**BUSINESS CASE**

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| **Project Name:**  [Enter Project Name] | **Date of Project Approval:**  [Enter Date of Project Approval] |
| **Project Sponsor:**  [Enter Project Sponsor] | **Last Revision Date:**  [Enter Last Revision Date] |
| **Project Manager:**  [Enter Project Manager] | **Conducted on:**  [Enter Date of Conduct] |
| **Location:**  [Enter Project Location] | **Prepared by:**  [Enter Name of Preparer] |

**Business Objectives:**

Our project is strategically aligned with our business objectives, particularly in the area of delivering superior customer service. The current state of affairs falls short of our vision for best-in-industry customer service. By implementing a new IVR system, we aim to address this gap and ensure prompt and efficient handling of all customer calls. This initiative directly supports our company strategy by enhancing overall customer satisfaction and operational efficiency.

**Options Considered:**

During the evaluation process, we explored various options to enhance our customer service capabilities, including:

* Adding additional staff to the sales team
* Establishing a dedicated team for our most valued customers
* Implementing an IVR system (selected option)

After careful consideration, we have determined that implementing an IVR system provides the most viable and scalable solution to improve our customer service operations.

**Benefits:**

The implementation of the selected IVR system will yield the following key benefits:

**Increased sales:** By addressing current issues, we estimate that potential sales loss due to call handling inefficiencies will decrease by [Enter Estimated Percentage].

**Enhanced customer satisfaction:** With the new system in place, we anticipate an approximate [Enter Estimated Percentage] increase in customer satisfaction, leading to improved loyalty and retention.

**Improved customer lifetime value (LTV):** The combined impact of increased sales and higher customer satisfaction is projected to raise the customer LTV by approximately [Estimated %].

**Timescales:**

Based on initial analysis, the implementation of the IVR system is estimated to span a period of approximately [Enter Estimated Duration] months. This timeline encompasses crucial stages, including planning, development, testing, and deployment.

**Costs:**

The estimated costs associated with this project are as follows:

**IVR software:** [$Enter Amount]

**Project management:** [$Enter Amount]

**Software team (number of members) for** **[Enter Duration] months:** [$Enter Amount]

**Total estimated cost:** [$Enter Total Cost]

**Expected Return on Investment:**

The projected return on investment for this project is as follows:

**Year 1:** [$Enter Amount]

**Year 2:** [$Enter Amount]

**Year 3:** [$Enter Amount], as the positive impact on customer LTV becomes more evident.

**Risks:**

While the project currently appears to be relatively straightforward, certain risks should be acknowledged. These include potential uncertainties during implementation and the possibility of the project not fully meeting the needs of the sales team or customers. To mitigate these risks, it is advisable to engage relevant stakeholders and subject matter experts throughout the project lifecycle.

**Project Manager Name and Signature:** **[Enter Project Manager Name and Signature]**