Einstein

**June 15th**

Document Status: **Draft** | In Review | Approved

**Executive Summary:**

*Our plan is to develop Web Application for Customer Care Executives to deliver continuous support to the customers on the health of devices connected and detailed services provided to customers and all required information at one stop application.*

|  |
| --- |
| **Project Goal** |
| ***SMART: S****pecific,* ***M****easurable,* ***A****ttainable,* ***R****elevant, and* ***T****ime-bound*   * Increase revenue by 10% by developing Einstein Web Application that helps customer care executives manage billing and health check of devices, by the end of the year. |

|  |
| --- |
| **Deliverables** |
| Launch a new website-Einstein for customer support |

|  |
| --- |
| **Business Case / Background** |
| **Why are we doing this?**   * This is a top requested service from customer support executives, that will improve customer satisfaction and retention |

|  |
| --- |
| **Benefits, Costs, and Budget** |
| **Benefits:**   * Support new service leading to 10% revenue increase * Increase customer satisfaction   **Costs:**   * Developing a website * Hiring and training resources   **Budget needed:**   * $550,000 |

|  |
| --- |
| **Scope and Exclusion** |
| **In-Scope:**   * Web Application for cross browsers – Chrome, Firefox, Safari   **Out-of-Scope:**   * Purchasing devices and setup |

|  |
| --- |
| **Project Team** |
| **Project Sponsor:** Director of Product  **Project Lead:** Project Manager  **Project Team:** Developers, Quality Assurance Testers, Human Resources |

|  |
| --- |
| **Measuring Success** |
| **What is acceptable:**   1. 10% revenue increase by EOY 2. 80% customer satisfaction six months after launch |