

Phase 1: Problem Understanding & Industry Analysis

Overview

The first phase establishes a foundation by clearly understanding the problem, identifying stakeholders, analyzing the PlayStation gaming industry, and mapping existing business processes. This helps ensure the CRM solution aligns with real-world needs.

Activities Done

1. Requirement Gathering

- Conducted discussions with hypothetical stakeholders.
- Identified the following requirements:
 - Centralized gamer profile management (purchase history, subscriptions, preferences).
 - Subscription lifecycle management for PlayStation Plus & Premium.
 - Customer support case management & automated ticket routing.
 - Marketing automation for personalized promotions.
 - Developer/publisher partnership tracking (onboarding, revenue share).
 - Esports and event tracking for community engagement.

2. Stakeholder Analysis

- **Gamers** – End users; need personalized recommendations and faster support.
- **Customer Support Agents** – Manage cases and improve resolution time.
- **Marketing Teams** – Run campaigns for new game launches.
- **Developers & Publishers** – Manage contracts, game releases, and performance analytics.
- **PlayStation Management** – Require executive dashboards with KPIs on subscriptions, sales, and engagement.

3. Business Process Mapping

- Current: Multiple disconnected systems (payment, support, marketing).
- Issues: Delays in renewals, fragmented customer view, poor personalization.
- Future with Salesforce CRM: Single system to unify gamer data, automate renewals, support, and campaigns.

4. Industry-Specific Use Case Analysis

- Benchmarked Xbox Game Pass, Steam, Epic Games.
- Observed gaps PlayStation can solve: deeper personalization, loyalty tracking, AI-driven insights, and improved developer relations.

5. AppExchange Exploration

- Evaluated relevant tools:
 - Gamification Add-ons → to reward loyalty.
 - Survey Apps → collect gamer feedback.
 - Knowledge Base & Chatbot → reduce support burden.
 - Marketing Enhancements → improve campaign automation.