

AIRLINE CASE STUDY

The client needed a functional decomposition of their airline membership application.



THE BRIEF

The client, an Australian Airline company with an annual turnover of in excess of A\$3.5 billion, briefed Business Analysis Excellence to provide them with a BA service to assess the current state of their membership program.

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THE CHALLENGE

The client needed us to analyse the current membership solution and functionally decompose it to enable them to make improvements without affective current members or functionality. The current membership program was deeply integrated into multiple systems with no documentation to guide the way.

OUR APPROACH

With over 12 years of in-depth experience providing Business Analysis services, Business Analysis Excellence is an expert at delivering business analysis services and building capability within small to large organisations. Our team of experienced Business Analysts has an enviable track record in delivering outcomes based on exceptional business analysis methods.

We created a scope of work for this outcome-based service, covering the approach of the activities, deliverables, and estimated timelines. This included stakeholder identification to ensure full transparency and clarity around what we needed to investigate and who we needed to engage with to solve for this task.

This task involved a series of stakeholder elicitation sessions, both technical and non-technical engagements for us to create a clear current state understanding.

RESULT

We produced a detailed functional decomposition to ensure that the current functionality of the membership program will remain unaffected when the future solution is being designed. This became the baseline requirements for additional solution teams to work from and continue designing the solution for the new membership program.