**Stakeholder Identification and Analysis**

**(Identify key stakeholders within the organization who will be impacted by GenAI chatbot Implementation.)**

**Stakeholders' identification Report**

Stakeholders on Automotive Industry (Water tunnel Car Wash) are individuals, groups, or organizations that have an interest in, are affected by, or can influence the outcome of a project, initiative, or business activity. They can be internal (within the organization) or external (outside the organization) and their interests, influence, and involvement can vary significantly. The characteristics of stakeholders are

* **Interest:** Stakeholders have a vested interest in the project's outcome, as it can impact them directly or indirectly.
* **Influence:** Stakeholders can affect the project's direction and decisions through their power, resources, or position.
* **Impact:** Stakeholders can be impacted by the project positively or negatively, and their support or opposition can affect the project's success.

**Types of Stakeholders:**

**Internal Stakeholders:** These are individuals or groups within the organization, such as employees, managers, and shareholders.

**External Stakeholders:** These are individuals or groups outside the organization, such as customers, suppliers, regulators, and the community.

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| --- | --- | --- |
| **Stakeholder** | **Impact** | **Engagement** |
| **Internal Stakeholders** |  |  |
| Employees | * Customer Service Reps: Changes in daily tasks and responsibilities. * Site Managers: Oversee integration, ensure enhanced customer service. * IT Staff: Technical deployment, maintenance, troubleshooting. * Marketing and Sales Team: Use chatbot for engagement, Sales promotions and insights. | - Provide training, gather feedback  - Involve in planning/testing, monitor performance, adjust procedures  - Regular technical meetings, detailed project plans, ongoing support.  - Collaborate on chatbot features, align with marketing strategies |
| Operations Manager | Oversee integration/effectiveness across locations | Regular updates, address operational challenges, optimize processes. |
| Customer Service Manager | Ensure team proficiency, enhance service delivery | Develop training programs, monitor customer feedback |
| Shareholders | Interested in financial performance and ROI | Provide reports on cost savings, efficiency improvements, customer satisfaction. |
| **External Stakeholders** | | |
| Customers | Interact for inquiries, bookings, Service updates, support, FAQs and feedback | Ensure user-friendly interface, provide information, gather feedback |
| Regulators | Ensure compliance with regulations (data protection, consumer rights) | Ensure legal compliance, conduct audits, maintain data handling transparency |

**Stakeholder matrix (influence/interest)**

A diagram of a company's management

Description automatically generated with medium confidence

Fig. Interest Influence Matrix

**Matrix Overview**

**High Influence, High Interest:**

Site Managers

Operations Manager

Customer Service Manager

Employees (Customer Service Reps)

Marketing and Sales Team

**High Influence, Low Interest:**

IT Staff

Shareholders

Regulators

**Low Influence, High Interest:**

Customers

**Low Influence, High Interest:**

Customers