Business Requirements Document –Auto Notification System (AU Market)

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**Summary**

This project aims to reduce customer attrition in the Australian market by implementing an Auto Notification System (ANS). The system will proactively alert customers seven days before their travel benefits are set to expire. Due to new government regulations, we are restricted from directly asking customers to retain their cards. Therefore, timely, automated reminders will help reduce cancellations while ensuring compliance.

**Background**

While there are multiple reasons for cancelling their cards, majority of our customers cancel because, they’re unaware of their travel credit’s expiration date. Many assume that the expiration date aligns with their card's annual fee, when in reality, the credit typically expires nearly a month earlier. This confusion leads to forfeiture of travel credit/free flight benefit on travel cards. This issue has become a leading cause of preventable churn in the AU market.

**Objective**

This BRD proposes the implementation of (ANS) to reduce customer churn caused by unawareness of benefit expiration. Notifying card members a week prior to expiration will ensure better save rate on cancellations by at least 10%. It should also improve metrics such as RTF (refer to friend), and Winback rate.

**In Scope**

* Notifications to be delivered on their registered email address and phone number about expiration of travel credit.
* Communications to be sent exactly 7 days before the expiration date.
* Email communication can include easy steps for travel credit redemption.

**Out of scope**

* GWG credits or reissuance of expired credits.
* Calling to redeem the travel credit.

**Stakeholders**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Role** | **Department** | **Responsibility** |
| Brad cooper | Project Sponsor | CEN | Budget & approvals |
| Mayank Saxena | Analyst | CFN | Requirements & documentation |
| IT Lead | Developer | Technology | Notification implementation |
| CRM Manager | Data Analyst | Marketing | Customer segmentation & scheduling |

**Impact on KPIs and long term business growth**

ANS will enhance the overall customer experience, reduce cancellation rates, and increase trust in the Amex brand by ensuring timely, proactive communication. This initiative aligns with regulatory guidelines and reduces support centre workload, freeing up agents to handle more complex queries. Customers are more likely to refer friends or consider re-engagement if they feel informed and valued.

Notification flowchart diagram :-

