

Pico Improvement Org.

System Request Form

As-Is

To-Be

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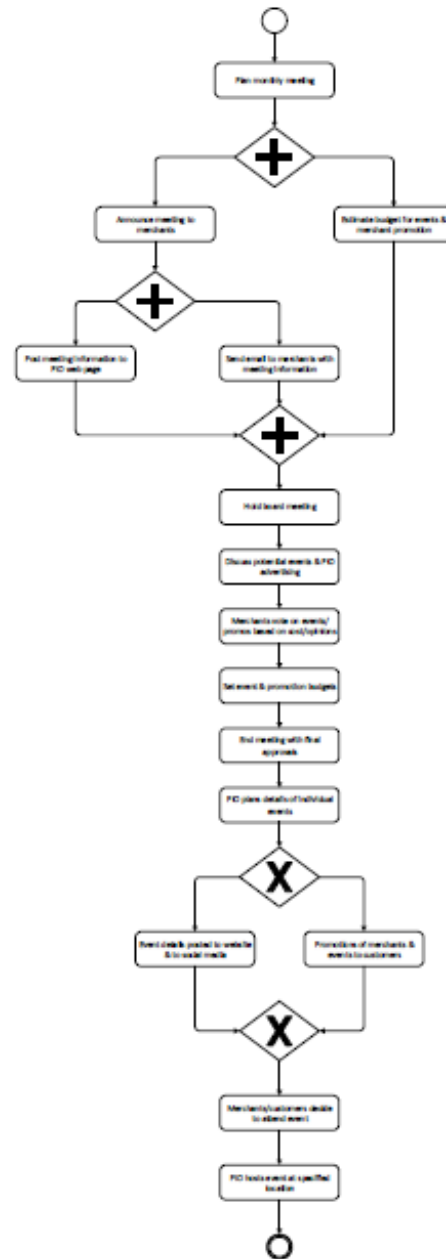
| System Request Form

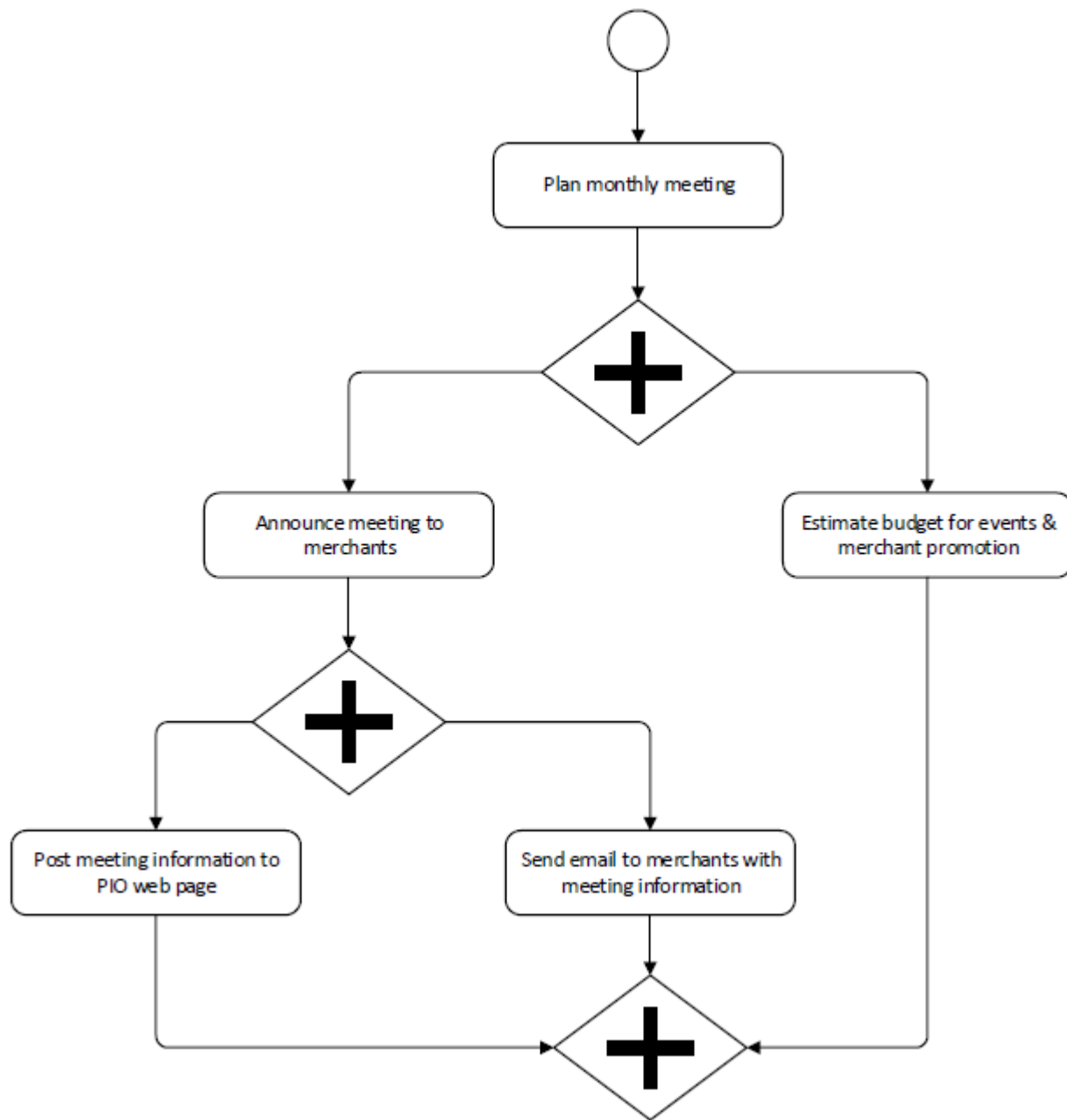
- Business Need:
 - Increase frequency and quality of communication between PIO and the merchants.
 - ~~Increase merchant's outreach with their customers.~~
- Business Requirements:
 - Capacity to effectively and efficiently engage and communicate with the PIO merchants.
 - Designated process leader.
 - Capacity to concurrently gather merchants general data.
 - Preferred way of contact, main interests, last interaction, etc.
 - Capacity to individually reach merchants through their preferred platform.
 - ~~Increase merchants' reach.~~

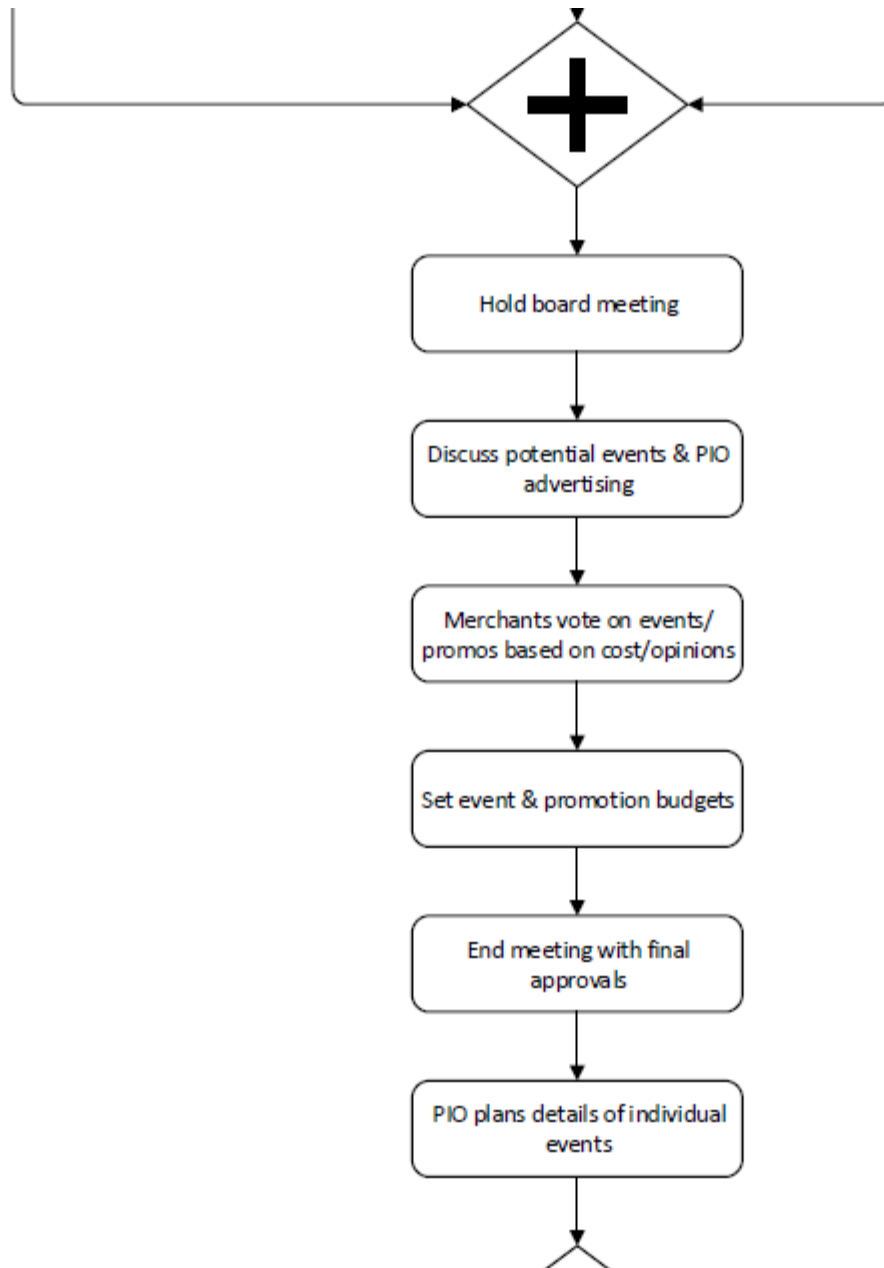
| System Request Form - Part 2

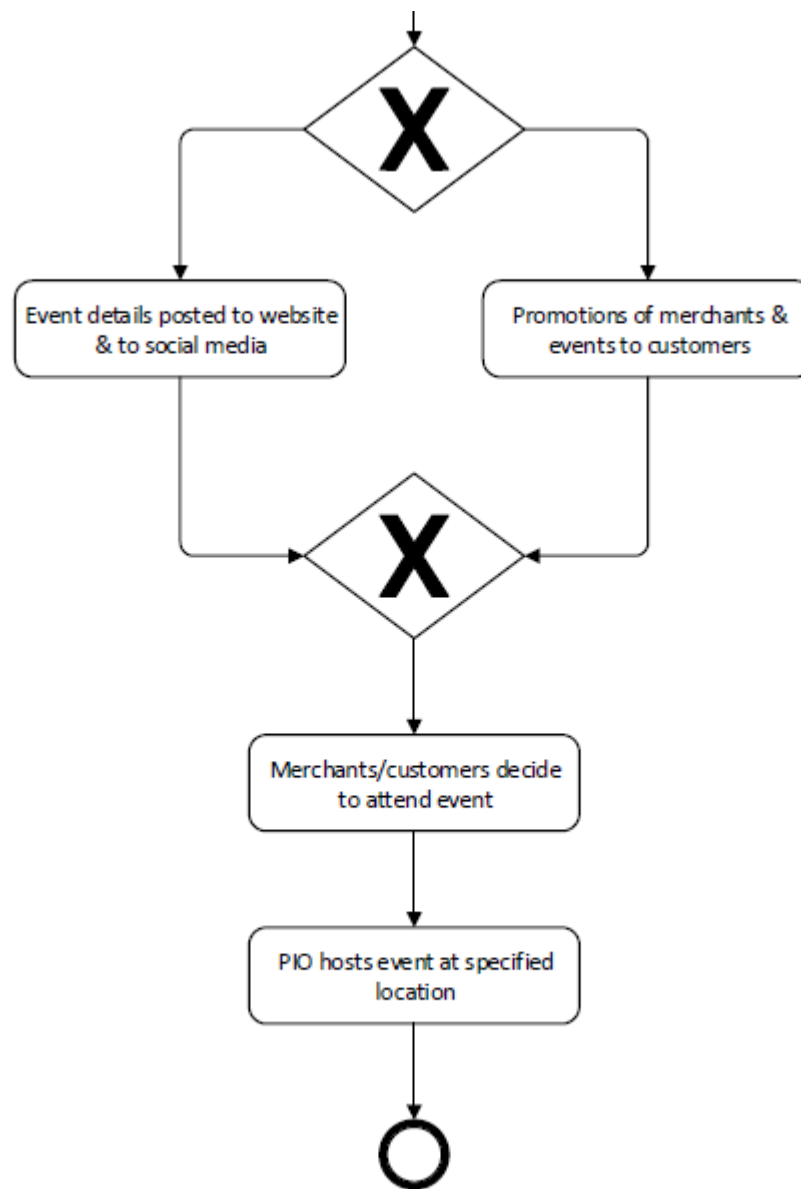
- Business Value:
 - Increase communication frequency and quality through the usage of a more customized process.
 - Increase merchants' participation (includes quantity and quality of feedback) with the aforementioned process.

As-Is

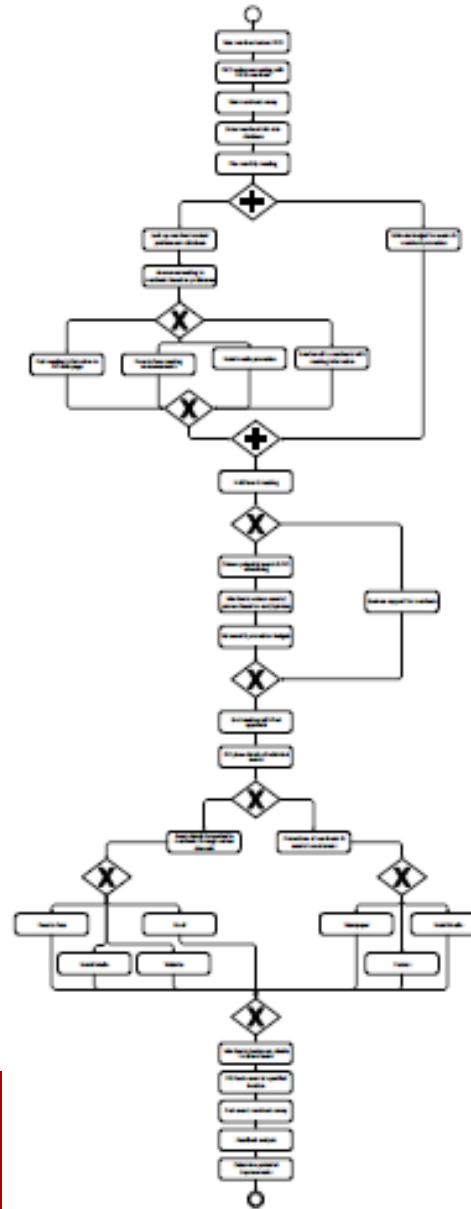


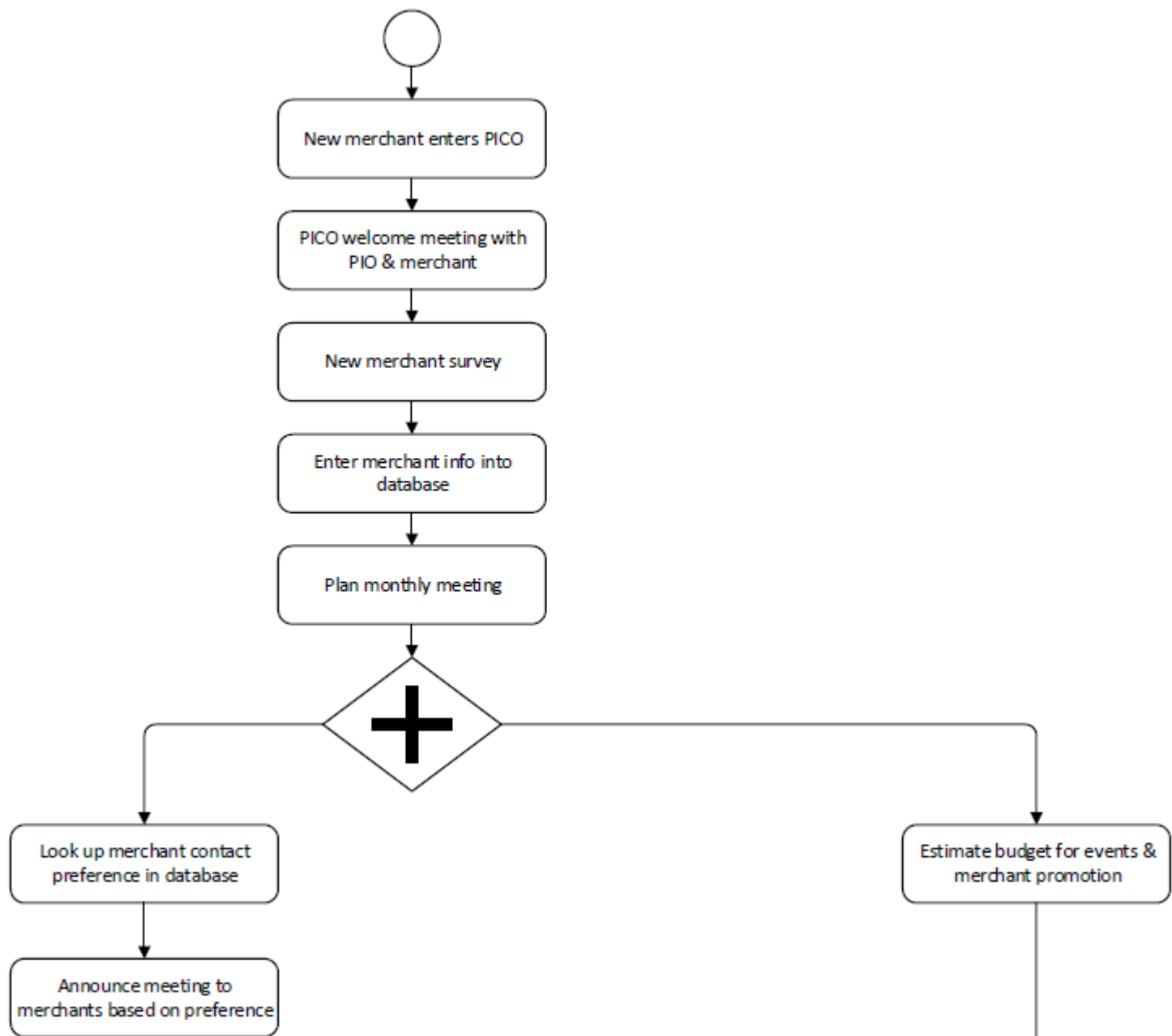


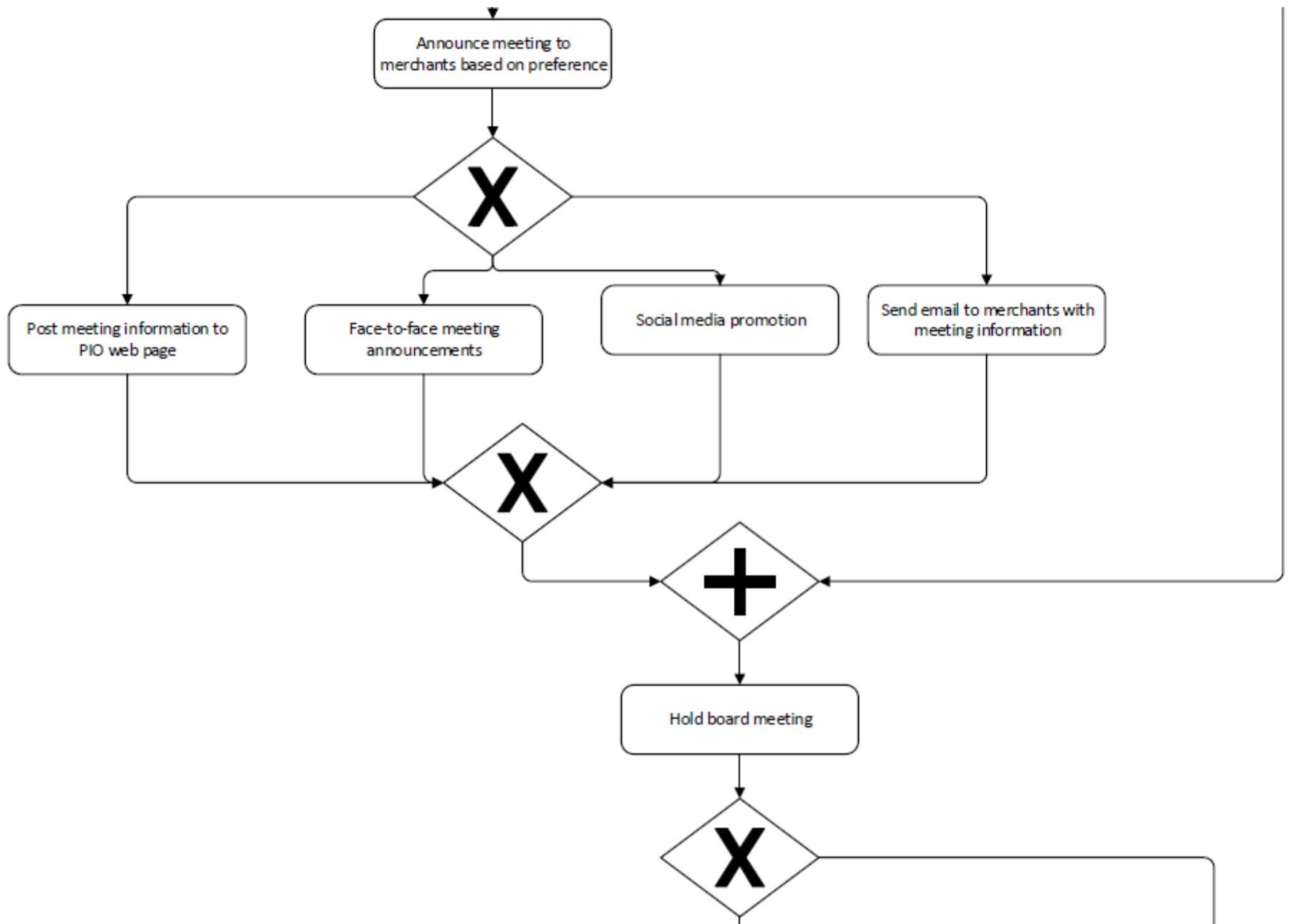


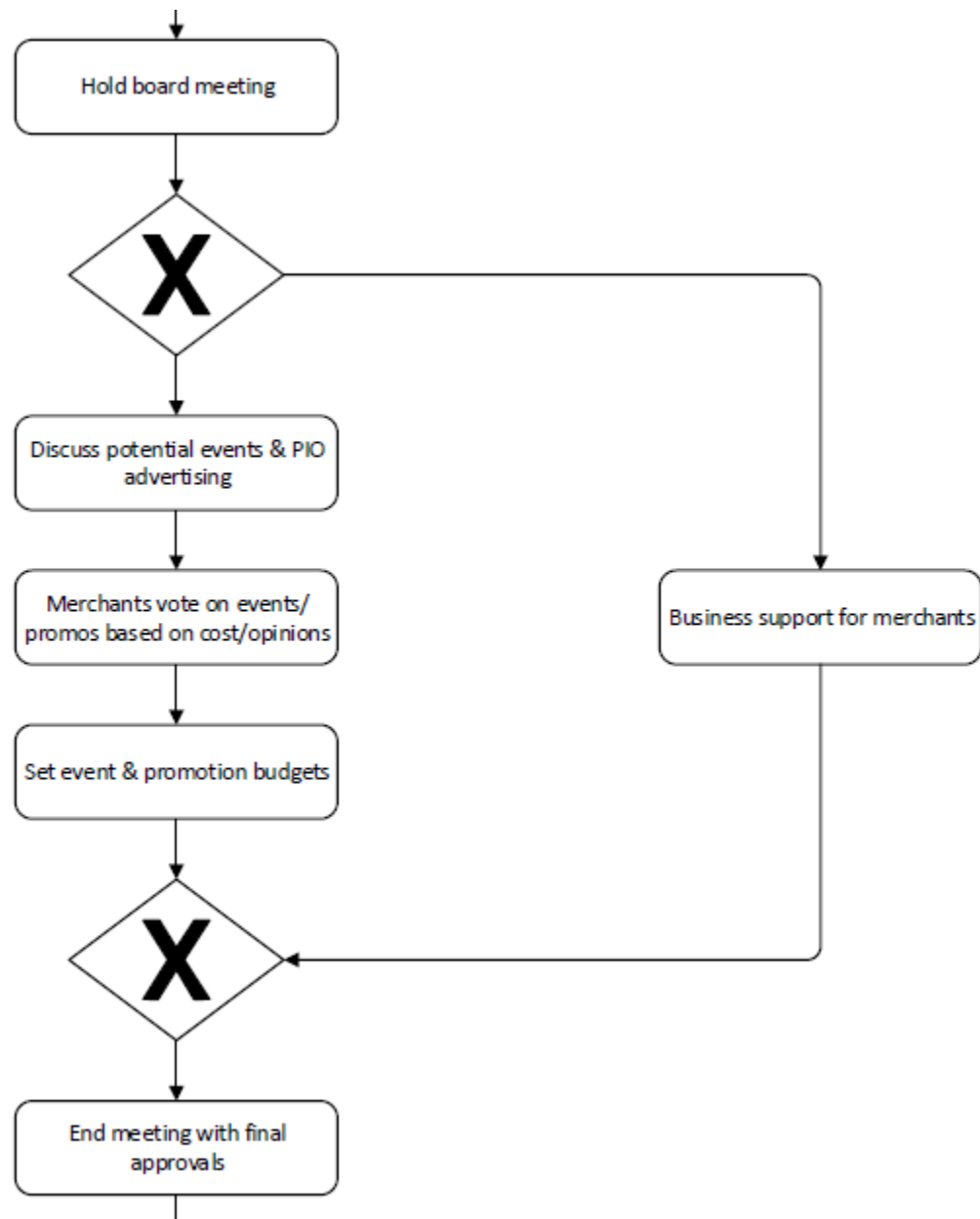


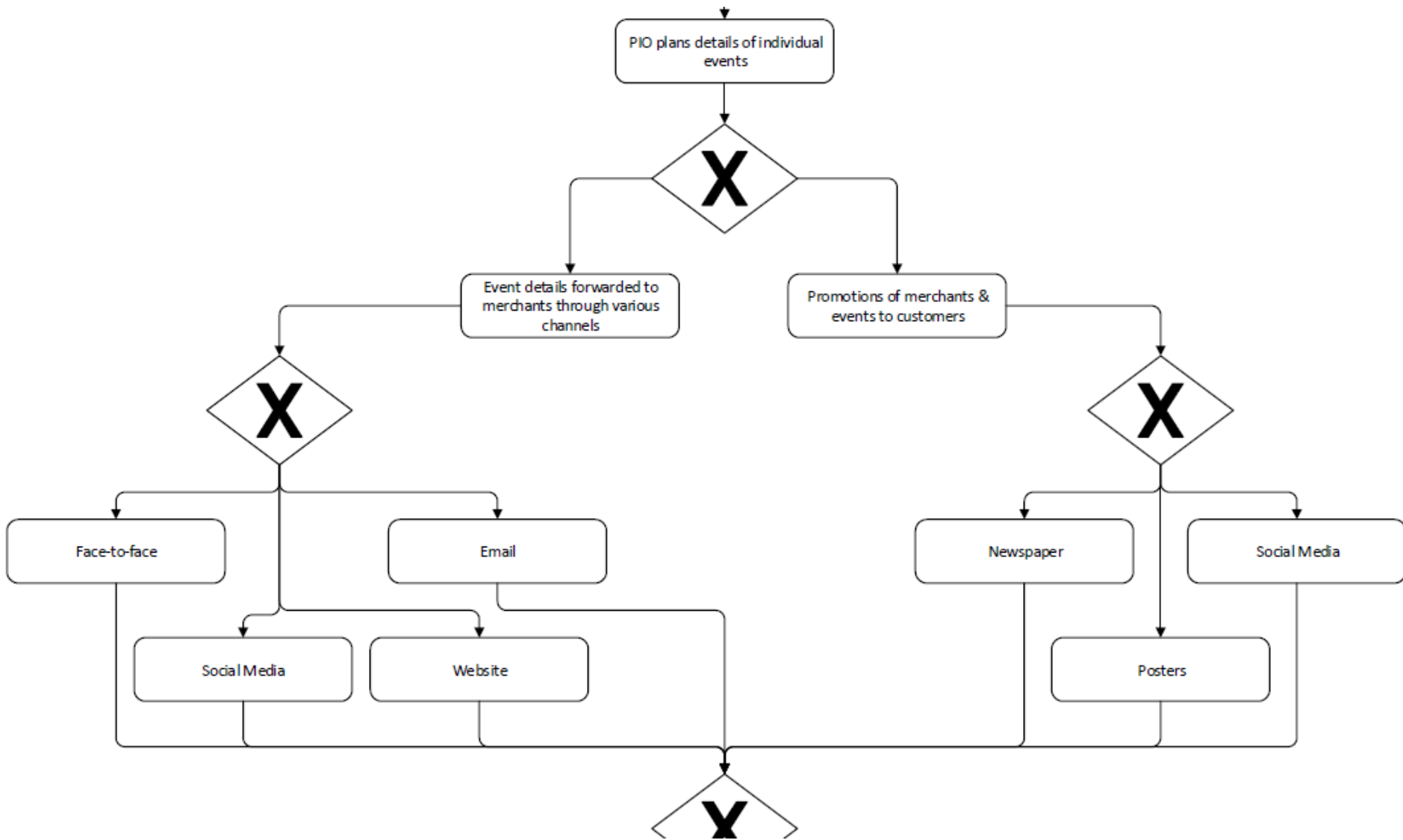
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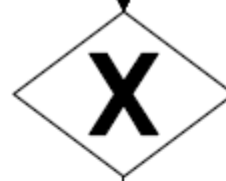












Merchants/customers decide to attend event

PIO hosts event at specified location

Post-event merchant survey

Feedback analysis

Determine potential improvements



Closure - Questions?

