**Feed The Children SWOT Analysis – (Project Name)**

**Date:**

**Attendees:**

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| **STRENGTHS** | **WEAKNESSES/THREATS** |
| 1. Flexibility in script creation.
2. Ability to change the look of the screen that houses donor information. We can alter the color and content of the fields, text, etc. (Ability to make visual changes to the user interface)
3. Ability to pull real time reporting from the scripts. (15 minute increments)
4. Large scale predictive dialing.
5. Ability to locate and play back recorded calls easily.
 | 1. Noble provides poor customer service and technical support.
2. Multiple hidden licensing fees for each change.
3. Unable to utilize the preview dialing for small lists. Most of our call lists are small now. This is due to the new GEC model and business changes.
4. Minimal customized reporting for the end user. We are not able to build any reporting ourselves, it has to go through Noble and there are additional charges.
5. Difficulty programming scripts with the setup of Composer. Noble requires extensive knowledge in the areas of SQL, scripting and variables. Setting up new variables are difficult. Building a campaign is labor intensive.
6. IT has to load our call lists. This causes a time delay.
7. Difficult IVR setup with over 400 pages for instructions.
8. Difficulty call routing with the system for inbound.
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| **OPPORTUNITIES** |
| There is opportunity to set up the content that FTC needs. However, each new request or change creates more licensing fees, programming hours and extensive research. I do not believe it would be cost effective to continue with Noble. |