

Scenario:
Primary Producer requires support to prepare for and recover from an unexpected event/disaster that affects their business.

Definitions
OCR = Optical Character Recognition
CRM = Customer relationship management
Digital service = A system that the customer logs into

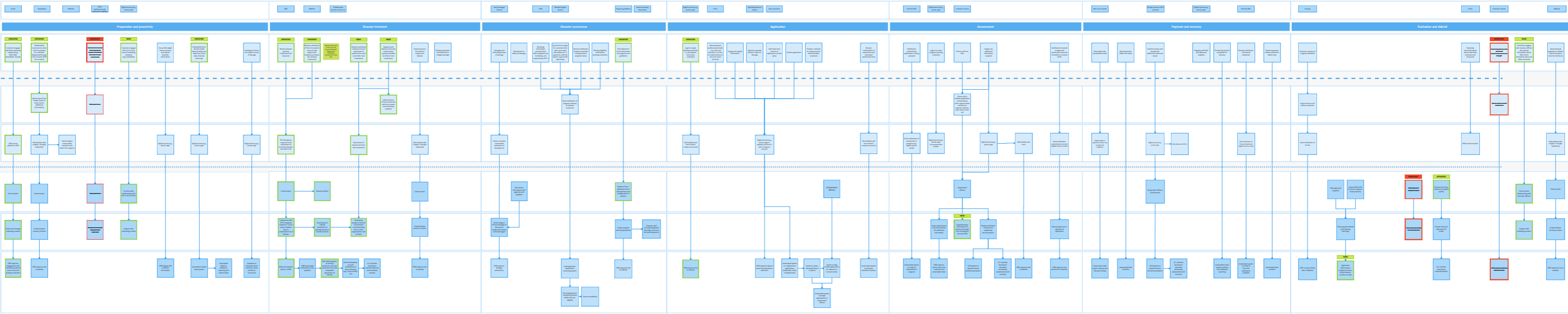
Evidence
Any digital or physical forms, products, images or locations used by or seen by the customer or internal employees

Stage

Actions
What does the customer do?
What information do they look for?
What is their context?

Front stage actions
Employee actions that occur directly in view of the customer. These actions can be human-to-human or human-to-computer actions

Back stage actions
Steps and activities that occur behind the scenes to support front-stage actions.
These actions could be performed by a backstage employee or by front-stage employees who show something not visible to the customer.



CRM
 - A database CRM already exists, need to enhance CRM capability
 - CRM is not used, needs to be used
 - CRM is used, needs to be enhanced

Digital service
 - CRM is not used, needs to be used
 - CRM is used, needs to be enhanced

Recovery efforts (RE)
 - CRM is not used, needs to be used
 - CRM is used, needs to be enhanced

Staff values and Recovery (R) and (R)
 - CRM is not used, needs to be used
 - CRM is used, needs to be enhanced

Recovery (RE)
 - CRM is not used, needs to be used
 - CRM is used, needs to be enhanced