

A Sample of a Business Problem Statement

Description of the Problem:

Many customers have reported experiencing delays and errors in our online ordering system. These issues have resulted in a significant increase in customer complaints and a decrease in overall customer satisfaction.

Impact or Consequences:

The problems with our online ordering system are negatively impacting our reputation and customer loyalty. Customers are frustrated with the poor user experience, leading to a decline in repeat purchases and potential loss of revenue. If left unresolved, these issues could further damage our brand image and hinder our ability to compete in the market.

Root Causes Analysis:

The root causes of the problems with our online ordering system include outdated software, insufficient server capacity, and inadequate quality assurance processes. These factors contribute to slow performance, technical glitches, and inaccuracies in order processing.

Objectives or Goals:

Our objective is to improve the functionality and reliability of our online ordering system to enhance the customer experience and restore customer confidence. We aim to reduce order processing errors by 50% and decrease customer complaints related to the online ordering process by 30% within the next six months.