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Case

Managing Staffing Inefficiencies Using Analytics

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AdviseInvest is a venture-backed startup. The company's mission is to provide tools and support to help ordinary people gain control of their personal finances. AdviseInvest leverages technology to provide affordable financial advice to a national client base.

Customers who reach AdviseInvest's website complete a customer profile form with basic information about their background and finances. They go through five steps:

1. Open an account.
2. Fill out a profile.
3. Schedule a free phone conversation.
4. Attend the free phone conversation.
5. Buy a financial plan.

There are three types of financial plans: Beginner, Intermediate, and Advanced. Each is sold at a different price, and there are varying degrees of personalization. After a customer purchases a financial plan, the customer is assigned a financial planner who helps determine the customer's goals and advises the customer on spending decisions.

Staffing Challenges
At each stage of the process, a percentage of customers are lost. Steps 3 and 4 are particularly challenging because approximately 50% of those who schedule a phone conversation fail to pick up the call. This leads to inefficiencies from a staffing perspective.

Assignment
Your goal is to determine whether there is an analytics challenge for AdviseInvest, to identify the stakeholders, and to use the Data Analytics Lifecycle framework to outline the steps in a potential analytics project. The Director of Sales has made herself available for an interview.