**ISDM Group Assignment – Due 2/6/2020**

1. **Problem Definition & objectives**

**Problem Definition**

A major travel company perform sales of various holiday packages over calls in their call management centre (CMC). Relationship Managers (RM) are expected to provide information to customers about the variety and nature of the holidays packages they offer encouraging them to purchase it.

Currently, they are connected the inbound calls to the to the fist available Relationship Manager (RM) or employee at the CMC. This sometimes can be cause issues as some of the new RM’s may not have the enough information about the holiday package and can discourage the customer from purchasing a holiday package. RM’s are looking to improve the call routing system and the call flow rate for both inbound and outbound calls to improve their service to their end and potential customers.

**Objectives**

* Efficient call routing and dynamic call flow control allowing the RMs to serve their end and potential customers.
* A system matching RMs and end-customers based on the RMs skills and customer profiles.

1. **Stakeholders**

* Call management centre (CMC)
* Relationship Managers/employees
* Customers

1. **Design Thinking Process**
2. **Agile methodology used for this project**
3. **Assumptions**
4. **Models**
5. **Competitive advantages**