

PUT TOGETHER A ROAM ANALYSIS: Case Study

Scenario

After installing the new software to keep track of orders and shipments, Plant Pals began sending out the first test batch of plants to customers. Your team has been conducting an ongoing customer satisfaction survey. Two weeks into the test shipments, the survey reveals the following issues:

- The warehouse team reports that 10% of the plants were not properly potted. This leads to customer complaints, profit loss, and budget issues you did not anticipate.
- Due to a software issue, the customer relations team is receiving only 30% of requests and complaints. This leads to customer dissatisfaction.
- There are not enough delivery drivers to deliver all the Plant Pals orders on time. The current delivery completion rate is 80%, leading some customers to cancel their subscriptions.

ROAM Analysis

	Issues	Actions	ROAM designation
Issue 1	10% of plants are not being potted properly.	You contacted the warehouse to update the potting process and have had no issues for two weeks.	Resolved
Issue 2	Customers are complaining.	Your team reached out to the customers, listened to their issues, and offered to send them a free round of new plants. Most customers were satisfied with this solution.	Mitigated
Issue 3	There is a software issue preventing your customer relations team receiving all requests and complaints.	You assign your IT Specialist to fix the problem as soon as possible.	Owned
Issue 4	Some customers are canceling their subscriptions.	Your team checks in with the customers and, despite offering them a subscription promotion, they still want to cancel. There is nothing you can do, but the impact is minimal.	Accepted
Issue 5	There are not enough delivery drivers.	You assign your HR Specialist to schedule a hiring day to hire and onboard more drivers.	Owned
Issue 6	Plants are being delivered late.	Your team reassessed the delivery routes, making them more efficient and minimizing late deliveries.	Mitigated
Issue 7	Your budget is tightening.	Your Financial Analyst reassessed project spending and was able to increase the budget. The additional money was enough to offset recent losses.	Resolved