

Requirements Map

Working through this requirement map will help you prepare for your project ahead. As you develop your strategy it is important to keep your number one objective close to hand and test everything you're proposing to do. We've posed some questions and some steps to help you formulate and implement your ideas. You know your goals better than anyone. But this map may help you structure your approach and think about who can support you. Good luck with your project.

1. What are your business drivers?	2. What are your project objectives & requirements?	3. Concerns	4. What are the potential solutions?
<p><i>“Don’t add to the boardroom agenda. Make data a part of the existing agenda.”</i></p> <p>Data quality initiatives will only gain board level attention, and subsequent investment, if they tie in to the management team's existing agenda. Use strategic business initiatives such as the following to frame your project:</p> <ul style="list-style-type: none"> • Cost control • Making great decisions • Compliance • Growing revenue 	<p><i>“Create a clear and concise project plan, with a manageable scope, set timings and measurable outcomes.”</i></p> <p>What are your objectives and what is the scope of your project?</p> <p>What investment do you need? Can you offset this against a bigger gain?</p> <p>Do you already have evidence to show why your data is underperforming or could perform better to meet your goals?</p> <p>Who uses the data and may help you gather real information?</p>	<p><i>“Be realistic about what you can achieve in house and what needs to be outsourced.”</i></p> <p>What technology is required?</p> <p>What elements of the project can be managed in-house and what will need to be out-sourced?</p> <p>Who are your potential technology partners? How will you evaluate their offerings and credentials?</p>	<p><i>“Predict any uncertainty and be prepared to counteract concerns with tangible evidence and benefits.”</i></p> <p>How will you justify the investment and show ROI?</p> <p>Do you know if your data is currently costing you money – such as returned mail or customer dissatisfaction?</p> <p>Can you seek out case studies from other organisations?</p> <p>Who benefits most from your project? How will you secure their buy-in?</p> <p>TIP: Reduce your plan to a manageable size to present it easily, and make it relevant to each team. Think about WIIFT? (what's in it for them). By linking it to their objectives you will get greater support.</p>

Case study: International retailer

Overview:

Deploying international address validation across Customer X's new customer loyalty site, with the purpose being to minimise lost revenue, maximise brand perception and enhance customer experience.

1. What are your business drivers?	2. What are your project objectives & requirements?	3. Concerns	4. What are the potential solutions?
<ul style="list-style-type: none"> • Double digit revenue growth for Big 6 (value: £80m) • 20% revenue growth for emerging territories (value: £40m) • Increase Worldwide brand recognition (currently 8th) 	<ul style="list-style-type: none"> • Increase the value of existing customers through creating an online loyalty scheme <p>Requirements:</p> <ul style="list-style-type: none"> • Create easy to use web portal – maximise customer experience • Collect accurate customer information – ensure accurate delivery of vouchers • One universal loyalty site 	<p>Is it worth it? 10% of records have inaccurate address*</p> <p>Outcome: 50,000 customers will not receive loyalty pack</p> <p>Impact:</p> <ol style="list-style-type: none"> Loss in revenue of £1million (AOV of £20) Poor Brand Perception 50k vouchers going missing Increased queries/ complaints to Customer X's customer services <p>Will it work?</p> <ul style="list-style-type: none"> • Solution already deployed within Customer X's CRM application and shop site <p><small>* based on current website statistics</small></p>	<ul style="list-style-type: none"> • Easy to use international address validation solution: • Hosted Solution (Reliable, Robust, Real time) • International data