

**1.0 Objective.**

Comarch Customer Feedback Management (CCFM) is user friendly and highly customizable survey building software. Initially designed to aid businesses in CRM and CLM departments many CCFM also applies to users in any professional field from medicine to education. CCFM's user friendliness makes it easy to use by people of any technical skill. Decision tree modeled questionnaires makes data easier to analyze for those in need to gather and analyze data from millions of customers. A central database creating a network of CCFM users becomes a valuable base of knowledge and an invaluable resource of CCFM.

Milestones and goals for the project are.

- Obtain primary market data from Comarch employees/customers
- Fully detailed and organized project plan and functionality index for the designers, developers and programmers to use.
- A visual mock up of the CCFM software display
- A focused and strategic business plan.

**2.0 Results to Date**

**A. Research and Data**

In our quest to find trends in today's world of gathering customer feedback we came across many small firms with a focus on creating innovative customer feedback solutions. Microsoft looked within itself to find something that would sort through their thousands of emails and came up with their Textminer solution. Fizzback used SMS and email technology to allow companies to collect feedback at the point of pain, transaction or grabbing spur of the moment ideas. Vovici and Stametrix offered team collaboration tools for groups to work together.

**B.** Below is a matrix of features comparing different companies focusing on gathering feedback.

	Stametrix Composer	Surveyz!	Microsoft SharePoint Services	Vovici EFM	Fizzback!	CCFM
<b>Wizards &amp; templates</b>				X		X
<b>Branching Surveys</b>	X	X	X			X

<b>Rewards Program</b>	X	X				X
<b>Data Consistency</b>						X
<b>Mobile Devices</b>					X	X
<b>Third-party tools</b>			X		X	X

- C.** A mock up of CCFM will be done using Microsoft Visio and PowerPoint displaying screen shots of the start-up templates, wizards, and the drag and drop features. This prototype provides an effective screenshot of what CCFM will look like and shows how easy it will be to use. A working prototype of the database is currently in progress.
- D.** In a competitive global economy, customer loyalty is an important focus that businesses overlook or mistake. Loyal customers are always more profitable than the new customers because of the money spent on trying to obtain new customers. Customer loyalty programs focus more on giving discounts and incentives for large purchases and an increased number of transactions. Businesses should focus more on who their customers are and offer products and services that are more valuable to customers. Obtaining effective customer feedback gives businesses valuable information about their customer's needs, lifestyle, spending habits, and expectations leading to more effective marketing, lower costs and higher profits per customer.
- E.** CCFM's user friendliness makes it easy to create and distribute surveys, while decision tree questionnaires make data, especially in large numbers, easy to analyze. CCFM will compliment any CRM and CLM areas in businesses and increase their effectiveness. CCFM can build questionnaires for any firm in any business, Medical exam follow ups, call center scripts, helpdesk and troubleshooting, and teachers writing exams could use CCFM's software.

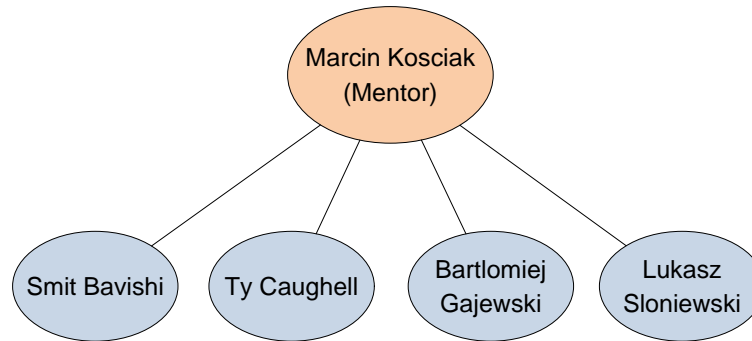
### 3.0 Assigned Tasks

See MS Project file.

### 4.0 Team Organization

- A.** Our team is under the supervision of Marcin Kosciak. When Marcin was out of town Bartosz Demczuk became the temporary supervisor. The two have not met to discuss the project so both have different expectations. Marcin and Bartosz still check in with the group but we are to make sure both of them are on the same page in terms of our goals and objectives.

**B.** Group structure remains the same



**C.** Research has been divided into two subteams.

1. Smit Bavishi and Lukasz Sloniewski – Risk Analysis, Business Model and Budget
2. Ty Caughell and Bartlomiej Gajewski – Target Market, Market Analysis, and Value Proposition

**D.** In a five day work week, daily changes will be made to tasks at hand, and at many times the group will work together, and individually to accomplish our goals.

## 5.0 Barriers and Obstacles

- A.** The largest barrier is thinking about designing software in a team with no computer programmers. Instead we become anthropologists and think like users, turning it into an advantage. Our team is designing the project plan for the designers, programmers and developers to create this software.
- B.** We would like the final mock up of CCFM to be an interactive flash based program, none of us have experience programming with flash, and the Comarch employees who could assist us are busy individuals. Marcin knows more people and is working hard to find someone who could be of assistance.
- C.** Lack of real business experience – While Smit and Ty have taken classes in entrepreneurship and opportunity assessment, this is Ty's first IPRO experience, and real business experience working within an IT company. This is a first time experience for the Polish students. Smit's experience in IPRO and leadership will ease the work for the rest of us. We have a good perspective, a diverse team, with little experience.
- D.** Because writing in English is not a strong point for Bartlomiej and Lukasz as polish native speakers. Smit and Ty will assist them in writing.