***TLADS Step 2: Empathise With Stakeholders***

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| **Business Initiative:**  Improve user retention and personalised engagement strategies for Centralised Crypto Exchanges (CEXs - user retention, churn prediction and behavioural segmentation) to increase fee revenue. | | | | | |
| **Stakeholder** | **Importance to Stakeholder** | **Potential Impediments** | **Key Decisions** | **Desired Outcomes** | **KPIs / Metrics** |
| Head of User Retention Strategies (CRM) | Analytics regarding churn etc allow targeted interventions. | Lack of data accuracy, Lack of strength in possible interventions. | What incentive to use (airdrop, fee reduction, etc), What constitutes high risk of churn. | Increased success of retention strategies, Lower customer churn.  Higher fee revenue from users. | User churn rate (%), Bridge-out to churn correlation, CEX retention by archetype, bridge exodus score, withdrawal-deposit ratio, chain migration index, top exit paths. |
| Product Management Team | Insights on user behaviour help to personalise the platform (influence roadmap). | Lack of data accuracy can lead to impractical personalisation, data not always actionable. | How to change user onboarding to suit archetypes and migration, what changes to add to roadmap. | Adding features that incentivise new users, increased personalisation given archetypes + migration, better defines user experiences. | User churn rate (%), CEX retention by archetype, Protocol loyalty index, bridge exodus score, withdrawal-deposit ratio, DeFi score, NFT index, Activity diversity, entropy score, gas spikes, loop density, chain migration index, top exit paths. |
| Marketing & User Engagement Team | Insights into areas of more impactful marketing, leads to gaining more new users outbound. | Data not always actionable, impact on data may not be user targeting but marketing practices, wallet to user mapping issues. | Who to specifically outreach to win back users, archetypes and migration trends to target. | Improved user outreach outbound and making old users come back, improve scale of investment per user. | Behavioural cluster correlation rate, CEX re-activation rate, reactivation attribution, post-return depth score, DeFi score, NFT index, activity diversity, chain migration index, top exit paths. |
| Executive Leadership | Inform overall strategic decisions based on archetype and migration trends, track KPIs vs competitors. | Model accuracy can lead to poor strategy, information overload KPI wise, need for business-case clarity cross company.  KPIs not revenue based. | Strategy to implement combining related teams in CEX, investment decisions overall. | Strong ROI on investment and strategy decisions, stronger UX and fees revenue from strategy. | All metrics + KPIs – this project itself doesn’t integrate non-chain data but that likely used |
| Customer Experience Team |  |  |  |  |  |
| Risk & Compliance Team | Insight into potential suspicious activity patterns through on-chain analysis. Completement existing risk models. | Poor accuracy could flag false positives in terms of suspicious activity, models and insight not catered to this purpose. | What wallets / on-chain activity to flag based on suspicious activity pattern. | Assistance to current risk and compliance scoring models. Flagging new potential activity areas. | Average time between last DeFi action and CEX withdrawal, bridge usage frequency per period, entropy score, gas spikes, loop density |
| User | Enjoying an improved UX, with better rewards / incentives from those likely to leave etc. | Fee cost maybe too high, not enough token availability, difficult withdrawal / deposit interface, too much KYC verification etc. | What DeFi protocols to invest in, what bridges are available, what tokens to invest in, security and compliance / risk. | Fast, efficient and easy to use UX / interface, wide range of token / protocol options, wide bridging options in CEX, analysis interface, liquidity available, safe and compliant. | No real user facing metrics / KPIs here – MAYBE ADD BUT DEPENDENT ON DATA  SOME ON-CHAIN OPTIONS TO DO WITH WALLET SEGMENTATION MAYBE?? |