

SE UNIT 5 ASSIGNMENT

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Problem Statement - 1

- First and foremost, as a manager, it is important to be honest with your client. Lying about the product being defect-free would only damage the trust between you and the client, which would jeopardise the good relationship you have built so far.
- Secondly, it is important to take responsibility for the mistake and ensure that the client is kept updated on the situation.
- Thirdly, you should work with your team to find a solution to the problem as quickly as possible, and release the product only when it is actually ready.
- Finally, it is important to apologise to the client for the inconvenience caused, and assure them that steps will be taken to prevent such a mistake from happening again in the future

Problem Statement - 2

Issue: Global Warming

Crazy 4s:

- Adopting an electric option as compared to a fossil fuel or an exhaustive gas option in vehicular models.
- Reduction of CFC emissions from appliances such as ACs.
- Avoiding indiscriminate dumping of waste from various sources and help segregate and handle them efficiently.
- Filter out harmful emissions from major industries such that only the less detrimental and unavoidable substances reach the atmosphere.

S.C.A.M.P.E.R:

S - Substitution of fossil fuels with renewable sources of energy is a considerably viable option.

C - CFC emissions and waste emissions from factories could use a similar tool to help curb the effects of such compounds on the atmosphere.

A - Every individual adapting waste segregation is a major step towards controlling global warming.

M - Electric vehicles made available in a larger scale to the general public will help in the long run.

P - Electric options in general can not only be applicable to vehicles but also to almost any other entity which uses non renewable sources of energy.

E - It would not work efficiently.

R - If we reverse the actions that we have already taken towards the control of global warming, the resulting state would be one that is alarming and much worse than any of the previous states

Problem Statement 3

Business Roadmap:



1. Upgraded Stickiness against competition:

Avoiding a loss to competition, by improving user stickiness proving awards to keep your customers.

2. Raised in average order Value:

Offering discounts to the customers on their next purchase so that they can buy more frequently.

3. Less Customer acquisition cost:

Acquiring new customers at a low cost.

4. Influenced product selection:

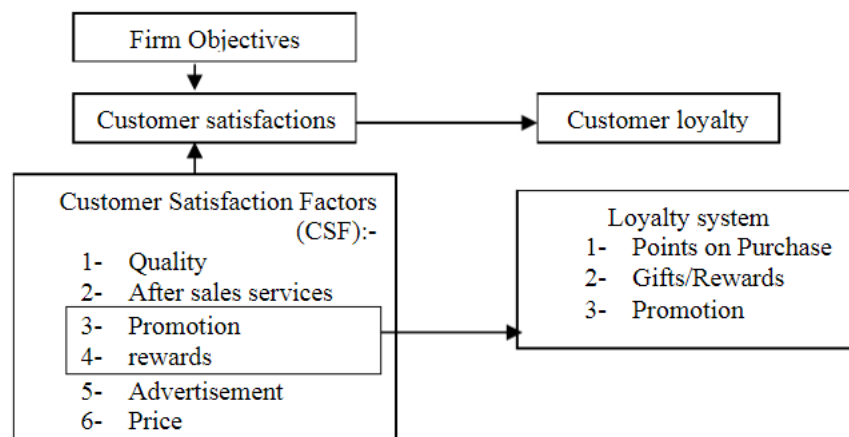
Influencing users to select higher margin product to buy.

5. Making users profile rich:

Building rich customer profile by knowing more about customers.

6. Improved social participation and content

Engaging customers on social channels.



Service Strategy:

1. Making customer happiness the end goal across the company
2. Identifying all customer touchpoints
3. Setting goals for customer service
4. Built a driven customer service team.
5. Built a powerful customer service toolkit.
6. Create a consistent feedback loop

Service Assets:

The development and implementation of a customized customer loyalty system has been introduced. The developed model addresses the challenges facing this type of loyalty system represented by the necessity of handling and managing a huge amount of valuable information concerning customers purchasing in retail stores.

The developed system has solved those challenges by implementing an easy to use yet powerful Graphical User Interface(GUI) to be interfaced with the store database to manage the process of purchasing, point's calculations, getting gifts and sending offers to customers.

Since customer satisfaction has a direct and positive impact on customer loyalty, this model has found that the loyalty of frequent customers can be enhanced by adding extra point on a yearly basis, offers customers the chance of replacing the points with discounts, and allowing the customer to freely choose between replacing points with cash or gifts.

Market Analysis:

Why Customers Participate in Loyalty Programs



Service Provider Types:

We can provide services in many ways:

- Discounts
- Point Systems
- Cashback
- Partnership
- Club Cards