



From Problem to Progress Case Study Brainstorming for Business Analysts

Presentation Overview



Importance of Case Study Brainstorming

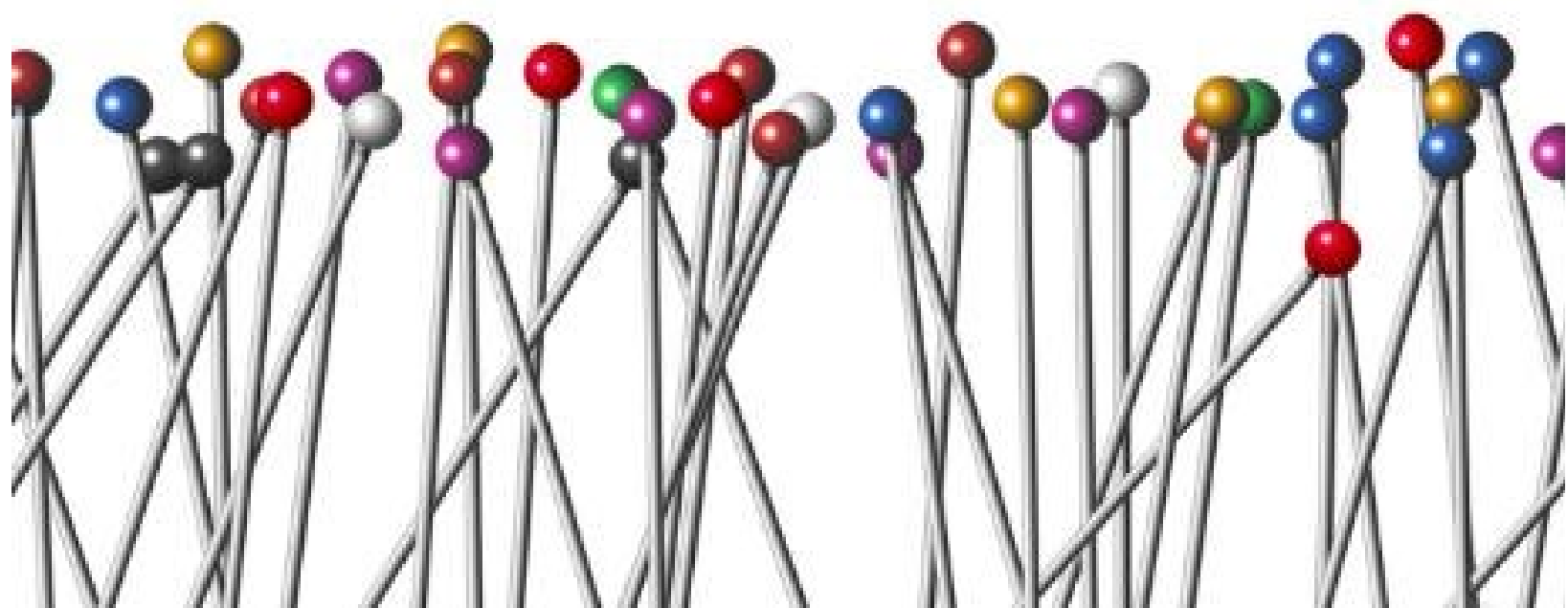
Case study brainstorming is an important tool for business analysts to gain insights and ideas to solve business problems. It helps to analyze real-world situations, identify problems, and develop solutions.

Understanding the Problem

Understanding the problem is the first step in developing a solution. In this section, we will learn about the importance of defining the problem and identifying the root cause of the problem.

Brainstorming for Solutions

Brainstorming for solutions is a key step in the problem-solving process. In this section, we will learn about different techniques to generate ideas and evaluate possible solutions.



Understanding the Problem

Understanding the problem is the most crucial step in a case study process. This will be practically explained through the case study



Problem Identification

Defining the Problem

The first step in problem identification is to define the problem in clear and concise terms. This involves gathering relevant information and analyzing it to identify the root cause of the problem.

SWOT Analysis

SWOT analysis is a widely used tool to identify the strengths, weaknesses, opportunities, and threats associated with a problem. It involves conducting a thorough analysis of the internal and external factors affecting the problem. This will be practically applied in this case study.

PESTLE Analysis

PESTLE analysis is another useful tool to identify the political, economic, social, technological, legal, and environmental factors affecting the problem. It provides a comprehensive understanding of the problem's external environment.



Problem Analysis

Identifying the Problem

The first step in problem analysis is to identify the problem. We will discuss various techniques for identifying the problem, such as brainstorming, root cause analysis, and so on.

5 Whys

The 5 Whys is a technique for identifying the root cause of a problem by asking 'why' questions.

Fishbone Diagram

The Fishbone diagram, also known as the Ishikawa diagram, is a visual tool for identifying the root cause of a problem.

Case Study

Retail Online Inc

Introduction

This case study focuses on a hypothetical e-commerce company, "RetailOnline," experiencing challenges with its customer onboarding process. The company aims to streamline the process, enhance customer satisfaction, and increase conversion rates. This case study demonstrates the application of business analysis techniques, including process mapping, requirement gathering, and SWOT analysis, to identify process inefficiencies, gather customer needs, and develop a strategic improvement plan.

Case Study

Retail Online Inc

Business Context

RetailOnline is a financially robust e-commerce company with a substantial customer base. Despite strong financial performance, the organization faces internal challenges such as outdated IT infrastructure, siloed departments, and limited process automation, particularly within the customer onboarding function. These inefficiencies risk eroding customer loyalty and hindering revenue growth.

The company operates in a dynamic and competitive market where customer expectations for seamless digital experiences are rapidly evolving. The emergence of new competitors, coupled with advancements in technology, presents both opportunities and threats. While there's potential to leverage emerging technologies to enhance customer engagement and expand into new markets, the company must also address the risk of falling behind competitors if it fails to modernize its operations.

Specifically, the onboarding process is a critical touchpoint that directly impacts customer satisfaction and loyalty. Delays, errors, and a complex customer journey can lead to increased churn, negative word-of-mouth, and lost revenue. Optimizing the onboarding process is essential for driving customer acquisition, retention, and lifetime value.

Case Study

Retail Online Inc

Problem Statement

RetailOnline's current customer onboarding process is inefficient, time-consuming, and creates a negative customer experience. The process involves multiple steps, manual interventions, and redundant data entry, leading to errors, delays, and customer dissatisfaction.

Objectives

- Map the current customer onboarding process to identify bottlenecks and inefficiencies.
- Develop a "To Be" process map outlining an improved onboarding process.
- Conduct a SWOT analysis to identify opportunities for improvement and potential challenges.
- Develop recommendations for process improvement and system enhancements.

Case Study

Retail Online Inc

Current State: As-Is Process Mapping

RetailOnline's current customer onboarding process is a multi-step, manual-intensive operation that involves several departments. The process begins when a potential customer visits the website and creates an account. Subsequently, the following steps occur:

- Customer Account Creation: Customers provide personal information, shipping address, and payment details.
- Manual Data Entry: Customer data is manually entered into the customer relationship management (CRM) system by customer service representatives.
- Order Processing: Orders are processed manually, involving verification of inventory, shipping address, and payment authorization.
- Shipping: Shipping labels are generated manually, and orders are handed off to the shipping department.
- Customer Notification: Customers receive order confirmation and shipping notifications via email.

Case Study

Retail Online Inc

Future State: To Be Process Mapping

RetailOnline envisions a streamlined, automated customer onboarding process that delivers a seamless customer experience. The desired future state should involve the following steps:

- Digital Onboarding: Customers create accounts and place orders through a user-friendly online portal.
- Automated Data Capture: Customer data is captured electronically and integrated into the CRM system.
- Order Automation: Order processing is automated, including inventory checks, payment verification, and shipping label generation.
- Real-Time Communication: Customers receive order updates and tracking information through automated email and SMS notifications.



Brainstorming for Solutions

Problem Understanding

Before brainstorming for solutions, we need to have a detailed understanding of the problem we are trying to solve. This will help us come up with more effective solutions.

Brainstorming Techniques

There are various techniques for brainstorming, such as Mind Mapping, Nominal Group Technique, and so on.

Documentation

It is important to document the brainstorming process so that we can refer to it in the future. This will help us build on our previous ideas and avoid repeating mistakes.

Conclusion



Importance of Case Study Brainstorming

Case study brainstorming is an essential tool for business analysts to analyze problems and find effective solutions. By brainstorming, analysts can come up with different perspectives and ideas that will help in implementing successful solutions.

Approaching Case Studies

A successful case study requires a thorough understanding of the problem at hand. Business analysts must approach case studies with a clear methodology, focusing on analysis, brainstorming solutions, and implementing them.

Brainstorming Solutions

Brainstorming solutions is a crucial aspect of case study analysis. By approaching the problem with different perspectives, analysts can generate creative ideas that can lead to successful solutions.

Thank You

- Thank you for your attention.
- I appreciate your time and attention.
- Your presence has been valuable.

