

Catapult Customer Insights Pilot

SAMPLE CUSTOMER INSIGHTS PILOT ENGAGEMENT:

WEEK 1:

Vision

- > Vision design session: a one-day business design session to prioritize needs and outcomes for the pilot engagement
- > Pick data source proof points: what are we building? Why is it important to test this idea or answer these questions?
- > Schedule review meeting

WEEK 2:

Conduct Customer Insights Pilot delivery work:

- > Iterate on data and insights per the proof points
- > Add questions and ideas to the backlog
- > Demonstrate delivered pilot
- > Document technical and architectural findings
- > Start on release plan proposal

WEEK 3:

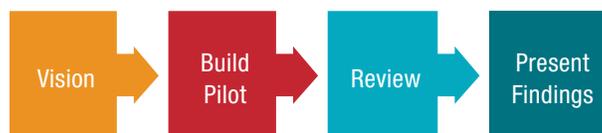
Wrap up pilot delivery work and present release plan:

- > Update release plan based on Customer Insights Pilot outcomes
- > Archive technical assets from the pilot environment
- > Finalize release plan proposal
- > Review next steps for AI and Machine Learning for more insights
- > Prepare and give executive presentation

WHY A CATAPULT CUSTOMER INSIGHTS PILOT?

For clients who have hesitated at the uncertainties of their cloud journey, Catapult Customer Insights Pilots will demonstrate the art of the possible and provide a path forward at a known cost. Customer Insights Pilot engagements will provide a quick and low friction way to see the vision in action, build an informed roadmap, and gather data to inform budget and assumptions. Additionally, the client will have a working pilot that may be leveraged in post-pilot engagements. **A typical engagement accelerates a client's custom solution to the proof-of-concept level within four weeks.**

CATAPULT CUSTOMER INSIGHTS PILOT JOURNEY



CUSTOMER EXPERIENCE OUTCOME

Upon conclusion of a Catapult Customer Insights Pilot implementation, the client shall have a compelling pilot that leaves them believing that their custom solution is both achievable and demystified, that Catapult will deliver their custom solution in a competent and efficient manner, and that we should be considered for additional scopes of work.



How can we help you?

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