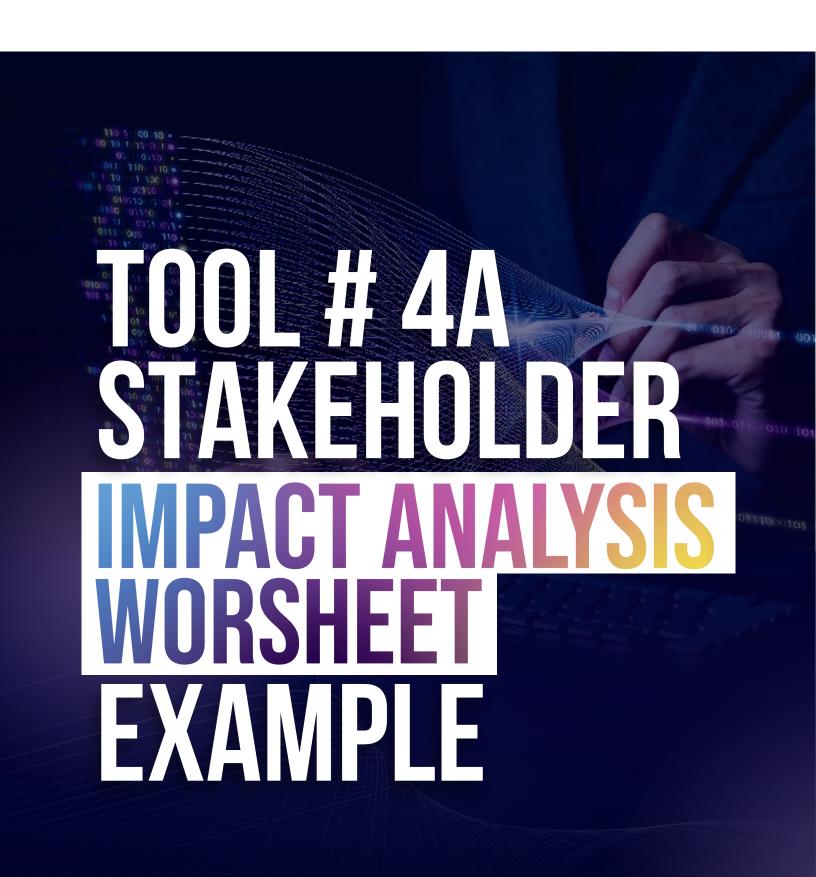
## Al Growth Code



# Stakeholder Impact Analysis Worksheet Example

Example: Implementation of Al-powered Customer Service Chatbot

#### **Stakeholder Group:**

Customer Service Team	Sales Team
Direct Impact: Shift from handling basic inquiries to complex issues	Direct Impact: Access to faster customer insights and qualified leads
Support Needed: Technical training, new workflow guides	Support Needed: Integration training with CRM, new lead handling process
Key Concerns: Job security, skill adaptation, performance metrics	Key Concerns: Lead quality, response time expectations
Communication Approach: Small group training sessions, hands-on practice with the new system	Communication Approach: Demo sessions showing improved lead quality, weekly check-ins
Timing: Week 1-2	Timing: Week 2-3
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Senior Management	Thursday: Initial Setup
Senior Management  Direct Impact: Performance metrics changes, resource reallocation	Thursday: Initial Setup  Direct Impact: New interaction channel, faster response times
Direct Impact: Performance metrics	Direct Impact: New interaction channel,
Direct Impact: Performance metrics changes, resource reallocation  Support Needed: ROI tracking tools,	Direct Impact: New interaction channel, faster response times  Support Needed: Clear instructions,
Direct Impact: Performance metrics changes, resource reallocation  Support Needed: ROI tracking tools, progress reporting templates  Key Concerns: Cost justification, team	Direct Impact: New interaction channel, faster response times  Support Needed: Clear instructions, easy access to human support  Key Concerns: Service quality, ease of

### **Action Items**

Key Messages by Stakeholder Group	Support Resources Required
Customer Service: "Enhancing your capabilities to handle complex customer needs"	Training materials and sessions
Sales: "Faster leads, better-qualified prospects"	Technical documentation
IT: "Robust system with comprehensive vendor support"	Performance monitoring tools
Management: "Improved efficiency with clear ROI"	Customer feedback system
Customers: "Faster, 24/7 support for common needs"	Help desk for internal support

Follow-up Plan
Daily check-ins with the Customer Service team (first week)
Weekly progress reviews with all teams
Bi-weekly executive updates
Monthly customer satisfaction surveys
Quarterly ROI analysis

#### **Implementastion Notes**

Prioritize early wins with Customer Service team
Monitor customer feedback closely in the first month
Regular check-ins with IT for system stability
Track and share positive metrics with all groups