

Q5. Identify one example from a current project of not having the necessary level of customer participation. Consider what the impact of that was? See if you can quantify the risk in terms of number of late requirements changes, time spent fixing the product after delivery, or business opportunities missed. Use that experience in the future as a story to learn from and to convince others of why customer engagement is so vital. Explain!

Ans: The customers and stakeholders wanted a system which can reduce the operating cost of the counter staff of the airport by 25%. They wanted to develop a software which could be easily accessible to all the air travellers around the world and the users could easily book their tickets.

But the customers did not have a necessary level of participation on discussing the functional requirements. Communication between developers and customers focussed on user interface displays or features, not what the users needed to accomplish on the software.

This created a lot of confusion and around 60% rework for the developers as well as the testers.

This experience gave an important learning that how important is customer engagement.

As defined by Eric Peterson, Customer Engagement is an estimate of the degree and depth of visitor interaction against a clearly defined set of goals.

Customer Engagement is so vital because:

- **It helps in proactive and personalized communication.**
As the communication between developers and customers increases it becomes easy to directly contact with them and know their exact requirements and functionalities.
- **Helps to continuously grow and improve**
If we are clear in the beginning about the functionalities to implement then there is a very less chance of rework. Thereby saving our time to focus on other aspects of development.
- **Customer engagement is necessary for retaining them for future projects**
As the software development life cycle progresses the customer engagement becomes more effective day by day. This helps to strengthen and deepen the relationship among the developers, managers and the customer.

On successful completion of the project, the customers will be able to generate a huge amount of revenue from the software. So, it is a way by which we express our commitment to their success and give them an assurance that their demands are taken very seriously.