TheDataTales20180615

# USE CASES

GENERATED IN WORKSHOP REAL TIME APPLICATIONS

* As a college I like to reach the students who are most likely to finish a study successfully and in time because that’s best for the student and for our college.
* As a stakeholder in the educational system I like to combine data from different stakeholders to enhance student analytics and facilitate a better customer journey for students.
* As retention staff we like to know which steps the client took before cancelling so I can anticipate, keep the client and improve the relationship.
* As an executive or product owner I want to see the relation between customer journey and internal processes (score and prediction) so I can fine tune our people and resources.
* As a financial service supplier I want to predict the financial life journey so I can make relevant propositions early.
* As a process manager I want diret insight into organizational processes so non-conformity is immediately visible, which enables me to timely repair these processes.
* A service supplier I want to predict client’s next action so I can anticipate effectively.
* As a client I want my service provider to match my emotion/motivation and give me the right recommendation from the very start.
* As an employee at client services I like to know which tone of voice is best to help the client well and maintain a good relationship.
* As a manager, I want to know how the exact customer journey AND how our clients experience the customer journey so I can intervene at the points that really matter.
* As a service provider I want to know if my client is acting different than his usual self.
* As a financial service provider I like to see the actual customer journey (at aggregated level) so I can monitor and swiftly take action in case of significant deviations.
* As a process manager I like to have direct insight into all contact reasons to I can proactively contact the client.
* As a process manager I like to have direct insight into all contact moments so I can always delight the client with the right ‘conversation’.
* As cient in a ‘core process’ I want to add all service providers in the chain to my customer journey so they play a part in my journey. I’m in charge (so not me being a pin in their stories).
* As a process manager I like direct insight into the customer journey so I know the best next step for me.
* As a client I want the information (e.g. site) in the form that suits me best to facilitate optimal connection between me, communication channels and the company!!!!
* As a client service employee I want real time feedback with simple indicators on suitability of my tone of voice to help clients better and maintain better relationships.
* As financial service supplier I want to predict the financial life journey so I can make responsible offers which limit risks for clients and us.
* As a service provider I want customers make responsible decisions even if the customer interacts with me through their digital assistant (Alexa/Siri/Cortana/Google assistant)