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BTT Training Inc Overview

Company Name: BTT Training

Industry: Education and Training

Mission Statement

BTT Training is committed to providing high-quality, innovative, and personalized training solutions to empower individuals and organizations to achieve their learning and development goals.

Overview

BTT Training is a leading provider of professional training and development courses, catering to individuals, businesses, and educational institutions. With a portfolio of courses spanning disciplines such as technology, consultancy skills and soft skills, BTT Training aims to equip learners with the knowledge, skills, and certifications needed to succeed in today's competitive landscape.

Key Offerings

BTT Training offers a comprehensive catalog of courses designed to meet the needs of learners at different skill levels and career stages. Courses are available in virtual classrooms, self-paced online modules, and customized corporate training programs.

BTT Training partners with industry experts, certified trainers, and experienced professionals to deliver engaging and interactive training experiences. Instructors bring real-world insights, practical knowledge, and relevant case studies to enrich the learning experience and facilitate skill acquisition.

BTT Training collaborates with businesses and organizations to develop customized training programs tailored to their specific needs and objectives. Customized solutions may include onboarding programs, leadership development workshops and technical skills training.

BTT Training offers certification programs accredited by leading organizations and professional associations. These programs provide learners with recognized credentials and certifications to enhance their credibility, career prospects, and earning potential in their respective fields.

BTT Training provides access to a wide range of learning resources, including course materials, video tutorials and online forums. Learners have the flexibility to access resources anytime, anywhere, and engage with peers and instructors to enhance their learning experience.

Target Audience

Individuals seeking to enhance their skills, advance their careers, or explore new opportunities.

Businesses and organizations looking to invest in employee training and development to improve performance, productivity, and competitiveness.

Core Values

Quality: BTT Training is committed to delivering high-quality training programs that meet or exceed industry standards and learner expectations.

Innovation: BTT Training embraces innovation and continuously seeks to enhance its training methodologies, technologies, and course offerings to stay ahead of evolving learner needs and market trends.

Customer Focus: BTT Training prioritizes customer satisfaction and strives to provide personalized, responsive, and attentive service to its learners, partners, and stakeholders.

Integrity: BTT Training operates with honesty, transparency, and integrity in all its interactions, adhering to ethical standards and best practices in the education and training industry.

BTT Training is dedicated to empowering individuals and organizations with the knowledge, skills, and resources they need to succeed.

BTT Training Problem Statement

Background:

BTT is currently facing operational challenges that hinder its ability to scale and remain competitive in the market. While known for customer care and a ‘white glove’ service, the company is grappling with inefficiencies in its internal processes, resulting in delays, increased costs, and compromised data accuracy. BTT has purchased and uses Microsoft Dynamics 365 Business Central, however their input is still manual.

Key Problems:

BTT Training uses manual processes. These lead to various issues impacting efficiency, accuracy, and scalability.

Manual processes for course enrollment, scheduling, and resource allocation require significant time and effort from administrative employees. This can lead to delays in responding to customer inquiries, processing registrations, and managing instructor availability.

Relying on manual input to manage student records, course schedules, and financial transactions increases the risk of data errors, duplications, and inconsistencies. This can result in billing discrepancies, scheduling conflicts, and customer dissatisfaction.

Manual processes make it challenging to gain real-time insights into business performance, course demand, and resource utilization. Lack of centralized data storage and reporting capabilities hinders BTT’s ability to make informed decisions and identify areas for improvement.

Invoicing and payment collection processes are prone to errors and delays, leading to cash flow issues and revenue loss. Without automated reminders and tracking mechanisms, BTT Training struggle to manage overdue payments and reconcile accounts efficiently.

As BTT Training grows and expands its course offerings, manual processes become increasingly cumbersome to manage. Limited scalability and flexibility in manual systems is stopping the ability to adapt to changing market demands and realize growth opportunities.

Manual tracking of instructor availability, classroom facilities, and training materials results in inefficient resource allocation and utilization. This may lead to underutilized assets, missed revenue opportunities, and dissatisfaction among instructors and students.

Manual processes do not adequately adhere to regulatory requirements and industry standards, increasing the risk of compliance violations and adverse audit findings. Without proper documentation and controls in place, BTT Training could face legal and financial consequences.

Impact:

These operational challenges are affecting BTT ability to meet customer demands efficiently, maintain a competitive cost structure, and make data-driven decisions. They risk losing business opportunities and market share if these issues are not addressed promptly.

Customer experience is negatively impacted due to delays, errors, and inconsistencies in service delivery. Students experience difficulties registering for courses, accessing course materials, and receiving timely support, leading to frustration and dissatisfaction.

BTT risks falling behind competitors who have embraced digital transformation and automation. Manual processes limit agility, scalability, and the ability to innovate, putting BTT Training at a disadvantage in the market. New business is lacking, as BTT Training is not easy to access.

The most recent employee survey shows that constant manual processes are tedious, repetitive, and inaccurate, leading to employee frustration and disengagement. High levels of manual intervention are also reducing time to focus on professional development, limiting job satisfaction and retention.

Objective:

The objective of this problem statement is to highlight the critical issues that BTT Training is facing, with a focus on improving operational efficiency, data accuracy, and decision-making processes. To remain competitive and continue delivering exceptional service, the company must integrate a booking App to automate its booking, scheduling and invoicing processes, and enhance its ability to serve customers effectively.

BTT Training Concerns

Following initial discussions, BTT Training has several concerns that are critical to its success and sustainability.

Customer Acquisition and Retention

BTT Training is concerned about attracting new customers and retaining existing ones. This includes effectively marketing their courses to target audiences, providing high-quality training experiences to build customer loyalty, and implementing strategies to encourage repeat business and referrals.

Competitive Differentiation

In a crowded marketplace, BTT Training are concerned about standing out from competitors. This could involve offering unique courses, leveraging the expertise of their instructors, providing exceptional customer service, or differentiating based on pricing or value-added services.

Quality of Training

Maintaining the quality of their training programs is a top priority for BTT Training. They are concerned about ensuring that their courses are up-to-date, relevant, and aligned with industry standards and best practices. This involves continuously evaluating and improving course content, instructional methods, and learning outcomes.

Financial Stability

Like any business, BTT Training is concerned about financial stability and profitability. They need to carefully manage their expenses, monitor cash flow, and optimize revenue streams to ensure sustainable growth and long-term success. This includes accurately forecasting revenue and expenses, managing overhead costs, and diversifying revenue sources.

Technology and Infrastructure

BTT Training are concerned about leveraging technology effectively to streamline operations, enhance the learning experience, and stay competitive. This has meant investing in Business Central and an online course delivery platform so far.

Compliance

Compliance with industry accreditation standards is a concern for BTT Training. This includes ensuring that their courses meet requirements, obtaining necessary certifications or accreditations, and adhering to data privacy and security regulations when handling learner information.

Employee Training and Development

BTT Training is concerned about the professional development of their staff, including instructors, trainers, and administrative personnel. This involves providing ongoing training and support to help employees stay current with industry trends, develop new skills, and deliver high-quality training experiences to learners.

Scaling Operations

As BTT Training grows, they are concerned about scaling their operations effectively while maintaining quality and customer satisfaction. This potentially involves expanding their course offerings, hiring additional staff, opening new locations, or partnering with other organizations to reach new markets.

When asked about their concerns for integrating a booking App with Microsoft Dynamics 365 Business Central, the following was noted:

Data Complexity and Cleanup

Data from spreadsheets has already been migrated to Business Central as part of the initial set-up. This has already been validated to ensure accuracy and completeness.

Process Standardization

Manual entry allows for flexibility in how data is input, processed, and analyzed, which can lead to inconsistencies and inefficiencies. Integrating an App would involve standardizing processes and workflows across the organization to ensure consistency and streamline operations. BTT has done some work to standardize, although this isn’t regularly audited.

User Adoption

Users may be resistant to change or require additional training to understand the changes to BC configuration.

Loss of Flexibility

Manual data offers a high degree of flexibility in terms of customization and ad-hoc analysis. The booking App and Business Central, while configurable, may not offer the same level of flexibility, requiring users to adapt to standardized processes and workflows.

Security and Data Integrity

Manual entry leads to error and incorrect data. Automation will eradicate this to an extent.

Cost Considerations

Hidden costs may be associated with manual data entry, errors, and inefficiencies. App integration requires initial investment in implementation, and training. BTT has allocated a £50000 budget for the integration

Change Management

Transitioning from manual processes to an booking system represents a significant organizational change. BTT Training would need to carefully manage this change, communicate the benefits to stakeholders, and address any concerns from employees.

# BTT Training Organizational Structure

BTT Training has a relatively simple organizational structure designed for efficiency and agility.

## Founder/Owner/CEO

* Responsible for setting the overall vision, mission, and strategic direction of BTT Training.
* Oversees key business functions, including operations, finance, sales, and marketing.
* Makes high-level decisions and provides leadership to the team.

## Operations / Finance Manager

* Manages day-to-day operations and ensures the smooth functioning of BTT Training's programs and services.
* Coordinates with instructors, trainers, and staff to schedule courses, allocate resources, and deliver training sessions.
* Handles logistics, facilities management, and administrative tasks to support training activities.

## Sales and Marketing Manager

* Develops and executes sales and marketing strategies to promote BTT Training's courses and attract customers.
* Identifies target markets, generates leads, and nurtures client relationships to drive course enrolments and revenue growth.
* Manages advertising, branding, social media, and other marketing channels to raise awareness of BTT Training's offerings.

## IT Manager

* Responsible for overseeing the organization's technology infrastructure
* Ensuring the smooth operation and security of all IT systems, and leading the integration projects like connecting the booking app with Business Central.
* Plays a critical role in aligning technology initiatives with business goals, managing IT staff, and ensuring that the organization's technology resources are effectively utilized.

## Customer Service Manager

* Responsible for overseeing the customer service department
* Ensuring that the organization provides high-quality support to its customers.
* Managing the customer service team, developing and implementing service policies, handling customer complaints, and working to improve overall customer satisfaction and loyalty.

## IT Lead

* Responsible for overseeing the day-to-day operations of the IT team
* Ensuring the effective functioning and maintenance of IT systems, and leading technical projects.
* Serves as a bridge between the IT team and management, ensuring that IT initiatives align with the organization's objectives and that technical issues are promptly resolved.

## Finance Team

* Responsible for managing the organization's financial health.
* Overseeing budgeting, accounting, financial reporting, and compliance with relevant regulations.
* Works to ensure that financial resources are used efficiently and supports strategic planning by providing financial insights and analysis.

## Training Coordinator

* Assists in organizing and coordinating training programs, workshops, and events offered by BTT Training.
* Communicates with learners, clients, and instructors to coordinate schedules, logistics, and course materials.
* Provides support to participants before, during, and after training sessions to ensure a positive learning experience.

## Instructors/Trainers

* Subject matter experts and certified trainers responsible for delivering high-quality training sessions to learners.
* Develop course content, lesson plans, and instructional materials tailored to the needs of the target audience.
* Facilitate interactive and engaging learning experiences, provide feedback, and assess learner progress.

## Administrative Assistant

* Provides administrative support to the BTT Training team, including managing emails, phone calls, and correspondence.
* Assists with scheduling appointments, maintaining records, and handling customer inquiries.
* Manages office supplies, equipment, and facilities to ensure a well-functioning work environment.

This organizational structure allows BTT Training to maintain a lean and agile operation while effectively managing key functions such as operations, sales, marketing, training delivery, and administrative support. As the business grows, roles and responsibilities may evolve, and additional positions may be added to support expansion and scalability.

# Team 1 Role Play Briefing

### Initial Meeting with Key Stakeholders

Objective: Understand the high-level goals and objectives of the integration.

Participants: CEO, IT Manager, Operations Manager

Questions:

* X
* X
* X

# Team 2 Role Play Briefing

### Detailed Interviews with End Users

Objective: Gather detailed functional requirements and pain points from those who will be using the system daily.

Participants: Sales Manager, Customer Service Manager

Questions:

* X
* X
* X
* X

# Team 3 Role Play Briefing

## Technical Requirements Gathering

Objective: Define the technical requirements for the integration.

Participants: IT Lead, Booking App Vendor

Questions:

* X
* X
* X
* X