# Monitoring & Controlling Plan – Logitech AI Chatbot

# 1. Introduction

The Monitoring & Controlling phase ensured that the *Logitech AI Chatbot* project stayed aligned with scope, budget, schedule, and quality requirements while addressing risks and implementing necessary adjustments. This document outlines key performance tracking mechanisms, issue resolution strategies, stakeholder reporting methods, and quality control measures used throughout the project.

# 2. Key Monitoring & Controlling Activities

## 2.1 Performance Tracking & KPIs

To ensure the chatbot met engagement and conversion goals, the following Key Performance Indicators (KPIs) were tracked:

| Metric | Target Value | Tracking Method | Responsible Team |
|---|---|---|---|
| Chatbot Engagement Rate | ≥ 60% of users engage with chatbot features | AI chatbot analytics dashboard | AI Development Team |
| Purchase Conversion Rate | ≥ 30% of users proceed to checkout | Click-through tracking | Marketing Team |
| Discount Redemption Rate | ≥ 25% of users use promo codes | Coupon tracking system | Project Manager |
| User Retention Rate | ≥ 50% of users engage with the chatbot more than once | Chatbot re-engagement metrics | AI Development Team |
| Customer Satisfaction Score | 80%+ positive feedback | User feedback surveys & chatbot ratings | QA & Testing Team |

Tracking these KPIs ensured continuous monitoring and optimization of chatbot performance.

## 2.2 Issue Identification & Resolution

A structured **issue resolution process** was followed to **identify, analyse, and resolve** chatbot-related problems.

**Issue Resolution Steps:**

1. Issue Identification – Reported by chatbot analytics, testing teams, or user feedback.
2. Root Cause Analysis – Determined the underlying issue through AI behaviour analysis or user interaction tracking.
3. Impact Assessment – Evaluated how the issue affected engagement, ticket sales, or user experience.

4. Resolution Implementation – Applied fixes, optimised chatbot responses, or adjusted engagement strategies.
5. Testing & Validation – Verified resolution before full deployment.

**Common Issues & Resolution Strategies:**

| Issue | Impact | Resolution Strategy | Responsible Team |
|---|---|---|---|
| Low chatbot engagement | High | Adjusted chatbot messaging & optimized ad placements | Marketing Team |
| Users dropping off before purchase | High | Improved product descriptions and checkout process | AI Development Team |
| Technical bugs in chatbot flow | High | Conducted real-time debugging & applied quick fixes | QA & Testing Team |
| API integration issues with Logitech's website | High | Pre-tested API connections and coordinated with Logitech IT team | Project Manager |
| Discount code delivery delays | Medium | Automated the distribution process & tested promo code system | AI Development Team |

## 2.3 Change Control & Adaptation

Any modifications to chatbot content, engagement flow, or functionality followed a formal change control process to ensure minimal disruption.

**Change Control Process:**

1. Change Request Submission – Identified by the project team or client.
2. Impact Assessment – Evaluated time, cost, and risk implications.
3. Approval Process – Required authorisation from Project Manager & Logitech.
4. Implementation & Testing – Rolled out changes incrementally to prevent disruptions.
5. Documentation Update – Tracked all modifications for future reference.

**Key Approved Changes During Execution:**

- Enhanced chatbot responses based on real-time user interactions.
- Adjusted discount messaging frequency to improve engagement and conversions.
- Improved UI flow for smoother user navigation.

## 2.4 Stakeholder Communication & Reporting

To maintain transparency, real-time reporting mechanisms and structured communication channels were established.

| Stakeholder | Communication Method | Frequency | Responsible Team |
|---|---|---|---|
| **Project Sponsor (Logitech)** | Status reports via email | Weekly | Project Manager |
| **Marketing Team** | Alignment meetings | Weekly | Marketing Team |
| **AI Developers & Third-Party Vendor** | Daily stand-ups (Slack) | Daily | AI Development Team |
| **QA & Testing Team** | Testing progress reports | Bi-Weekly | QA & Testing Team |
| **Full Project Team** | Sprint review meetings | Bi-Weekly | Project Manager |

## Key Reports & Documentation:

- Daily Stand-Up Reports – Progress updates and roadblocks.
- Weekly Status Reports – Engagement and conversion tracking.
- Change Request Log – Documented chatbot modifications.
- Final Wrap-Up Report – Summarised project performance and lessons learned.

## 2.5 Risk Monitoring & Mitigation

Risks were actively monitored to minimise project disruptions.

| Risk | Likelihood | Mitigation Strategy | Responsible Team |
|---|---|---|---|
| API failures with Logitech's website | Low | Pre-tested API integration before launch | AI Development Team |
| User drop-off during purchase process | Medium | Simplified chatbot flow & improved CTA placements | Marketing Team |
| Low engagement in first week | High | Adjusted chatbot conversation style based on user feedback | AI Development Team |
| Negative user feedback on chatbot responses | Medium | Improved AI training & refined response accuracy | QA & Testing Team |

### 2.6 Quality Control Measures

To maintain high-quality performance, the chatbot underwent:

- Usability Testing: Ensured smooth user experience across devices.
- Load Testing: Assessed chatbot performance under high traffic conditions.
- Security Testing: Verified data protection and compliance.
- A/B Testing: Evaluated different chatbot response styles for better engagement.
- Customer Feedback Integration: Adjusted chatbot responses based on real-time input.

## 3. Monitoring & Controlling Phase Conclusion

The Monitoring & Controlling phase ensured that the chatbot met engagement, conversion, and performance goals while keeping all stakeholders informed. Real-time adjustments and structured risk management strategies helped optimise chatbot functionality and maximise Logitech's holiday season sales.