

Root Cause Analysis

Root Cause Analysis (RCA) is a systematic approach used to identify the fundamental reason behind a problem or issue. Instead of merely addressing the symptoms, RCA focuses on uncovering the deeper causes to implement effective, long-term solutions. By analyzing contributing factors and patterns, RCA helps organizations prevent recurrence, improve processes, and enhance overall efficiency.

Why Question 1

Why are the sales down?

Answer: Because the customers are not happy with the new website design.

Why Question 2

Why are the customers not happy with the website design?

Answer: The customers are not happy with the website design because:

- The checkout process is confusing and slow.
- There are limited payment options, only accepting credit cards.
- The store navigation is confusing due to inconsistent product grouping.
- There are technical issues, such as slow loading times.

Why Question 3

Why is the checkout confusing and slow and there are limited payment options?

Answer: The website requires customers to create an account before completing their purchase. There is no guest checkout, and for added security payment is only available using Paypal.

Why Question 4

Why does the website require customers to create an account?

Answer: Because the marketing department wants to gather customer data for marketing purposes and to track purchase history.

Why Question 5

Why does a marketing department want to gather customer data?

Answer: The company wants to gather customer data because they believe that having customer accounts will lead to increased customer retention and personalized marketing strategies.

Why Question 6

Why does the company prioritize gathering customer data over providing a smooth checkout experience?

Answer: Because they haven't conducted any market research to understand customer preferences and behaviors regarding checkout processes.

Recommendation

The root cause of the problem is the marketing department's decision to redesign the website without conducting market research to understand customer preferences and behaviors regarding the checkout process and payment methods. The best course of action would be to redesign the checkout process once again, taking into consideration the customers' complaints.