feedback: Provide feedback through improved channels to help the company iterate and improve services.
- User Experience: Enjoy a more intuitive and seamless interaction with the organization's services.

#### Frontline Employees:

- CRM Utilization: Use the new CRM software to manage customer interactions more effectively.
- Customer Service: Provide quicker and more efficient resolutions to customer queries.

- Workflow Adaptation: Adapt to new workflows and processes designed to enhance productivity.
- Continuous Improvement: Engage in continuous skill development and training to leverage new tools.

#### Data Analytics Team:

- Advanced Analytics: Utilize advanced data analytics tools to provide deeper insights into business performance.
- Data Integration: Ensure seamless integration of new data sources for comprehensive analysis.
- Strategic Analysis: Support executive leadership with data-driven insights for strategic decision-making.
- Reporting: Develop and maintain real-time dashboards for various stakeholders.

#### Customer Experience Manager:

- Monitor Interactions: Use new CRM data to monitor and enhance customer interactions.
- Satisfaction Metrics: Continuously track and improve customer satisfaction metrics.
- Customer Insights: Provide actionable insights based on customer feedback and data.
- Experience Enhancement: Implement strategies to continually improve the overall customer experience.

#### Business Partners:

- Process Alignment: Align their processes with the new systems for seamless collaboration.
- Communication: Utilize improved communication tools for better information sharing and coordination.
- Data Exchange: Adopt new data exchange protocols to enhance supply chain efficiency.
- Collaboration: Engage in regular review meetings to ensure ongoing alignment and collaboration.

#### Suppliers:

- Process Adjustment: Adjust their processes to align with the company's new systems and workflows.
- Data Protocols: Adopt sophisticated data exchange protocols for enhanced supply chain operations.

- Real-Time Coordination: Utilize improved communication tools for better coordination with the company.
- Efficiency Improvement: Benefit from streamlined processes resulting in more efficient and effective partnerships.

**Question:**

**Provide a high-level description of any key messages you think are important at each stakeholder level**

**Could you please provide the key messages you think are important for each stakeholder group?**

**Answer:**

Executive Leadership:

- Emphasize the strategic benefits of the digital transformation.
- Highlight how data-driven insights will enhance decision-making.
- Reinforce the importance of their role in guiding and supporting the transformation.

- IT Department:

- Stress the long-term benefits of the new systems.
- Acknowledge the initial workload and provide reassurance of support.
- Outline the importance of their role in ensuring seamless integration and ongoing system performance.

- HR Department:

- Emphasize the opportunities for enhanced training and employee development.
- Highlight the support provided for managing the additional workload.
- Reinforce the importance of their role in driving successful change management and employee engagement.

- Customers:

- Communicate the improvements in service quality and user experience.
- Provide clear information on what to expect during the transition.
- Highlight the benefits of quicker, personalized service and enhanced self-service options.

- Frontline Employees:

- Emphasize how new tools will improve their efficiency and reduce routine workloads.
- Provide reassurance about the training and support available.
- Highlight the positive impact on customer interactions and job satisfaction.

- Data Analytics Team:

- Highlight the enhanced capabilities provided by advanced analytics tools.
- Emphasize the importance of their role in providing strategic insights.
- Reinforce the support and training available to maximize the benefits of new tools.

- Customer Experience Manager:

- Emphasize the enhanced ability to monitor and improve customer satisfaction.
- Highlight the strategic importance of their role in driving customer experience initiatives.
- Provide reassurance about the support available for leveraging new CRM data.

- Business Partners:

- Communicate the benefits of improved collaboration and data exchange.
- Provide clear information on required process adjustments and support available.
- Reinforce the importance of aligning processes for seamless operations.

- Suppliers:

- Highlight the benefits of enhanced communication and coordination.
- Provide clear information on required adjustments to data exchange protocols.
- Emphasize the long-term efficiency improvements for the supply chain.

**Question:**

**Describe the best channel to communicate with each stakeholder group**

**Could you please describe the best communication channels for each stakeholder group?**

**Answer:**

- Executive Leadership:

- One-on-One Meetings
- Email Updates
- Strategy Sessions

- IT Department:

- Internal Messaging Platforms (e.g., Slack, Microsoft Teams)
- Technical Workshops
- Email Briefings

- HR Department:

- Workshops
- Training Newsletters
- Email Updates

- Customers:

- Email Updates

- Enhanced Support Channels
- Company Website and FAQs

- Frontline Employees:

- Workshops
- Intranet Updates
- Town Hall Meetings

- Data Analytics Team:

- Technical Workshops
- Email Briefings
- Internal Messaging Platforms

- Customer Experience Manager:

- Strategy Meetings
- Email Updates
- Performance Review Sessions

- Business Partners:

- Alignment Workshops
- Email Briefings
- Regular Review Meetings

- Suppliers:

- Email Briefings



- Regular Coordination Meetings
- Enhanced Communication Tools