

Monitoring & Controlling Plan – *Top Gun: Maverick* AI Chatbot

1. Introduction

The Monitoring & Controlling phase ensured that the *Top Gun: Maverick* 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 trivia or booking features	AI chatbot analytics dashboard	AI Development Team
Ticket Conversion Rate	≥ 30% of users proceed to Fandango for booking	Click-through tracking	Marketing Team
Coupon Redemption Rate	≥ 25% of distributed coupon codes are used	Coupon tracking system	Project Manager
User Retention Rate	≥ 50% of users engage with chatbot more than once	Chatbot re-engagement metrics	AI Development Team
Customer Satisfaction (CSAT) Score	80%+ positive feedback	User feedback surveys & chatbot ratings	QA & Testing Team

Tracking these KPIs helped assess chatbot success, optimise responses, and refine engagement strategies in real time.

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 user engagement	High	Adjusted chatbot messaging & optimized ad placements	Marketing Team
Delayed coupon delivery	Medium	Automated the distribution process & tested redemption links	AI Development Team
Technical bugs in chatbot flow	High	Conducted real-time debugging & applied quick fixes	QA & Testing Team
Inaccurate chatbot responses	Medium	Improved AI training & refined NLP understanding	AI Development Team
API integration errors with Fandango	High	Aligned with Fandango's technical team for real-time fixes	Project Manager

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 & Paramount Pictures.
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 user interactions.
- Revised coupon redemption process to improve user experience.
- UI improvements for better chatbot accessibility on Facebook & Instagram.

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 (Paramount Pictures)	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

Additionally, weekly reports included:

- Engagement metrics & user interactions
- Fandango ticket conversion data
- Coupon redemption rates
- Technical issue log & resolutions
- User feedback insights & optimization plans

2.5 Risk Monitoring & Mitigation

Risks were actively monitored to minimise project disruptions.

Risk	Likelihood	Mitigation Strategy	Responsible Team
API failures with Fandango	Low	Pre-tested API integration before launch	AI Development Team
User drop-off during booking 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

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 ticket sales through Fandango.