Q NO 1

The following were the objectives of making the Customer Management System:

* Seamless flow of information between various divisions within Blue KC that serves different groups of health care providers and the individuals seeking health care.
* Manage the individual health care and the provision of personalized health care plans and reports based on age, gender, and other factors in order to seek better health care.
* Integrate the data of millions of individuals, health care providers, and the operating business units and government agencies.

Q NO 2

The existing system has the problem of integration within itself. In the past, the systems operate in separate business groups to serve their customer groups. Large business has their own isolated information silos and systems that are different from other units. There were also the specialized business units working exclusively with the health care providers. The result was multiple business groups and system silos which prevented the flow of information across the systems and business units, making it difficult for senior management to obtain a timely company-wide view of their firm’s business which in turn affects the business growth.

In the case of Blue KC, It has three subsidiaries and is primarily in the business of creating and selling health care plans to different firms and government agencies. There is a massive flow of healthcare information to millions of individuals and thousands of healthcare providers as well. Each of the constituencies i-e health care providers or individuals has different information needs and they all are Blue KC’s customers. So, it is hard to keep up with massive amounts of data and its integration with the usage of existing systems.

Q NO 3

Change management is necessary to meet the growing needs of businesses. As the number of customers to health care insurance organizations was increasing which means an increment in information and data silos. To cope with the growing demands of business units, provide them seamless flow of information, and keep their data integrated, change management is necessary.

Q NO 4

Larger organizations have larger amounts of data and they are using CRM for the data integration and seamless flow of data.

Q NO 5

Scattered data of the customers in the existing systems is the pain point because every system and the business unit have an isolated set of information that is not integrated within the units which makes it hard to draw meaningful information out of it and affects the business growth. Converting the separate information silos into one integrated new system is a challenge and considered to be a pain point here.