


# Activity / process to streamline

Number:

## We need to automate / streamline ...


*Example: Resolution of customer complaints*

(Activity / process to streamline) 

WHAT

## to help ...


*Example: Customer service agents, escalation managers*

(Area / Role(s)) 

WHO

## to ...

*Example: achieve faster resolution of customer issues, improve satisfaction and reduce churn.*

(Objective(s)) 

WHY

## Characteristics

<p>How complex is this activity or process?</p> <div><div></div><div>Very Simple</div><div>Very complex</div></div>	<p>How variable and unpredictable are the next steps?</p> <div><div></div><div>Always Fixed</div><div>Highly Variable</div></div>
<p>Why?</p>	<p>What changes?</p>
<p>How much human judgement is needed to decide next steps?</p> <div><div></div><div>None: Clear Rules</div><div>A lot: Reasoning</div></div>	<p>How much time or effort could be saved if automated?</p> <div><div></div><div>Not much</div><div>Some</div><div>A lot</div></div>
<p>What criteria are important?</p>	<p>Why?</p>