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| **Project Name:** | Retail End-user Loyalty Survey |
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| **Date:** | **01/17/2017** |
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| **Business Sponsor:** | **Connie Sedler** |
| **Business Requestor:** | Uday Waghmare |
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| **Desired Start Date:** | 02/21/2017 |
| **Desired Completion Date:** | 02/27/2017 |
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| **Project Objective:**  (How will this be used to generate revenue?) | Survey customers that have bought a system from a retail environment |
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| **Business Purpose:**  What is the larger goal of this request? | To monitor the NPS scores for the consumer retail business |
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| **Scope of Consideration:**  (Details to support your objective) | * All distinct records for consumer retail end users (individuals) in 10 countries (US, Canada, Australia, China, India, Japan, Brazil, Mexico, United Kingdom, Indonesia, Ireland, France, Germany, Sweden, and New Zealand) * Consumer retail purchase * Random/natural distribution of retailers * No GEMS filters (we can do this on our end) * Must be a system purchase (desktop or notebook) * Purchased in the last 12 months with the most recent registration date being the 9th of Oct 2015 (can use registration date as reference date) * The purchase was their latest Dell purchase (can identify using Party ID) |
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| Frequency: (1 time,weekly) | Adhoc – Monthly |
| Definiton Audience: | All available for: US, Canada, Australia, China, India, Japan, Brazil, Mexico, United Kingdom, Indonesia, Ireland, France, Germany, Sweden, and New Zealand |
| Date Ranges: | 1) WE ARE LOOKING AT A 12 MONTH RANGE OF REGISTRATION DATES ENDING ON Feb 05, 2017. (STARTING Feb 06, 2016)  2) WE NEED THE PURCHASE TO BE THEIR MOST RECENT PURCHASE. SO IF THERE WAS A PURCHASE IN Nov 2014 AND ANOTHER IN Mar 2015 THEN WE WANT TO USE THE DEC PURCHASE IN THE SAMPLE FILE, NOT THE APR PURCHASE. |
| Output Fields Needed: | * Retailer/Reseller Name – e.g. Walmart, Best Buy etc * Registration date (used as proxy for order date) * Service tag * Retail customer BU ID * Original order number * Retail customer num * What system was purchased   + Product Name                   e.g. INSPIRON 1545 / INSPIRON 546   + Product Classification     e.g. Notebooks / Desktops * Customer email address * Customer name * Customer’s state or province * Flag indicating whether customer also has a DIRECT account * ISO 2-CHAR Country Code (please note that this is an addition to our traditional request) * Phone Number |
| Output Format: | Tab delimited, Unicode (to preserve Chinese characters). Some of the previous request results can be provided as a template if needed. |
| Output Location: | File goes to Uday Waghmare |
| Vendor: |  |
| Additional Information: | |
| **Estimated Level of Effort (LOE):**  Specifications:  Development:  Implementation:  Testing:  Documentation/Support:  Total(hours): | |
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