

Edmonds Chamber of Commerce - Issues and Feedback Management Project

- Team 3 -

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Feasibility Summary



- Intent
 - Reliable system for feedback and issues
- Benefits
 - Easier to collect and review feedback
- Why would this study help the stakeholders?
 - Potential risks and if they are worth taking



Operational Feasibility



- Consistent, reliable, and reusable
- Feedback saved in database
- Training for employees
- End-user
- Assure feedback & requests are reviewed
- Affected employees and workload



Technical Feasibility (Nate and Will)

- **Does not require an in house system to be developed**
 - Too costly to develop and maintain
 - Would take far too long to build
- **Numerous solutions already on the market**
 - SurveyMonkey
 - Salesforce
 - Zoho
 - Monday.com
 - Qualtrics
 - Microsoft Forms
- **Impact to current business environment and processes**
 - Project Management
 - Outbound contacting
- **Questions to keep in mind:**
 - How scalable is the software?
 - Could it help you meet any other business goals, or have additional use cases?
 - How to compare the intangible benefits between each software suite?



Technical Feasibility (cont.)

Salesforce

- The best selling CRM technology on the market
- Designed with industry specific features and packages, including education and commerce
- Architecture includes programs, platforms, and the Salesforce cloud

Salesforce Sales and Service Enterprise:
\$175/mo, or ~\$2100 per year, most popular sales and service package

Qualtrics XM

- Automated sentiment analysis and topic categorization with **Text iQ**
- Advanced (+ automated) statistical analysis with **Stats iQ**
- 22 different survey question types
- Skip, display and branch logic

Core XM: \$120/mo. per user, or ~\$1660 per year after WA sales tax.

(includes only basic Text iQ and Stats iQ)



Economic Feasibility

- Yearly CRM Plans range from \$1,500 to \$5,000 yearly
- Staff training to use CRM is estimated to take 3 to 5 days
- There are little to no intangible costs
- Proposed system removes costs for in-house database and more extensive staff training
- Customer satisfaction and brand reputation both positively affected
- The proposed system is economically feasible





Schedule Feasibility

- Timeline: 3 months max
- What our team opted for?
- Training ECoC employees



Overview of Findings

Review Complete

- Operational Assessment: ✓
 - Technical Assessment: ✓
 - Economic Assessment: ✓
 - Schedule Assessment: ✓
- The project is **feasible**





Project Confidence

- Which system to choose?
- Who will train the ECoC employees?





Justifications

- System is feasible on operational, schedule, technical, and economic levels
- Existing software makes the timetable for proposed system very short
- Maximum cost of CRM is \$5,000 yearly, the benefits more than outweigh the cost
- Proposed CRM's are easy to use for employees and event attendees





Frequently Asked Questions

- If the system proposed fails to meet all of ECoC's needs? What are other alternatives?
- What about custom software?
- How difficult would it be to switch CRM's after initial implementation?
- Can we use the software to conduct employee surveys?
- Can the end users be anonymous when giving feedback?

