

Exemplar: Analyze Business Needs and Gaps in a Business Solution

This document presents an exemplar solution to the lab, 'Analyze Business Needs and Gaps in a Business Solution'. Please remember that this is just one point of view and not a definitive solution.

Solution

Task 1: Understanding BABOK principles

The Business Analysis Body of Knowledge (BABOK) outlines the key knowledge areas for effective business analysis. In this case, the following knowledge areas will be utilized to evaluate the CRM solution:

Key knowledge areas	Application
Business analysis planning and monitoring	Establishes an approach to ensure that analysis activities align with business objectives.
Elicitation and collaboration	Involves gathering input from stakeholders to understand their needs and expectations.
Requirements life cycle management	Manages requirements throughout their life cycle to ensure they align with business goals.
Strategy analysis	Assesses the current state and defines strategies to address identified business needs.
Requirements analysis and design definition	Assesses the current state and defines strategies to address identified business needs.
Solution evaluation	Evaluates the proposed solution against the requirements to assess its effectiveness and fit.

Task 2: Analyze the case study

Step 1: Identify key stakeholders and document their concerns

Stakeholder	Interests/Concerns
Management	Increased sales, customer retention, and cost-effective solutions
Customers	Improved experience, quick response times, and personalized service
Employees	User-friendly systems and training for new tools

Step 2: Define business needs by identifying core issues and documenting operational gaps

Core issue	Description
Declining sales	20% decrease in sales over the past year
Customer dissatisfaction	Customers feel undervalued, citing slow response times and lack of attentive service

Gaps in current operations
Lack of effective customer engagement and communication
Insufficient customer data analytics to inform decision-making

Step 3: Document requirements to address business needs

Expected requirements	Business need addressed
Customer data analytics dashboard	To provide insights into customer behavior and preferences
Automated follow-up emails	To ensure timely communication with customers post-interaction
Integration with social media platforms	To engage customers where they are active
24/7 customer support chatbots	To improve response times and customer service availability
Personalized marketing campaigns	To tailor marketing efforts based on customer data