

## **Brief for ICD MBA Student Project**

### **Project Background:**

The ICD Partnership Ltd is an independent management consultancy specialising in customer relationship management. The main areas of support to clients are:

- Customer Strategy ( Retention, Value Proposition, Segmentation, Key Client Review, Partnership Development strategies )
- Channel Management (Partnership, Sales Force Effectiveness, Web, Segmentation to Treatment)
- Training & Development (bespoke training packages)
- Marketing Consultancy (Campaign Effectiveness, Website optimisation, Segmentation, Data, IT, analytics)
- Customer Insight (qualitative and quantitative research, analytics, CSI, market and competitor research)
- Facilitation (Pinpoint methodology)
- Customer Experience Design (Process, ABC, Research, Measurement)

Current clients are drawn from in the main, large, business to business clients. ICD has developed a website as part of its marketing strategy to invite prospective clients to make contact and also as a support for clients. At a future point, the company would like to add functionality to the website to support further business development and potentially to support distance/online consultancy support for smaller or more remote clients. To support development of this, a diagnostic tool would allow existing or prospective clients to provide data and information on their businesses/ projects in answer to a series of questions (a short audit) and to receive in return, a short, automated, focussed report highlighting their support requirements. This would provide both a prospect data capture opportunity and market research to identify sectors and business areas that require consultancy support.

### **Project Brief**

The purpose of this software development is to short circuit the time taken to understand the company's issues and develop project briefs for customer management. It is believed that there would be added value to clients through providing them with a current customer management capability score and commentary to support better understanding of the areas they require to improve upon.

ICD has developed an audit that has been used and tested previously with clients and this has proven essential as a checklist for conducting projects and formulating implementation plans. The diagnostic software would be based on a series of decision-trees moving towards recommendations.

### **Deliverables**

- A project plan would be required to scope out the project
- Research Phase
  - Desk based research of other websites
  - Information gathering – ICD materials, consultant views
  - Concept test with group of potential customers
  - Potential software development companies – terms, costings, timescales

- User requirements
- Report incorporating recommendations and implementation plan

### **Person Specification**

Good people and communication skills

A background in marketing, management consultancy and/or CRM would be ideal.

Good project management skills

Understanding of how to develop questionnaires for market research purposes

An understanding of software development principles would be advantageous