

## **Obero — Optimizing Vendor-Specific Customer Relationship Management System for Enhanced Efficiency**

### ***Problem Analysis***

#### **COMPANY BACKGROUND**

Obero is a Dutch software company that specializes in IT Services & Consultancy, providing Software as a Service (SaaS) solutions for the online ordering and delivery sector. Founded in 2020 by Alexander Clemencia, Izahir Clemencia, and Mohamed Dahou, the company's goal is to improve customer experiences within businesses by offering in-ordering solutions for enhanced sales efficiency. The company is based in the Netherlands and currently employs 17 people.

#### **CRM PLATFORM**

Obero's primary offering is its Customer Relationship Management (CRM) platform, which is built using the PHP programming language and the Yii framework. The platform is used for the administration and management of Obero's subscribers, who are primarily businesses in the food and beverage industry. The platform includes a range of features and tools to help Obero communicate with its customers, including a storefront configuration module that allows customers to create digital menus and ordering systems for their businesses.

However, the CRM platform has some limitations. The platform is difficult to use and requires a high level of technical knowledge, which makes troubleshooting slow and difficult for customers who are not familiar with the platform. Additionally, the platform is not user-friendly, which makes it difficult for customers to navigate and self-configure without assistance from Obero employees.

Due to these limitations, Obero is shifting its strategies to focus on a partner model, in which vendors act as intermediaries between Obero and customers. This allows Obero to focus on providing a user-friendly platform that vendors can subscribe to and use for customer management, rather than selling and configuring the platform directly with customers. Ultimately, Obero plans to revamp the platform as a Progressive Web App (PWA) to improve the user experience and make the platform usable across all devices without the need for app-store distribution.

#### **IN-STORE EXPERIENCE**

In addition to improving the CRM platform, Obero also recognizes the importance of the in-store experience for businesses in the food and beverage industry. This includes operational processes and in-store technologies used by businesses to manage customer interactions and orders. Obero wishes to conduct research on the in-store experience of businesses within the industry to understand the current pain points and opportunities for improvement. This research will inform and benefit the redesign of the CRM platform and the development of new features and tools to support the in-store experience for businesses. Obero aims to provide a comprehensive solution that combines the best of both online and in-store experiences for its customers.

**Assignment**

The purpose of this project is to improve the user experience (UX) of Obero's CRM Platform by conducting a thorough evaluation of the current platform and identifying opportunities for improvement in terms of efficiency, scalability, reliability and usability.

The project will involve redesigning the platform's user interface (UI) as a Progressive Web Application (PWA) and conducting user research within real-life business operations to observe and validate the effectiveness of the design. The project will also include support for the implementation of the redesigned platform to ensure a seamless roll-out.

**Relation to Research**

Topics that are going to be encountered within the project would be:

- A. UX laws of Customer Relations Management (CRM) System and real life applications.
- B. Investigating usability & effectiveness of QR Ordering System (QROS) within the food & beverage industry, including its integration with in-store processes and daily operations.
- C. Definition and distinctions between affiliated entities within Obero's partner model.
- D. Angular — the framework will be utilized to put into practice the proposed concepts, as per the stakeholder's decision to use Angular as the future framework for the platform.
- E. Principles of Software as a Service (SaaS) based applications.
- F. PWA principles and responsive design for multiple screens.

With the topics ready, the potential main research question is:

1. What factors can Obero's Customer Relations Management be improved on to allow better efficiency, scalability, reliability and usability for operational usage within the food and beverage industry?

**Guidance**

Daily stand-ups will be held throughout the entirety of the project; an Operations Manager is present during working hours for daily management of employees. Front-end guidance is available from the technical advisor for implementation phase, with weekly demos and retrospectives planned in respect to the sprints. The company mentor will be available 2-3 working days per week.

## Personal Development Goals

PDR	HOW TO WORK ON THIS (IN MORE DETAIL, THIS S.M.A.R.T. IF POSSIBLE)
Gain additional skills in Front-end development through familiarisation with the Angular JS and Tailwind CSS Framework.	Attend and gain knowledge from courses offered internally and externally from the company; cross-check validations frequently with project manager and technical advisor.
Better timeframe management and work completion per sprint & improving Agile Scrum methodology.	Set up a personal taskboard and link work related tasks to that taskboard; actively updating associated tasks to the sprint board and personal portfolio; reducing buffer time by completing relevant tasks and fast validation from stakeholders.
Develop a professional proactive discipline towards associated stakeholders.	Engage in active conversations between mentors from the company and university; urge mentors and seniors for validation and peer review throughout the course of the workday; utilize communication platforms that are used within the company.
Explore and advise other potential working methods for better productivity to the company.	Conduct observation using existing research methods before the start of every sprint, and utilize some aspects within the working environment; experiment upon applying different approach instead of sticking to pre-determined paths.
Practice flexibility in mediating different scenarios and situations throughout the course of the project.	Take feedbacks and/or critics with an open-mind; avoid being too defensive of own work/deliverables; turn criticism into a discussion that is beneficial for the completion of the project.