

Feasibility Study

To: Stephanie Johnstone, office manager at Edmonds Chamber of Commerce
From: Team 3, Lydia Stoutah, Will Strickland, Nathan Willett, Grayson Giles, and Fanny Schoenbeck
Date: January 23, 2023
Subject: Feasibility Study for Feedback and Issues Management System

In response to your request #I-003, my staff and I have analyzed the feasibility of building a reliable feedback management system for your organization's business needs. Enclosed is our feasibility assessment, which summarizes the considerations of each alternative.

Based on our findings, we recommend Qualtrics XM as the feedback management system for your organization. Our reasons are described in the report and are based on the careful study of the business requirements and the available technologies at this time.

Thank you for giving us this opportunity to work with you. Our team is happy to accommodate any changes you should wish to imply. Please let me and my staff know if you decide to accept our recommendations and move forward.

Lydia Stoutah

Project Manager,

Enclosure: - Attached to this transmittal memo is the preliminary feasibility study completed by Team 3 in accordance with designing a consistent, reliable, and reusable system for managing feedback related to ECoC gatherings and events.

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Operational Feasibility

By Fanny Schoenbeck

The Edmonds Chamber of Commerce Office Manager has requested a consistent, reliable, and reusable system for managing feedback and issues related to chamber activities and events. It will be easier for the users to leave feedback about post-event or event/activity issues. In the current system, feedback can be lost or forgotten if handed in verbally or on a paper sheet. The new system will prevent these mistakes from occurring and assure that all feedback is placed and saved in a database. Since the manager has requested a more reliable and effective system, the new system will be effectively used by the affected employees. We are working to follow local data protection regulations and therefore we predict that the new system will not cause any legal or ethical issues.

The employees will need training to successfully use and extract reports from the new system. However, this training does not require any previous technical knowledge and all affected employees should successfully be able to use the new system. It is assumed that the manager is prepared to provide the necessary resources to train their current employees. We are building a system that will be simple for the employees to use. It is expected that the training can take place in one day and will produce effortless usage by employees. The manager is aware and on board with the training required for the desired outcome.

We don't have any reason to believe that the end-user will resist the new system since there is already an online form to fill in, and the one we are providing will be easier to use. It is fair to assume that most users will have access to the internet either from home or a public setting such as a library and will therefore be able to use the new system. Additionally, this will assure that the end users requests are reviewed in a timely manner and there is no reason for the request to not make it to the management. If an end user would still feel hesitant to use an online form rather than a paper form, the management will in spite of that benefit from the new system.

As of right now, before any further investigation, we predict the new system will not result in a workforce reduction. Instead, the employees assigned to the Feedback and Issues System will be able to reduce the time spent on each request due to the effectiveness of the new system. Because the new system will prioritize feedback in 3 categories for the acting taking, the employees will have time to organize their tasks and can put more quality into them.

In conclusion, the operational feasibility study showed us that the new system has great potential for the Chamber and Commerce Feedback System. The manager is willing to implement a new system and understands that the affected employees must learn how to use it for the most desirable outcome. We believe that the end users will effortlessly adapt to the new system and feel positive about the change.

Economic Feasibility

By Grayson Giles

Do the projected benefits of the system out-weight the total cost of ownership?

Tangible Costs

Yearly CRM Plans range from \$1,500 to \$5,000 dollars a year (Qualtrics XM) or from \$900 to \$3,600 dollars a year (Salesforce).

Staff Training time to effectively use the proposed CRMs is estimated to be 3 to 5 hours. **Qualtrics XM Certification** is also offered at \$595 although this is not recommended.

The tangible costs for the proposed system are estimated to be somewhat low

Intangible Costs

There doesn't seem to be any intangible costs to implementing the proposed system. The current proposed system seems to have little to no negative effect on **employee morale, impaired goodwill, or brand damage**.

The intangible costs for the proposed system are estimated to be little to none

Tangible Benefits

Paying for a CRM removes the need to pay to establish and maintain an **inhouse database + UI** and subsequently reduces the need for much more **extensive employee training**.

The tangible benefits for the proposed system are estimated to be high

Intangible Benefits

Due to creating an easily accessible avenue for user feedback, **Customer satisfaction** and **Brand reputation** are both estimated to be positively affected

The intangible benefits for the proposed system are estimated to be high

In conclusion, the Tangible and Intangible Benefits are estimated to outweigh both the Tangible and Intangible costs, making the proposed system economically feasible

Technical Feasibility

By Nathan Willett and William Strickland

Based on our initial understanding of the request, we are confident that an existing CRM platform such as Qualtrics XM or Salesforce will satisfy both current and future requirements, once they are defined in the later stages of the project. Further investigation is needed, however, as well as possible consultation with a sales specialist from either company. This will occur in the coming weeks along with additional fact finding sessions with ECoC. The initial request also stated ECoC lacked a “consistent method for managing post-event feedback or event/activity issues.” ECoC must determine what this process should look like, so that we can be certain of which functionalities the software requires.

Both platforms are on the higher end in terms of functionality, therefore it is possible that they will overshoot the requirements of what is needed. However, we will try to minimize the likelihood of this by ensuring that we understand ECoC’s long term objectives and evaluate other cost effective solutions. It may be beneficial to plan for such a contingency should we believe that it is likely or should ECoC’s priorities change.

On a positive note, XM and Salesforce are both scalable and modular platforms, so pricing is adjusted based on the level of functionality required. Also, the cost of a 1 year license is a fraction of what it would cost to build and maintain an internal system, so there is very little risk involved with having to switch later. Additionally, with no prior data needing to be migrated (assuming this is the case), the only technical hurdle will be learning how to use the system and training employees.

If there is something that the platforms mentioned above can’t do that you need please let us know and we will look into developing dedicated software to meet your requirement. Though, please understand this will be more time consuming and may not meet certain budget or schedule constraints.

Schedule Feasibility

By Lydia Stoutah

After studying the feasibility of implementing the new system, we are confident the project will be accomplished swiftly and in a reasonable time frame. As mentioned, the lack of a data migration process will significantly shorten the timeframe of this project, but user training could remain a weak point.

After a collaboration with the Edmonds Chamber of Commerce office manager, to be able to meet their timeline, a firm timetable has been established for the project.

Based on the urgency of the request, our team tried the free event feedback survey template, and we are confident this platform will meet all the requirements to satisfy the business needs. Using a pre-built platform like qualtrics you only need a subscription to their website, and you can customize it based on the features desirable.

Training our team to use the technology required in this project will be the first step. Our overall plan consists in dividing the project into phases, and we implemented deadlines for each phase. We also divided the project tasks among our team members so everyone will focus on his/her duty. Our team consists of five members who will be present for the entire duration of the project and no holidays coming that can refrain the progress of the project.