**Exemplar: Quantify and Validate a Business Solution**

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

**Solution**

**Task 1: Address challenges and questions**

**Step 1: Identify potential risks**

| Potential risks of implementing the new CRM system | Description |
|---|---|
| Resistance to change | Employees may be reluctant to adopt new systems or processes |
| Data privacy concerns | Handling customer data requires compliance with regulations; failure could result in legal issues |
| Integration issues | The new CRM may not seamlessly integrate with existing systems, leading to operational disruptions |

**Step 2: Involve customers in evaluation**

| Method to involve customers in the evaluation | Description |
|---|---|
| User testing | Conduct user testing with a group of selected customers to provide feedback on usability and features during the CRM implementation process |

**Step 3: Prioritize requirements**

| Prioritization techniques | Description |
|---|---|
| MoSCoW prioritization | Use techniques such as MoSCoW (Must have, Should have, Could have, Won't have) to classify requirements based on urgency and importance |