

1.0	BUSINESS ANALYSIS
1.1	<p>Business Problem/Opportunity</p> <p>The problem is the Edutainment, a small software company is currently in need of a helpdesk system in order to better field calls and serve customers in a timely and efficient manner. In addition, the company does not have an online Helpdesk function which is vital in today's internet environment. Staff are overworked with fielding calls so new staff need to be hired in order to accommodate the influx of calls.</p> <p>Problem: Overworked staff, no helpdesk or support for customers Real Problem: The small staff doesn't have the tools it needs to field customer calls thus customers can be ignored or sent in the wrong direction, all resulting in unsatisfied customers. Whose problem is it: Edutainment's along with staff and CEO Where does the prob come from?: Overworked staff, insufficient customer call in system Why solve?: Better customer satisfaction, better customer support, happier employees, less employee turnover</p>
1.2	<p>Project Scope/Objective</p> <p>The goal of this initiative is to create a new Testing and Technical Support Helpdesk department that will improve services for the company's current and future customers. This effort includes creating, revising, and deploying processes, systems, tools and resources as appropriate for the following:</p> <ol style="list-style-type: none"> 1. Interactive Voice Response (IRV) system with one 800 # entry 2. Online Helpdesk technical support 3. Renovation of testing facility to include technical support <hr/> <p>In Scope:</p> <p>Implementation of the IRV system, renovation of testing facility, creation of online helpdesk, hiring of additional staff, staff training, testing and trail of the new system.</p> <hr/> <p>Out of Scope:</p> <p>Computers for new Helpdesk staff, training for school/home customers, software updates, revision of current technical support material, new furniture or equipment for new employees, "expansion" of outside building walls that would make the total facility larger</p>
1.3	<p>Benefits & Potential Value(s)</p> <ol style="list-style-type: none"> 1. Accessible factual data regarding products and customers to enable decision-making. 2. Increased customer satisfaction resulting in increased sales. 3. Reduction in the number of customer calls for common questions where solutions can be posted online. 4. Increased product quality due to real time identification and resolution of software bugs. Updates and patches can be created and distributed in a more timely fashion. 5. Increase in quality of testing due to staff answering technical support questions in conjunction with testing of products. 6. Improved new software versions that better meet customer needs as customer feedback and input will be gathered for analysis and continuous improvement.

1.4	<p>Impacts of Doing Nothing – Internal to the Business</p> <ol style="list-style-type: none"> 1. Potential loss of customers due to product quality or support issues 2. Job dissatisfaction or employees answering customer calls (Customer Service, Marketing) 3. Suboptimal testing of products due to lack of customer service 4. Inability to make good marketing, customer, and product decisions due to lack of hard data 5. Rework costs will occur due to lack of good data
1.5	<p>Impacts of Doing Nothing – External to the Business</p> <ol style="list-style-type: none"> 1. Customers will not receive timely and quality solutions to product technical or use issues. 2. Customers will not be getting the best product for the lowest possible price 3. Competitors with higher quality technical support and products will take over the market share
2.0	PHASES & MAJOR DELIVERABLES
2.1	<p>Deliverables</p> <p>Increased technical support capability for existing and potential customers, including:</p> <ol style="list-style-type: none"> 1. Interactive Voice Response (IVR) system. 2. Online Helpdesk support system 3. Training as follows: <ol style="list-style-type: none"> a) IVR expert technical training for one existing phone support staff and one Testing and Tech Support department staff. b) User training of IRV and online Helpdesk systems for all Testing and Tech Support department staff, Customer Service Department, Marketing and others in the company as appropriate. 4. Documentation of training and support of IVR system, online system, and Testing and Tech Support processes and procedures. 5. Negotiation of a 12-month ongoing maintenance contract with the vendor, Norstan. 6. Customer communications of upcoming change in support and the 800 #. 7. Renovated Testing and Tech Support facility.
2.2	<p>Activities (list in sequence order if known)</p> <ol style="list-style-type: none"> 1. Establish a cross-functional team for this effort 2. Renovate Testing and Tech Support facility 3. Acquire, install, and test IVR system 4. Negotiation on-going 12-month IVR vendor support with Norstan 5. Construct, install, and test online technical support system 6. Hire four additional Testing and Tech Support staff 7. Train technical experts and users on IVR and online technical support systems. 8. Test and pilot trial of new system with friendly established customers 9. Rollout/Go Live with the IVR and online technical support systems 10. Evaluate (lessons learned) and closeout the project 11. Provide 30-to-60 days limited support for IVR and online technical support systems with minimal revisions as appropriate. This activity follows the project implementation and closeout schedule.

3.0	PROJECT VITAL SIGNS
3.1	<p>Overview of Schedule</p> <ul style="list-style-type: none"> • Requested Start: 5/1/10 • Required Delivery: 9/1/10 • Timing Concerns: New staff will not be hired in time for training. School staff will not be available for pilot testing during summer months.
3.2	<p>Assumptions / Dependencies</p> <p>The project timing and success will need to count on the following items that the project team may or may not be able to influence. Assumptions include:</p> <ul style="list-style-type: none"> • The new IVR system, existing telephone system, and organization infrastructure are compatible. • Renovation can be accommodated within existing building walls and will utilize an internal storage space. • Renovation does not encounter any structural or infrastructure issue that increase schedule and/or budget. • Equipment and furniture for the new Testing and Tech Support department will not be funded by this project. • Four qualified employees can be hired within the schedule required. • Staff is available for training. <p>Dependencies include:</p> <ul style="list-style-type: none"> • The ability of Norstan to build and implement an IVR system. • The ability of a construction group to build a new facility. • We are dependent on employees and qualified applicants being hired and able to deliver on this project.
3.3	<p>Risks and Contingency Plans to Cover Them</p> <ol style="list-style-type: none"> 1. Compatibility of the new IVR System (Consequence: High; Likelihood: Low) Research and review of the potential systems along with consultations by Norstan should help mitigate this risk. 2. Renovation goes over budget and is not completed on time (Consequence: High; Likelihood: High) Mitigation of this project would be in getting excellent estimates on the cost and time for each part of the project before you begin. Working with contractors and employees can ensure better estimates and cut down on the risk. 3. Four qualified employees are not hired and trained on time (Consequence: High, Likelihood: High) Mitigate this risk by beginning the search and screen process early, getting the new hires involved in the new system and training process before the helpdesk goes live. 4. A late completion of the entire project. (Consequence: High; Likelihood: Low) Avoid this risk by sticking to the plan, timeline and working hard on each segment of the problem.

3.4	Major Quality Assurance Reviews and Roles
3.5	Estimated Labor Costs (# Hours)
3.6	Estimated non-Labor Costs
3.7	Interdependencies with Other Projects

3.8	Functional Areas Impacted by Request
4.0	Project Staffing
4.1	Project Staffing and Time Commitments
4.2	Special Resources Needed

4.3	Project Organization (Roles & Responsibilities)
5.0	Project Management Approach
5.1	Approach
5.2	Status or Progress Reporting Plan

5.3	Change Management Approach
------------	-----------------------------------