

CASE STUDY - CLIENT VALUE FROM CANVAS WORKSHOP



CHALLENGE

- One of the world's largest TV broadcasters had low customer visibility leading to poor sales effectiveness.
- The executives wanted to tap into data science and identify a roadmap for better customer intelligence.



APPROACH

- Gramener used the 'Canvas' workshop to:
- Study business goals
 - Assess maturity, identify gaps
 - Map to-be-state for business
 - Identify & prioritize initiatives
 - Identify a roadmap with ROI



OUTCOME

- The roadmap was made actionable with owners, budget needed and value to be realized
- The technology and business teams achieved alignment
- 4 "quick-win" projects were executed to deliver target ROI

Data Science Strategic Initiatives - Identification



Data Science Strategic Initiatives - Prioritisation

Strategic Initiatives: Stakeholder mapping

- Based on business objectives and identified stakeholders, inputs were collected through one-on-one interviews and surveys
- The identified needs were organized into a long list of initiatives
- They were mapped back against the stakeholders and hierarchies
- Here is a summary listing of the initiatives against stakeholders



Prioritization: Impact vs Feasibility

- Impact of initiatives determined by quantifying incremental revenue, effort reduction and cost savings
- Feasibility determined by data availability, technology feasibility and budget needs
- Urgency evaluated by considering the expected timeframe from stakeholder interviews and surveys



Strategic Initiatives Identification

The high-level framework with a data-driven and business-driven approach to initiative identification is shown here.

Initiatives Prioritization

The stakeholder mapping and prioritization for roadmap-building is shown here.