

Cover Page

Insert Organization and Fuqua Logos

Insert Project Name and Document Title, for example:

Customer and Market Analysis for AutoSupport Tools

FCCP Work Scope Document

Insert Date of Document

Insert FCCP Team Member Names

Background

AutoSupport is an automotive tool distribution franchise that comprises the repair solutions segment of its parent company, AutoSupport National. In addition to manufacturing many of its own products, AutoSupport also works with suppliers around the world to source products that meet its customers' needs, leaving its supply chain vulnerable to the ongoing disruptions due to the aftermath of COVID-19 pandemic and geopolitical tensions between the United States and China. Given this increased risk, AutoSupport faces the critical challenge of diversifying its supply chain away from China and Taiwan, while preserving the premium quality standards that its customers value.

As AutoSupport works to identify new suppliers in new geographies, it is important for their team to deeply understand the evolving needs and expectations of its automotive technician customers. By better understanding their customers' needs, AutoSupport can harness this shift in its supply chain to better serve its customers by prioritizing suppliers that can deliver the product features that add the most value.

Objectives and Key Deliverables

Key deliverables will include patterns ascertained from customer interviews regarding the following areas: key customer needs and priorities, customer personas, customer journeys, and recommendations for products with initial focus on specialty tools. To provide these, the team plans to conduct in-depth ethnographic research to identify and prioritize the most critical factors influencing technician satisfaction and product performance.

By gaining a comprehensive understanding of technician workflows/journeys, jobs to be done, pain and delight points, and quality expectations, actionable recommendations will be developed to guide AutoSupport's friend-shoring and nearshoring strategies, ensuring a seamless transition while maintaining its current position in the market.

Planning Assumptions

This project process will adhere to the Voice of the Customer (VoC) training videos provided by AutoSupport unless otherwise noted by the client, particularly regarding the creation of personas, consumer journeys, discussion guides, and final analysis documentation highlighting problems worth solving. As this is a new initiative without prior work documents, the FCCP team will be gathering fresh information for the client. AutoSupport has facilitated initial connections with franchisee owners (distributors), and the FCCP team will take the lead in scheduling ride-alongs with them and then accordingly determine subsequent shop visits and technician interviews. Transportation to franchise owners and automotive shops will be the responsibility of the FCCP team. The project timelines and planning assume the availability of shops (technicians) to visit in

and around Raleigh-Durham area and their availability. Lack of shops and lack of response from technicians may impact the timelines and deliverables of the project.

Key client deadlines include feedback approximately two days after the midpoint presentation to guide our approach for the latter half of the project. In the event of missed deadlines due to team or client delays, we will promptly assess the impact on the project timeline and deliverables. For delays affecting the project completion date by more than 7 days, we will schedule a work plan review meeting to reassess the feasibility of achieving the identified project scope. This may involve adjusting timelines, resources, or project scope as necessary. We reserve the right to review and potentially revise the project scope in consultation with the client if cumulative delays significantly impact the overall timeline. Our goal is to proactively manage delays while ensuring the successful completion of core project objectives within a reasonable timeframe.

Audience Analysis

The audience for the final deliverables will include Jane Doe, Vice President of Supply Chain and Operations, and Bill Smith, Director of Product Management. Leaders from the engineering team will also be present. Additional executives from the company may also attend the midpoint and final presentations, including Sam Williams, Chief Revenue Officer.

The primary absorbers of the final deliverables will be the supply chain team that is working to identify new suppliers in collaboration with the product management team. The Fuqua team will work with Bill Smith to connect with additional contacts within the company as needed.

Approach

To gather insights on AutoSupport and understand how to effectively reach technicians, the first step is to contact distributors and gain their perspective on the tools and the outreach process. To ensure comprehensive data collection, we will conduct Gemba walks and on-site ethnographic interviews with auto technicians in teams of two or three, with at least one dedicated notetaker. This will provide firsthand observations of their work environment and tool usage.

To capture the VoC, the process begins with creating initial personas and mapping the customer journey. A discussion guide will be developed to ensure structured and meaningful conversations with technicians. With each interview, the customer journey will be refined by identifying pain points, delight factors, and key jobs to be done. These insights will be synthesized to create the final VoC, ensuring a comprehensive understanding of technicians' needs and experiences.

A four-phase process summarizing the key activities associated with this project is presented in the Gantt chart below.

Project Timeline	Week											
	1	2	3	4	5	6	7	8	9	10	11	12
<u>Phase 1: Project Prep</u>						Fuqua Spring Break (Project Pause)						
Complete VoC trainings	■											
Draft initial personas and customer Journey		■	■									
Organize ride alongs with distributors			■	■								
<u>Phase 2: Conduct Shop Visits and Update Customer Journey</u>												
Conduct visits with shops and distributors			■	■								
Conduct interviews				■	■							
Update personas and customer journey				■	■							
Midpoint Presentation					★							
<u>Phase 3: Refine Customer Journey</u>												
Conduct additional shop and distributor visits								■	■			
Conduct additional interviews								■	■	■		
Update personas and customer journey									■	■		
<u>Phase 4: Develop Final Recommendations</u>												
Finalize personas and customer journey												
Identify implications for specialty tools												
Develop actionable supplier recommendations											■	
Final Presentation and Deliverable												★

Success Measures

- Completion of all deliverables within specified timeframes.
- Quality of research and analysis, including clearly articulating the customer journey and identifying the factors influencing tool selection and usage for each persona.
- Clarity and actionability of recommendations, which are structured to effectively inform ongoing processes, discussions, and future research such that the project's insights are integrated into strategic decision-making.