

"Wow Your Customer" Pitch Feedback Form

Dear Leader,

The Maruti Techlabs team participated in the “Customer-First” value training, where they worked on a challenge to create an IT solution that would truly “Wow the Customer.”

Challenge Overview:

Teams identified a real customer pain point and then worked backwards to create an innovative, and customer-centric solution.

Your Role:

As a senior leader, your evaluation will provide valuable insights to help teams refine their solutions.

How to Evaluate:

- 1. Listen to the Pitch** – Each team will present their “Wow Your Customer” solution. Pay attention to how well they identified the customer problem and designed their solution around it.
- 2. Assess Each Criterion** – Use the 1-5 rating scale to evaluate different aspects of the pitch (see evaluation form for details).
- 3. Provide Feedback** – Share specific comments to highlight strengths and suggest improvements.
- 4. Total the Score** – Add up the scores from all criteria (maximum: 35 points).

5. Submit the Form – Once completed, please return the form to the team.

Your feedback will help teams refine their solutions to be more impactful, practical, and customerfirst.

I am taking part in this activity alone, as a one-person team called “**DataDriven Dynamos**.” These ideas show my understanding of the “**Customer First**” principle and how I can use it in my work.

Answer1 - Team Name: DataDriven Dynamos

Tagline: “Turning Raw Data into Real Decisions.”

Solution Name: DataSprint Automation Tool

Answer2 - Customer Problem: Modern sales and marketing teams often struggle with inaccurate, duplicate, or unstructured data inside CRMs.

This leads to:

Poor campaign targeting

Wasted time verifying data

Reduced conversion rates

So the customer problem is inefficient CRM data quality and management.

Answer3 - “Wow” Factor: An AI-driven data automation platform that:

- Scrapes, cleans, and formats data automatically
- Normalizes and updates CRM databases in real-time
- Drafts email campaigns based on prospect value and sales assets

Essentially — it saves **hours of manual work** and ensures **100% campaign readiness**.

Answer4 - Customer Concerns (FAQ):

Question	Your Response
How secure is my data?	End-to-end encryption and GDPR-compliant processing.
Does it integrate with our CRM (like HubSpot or Salesforce)?	Yes, supports major CRM platforms via API.
How accurate is the data cleaning?	Over 95% accuracy based on test runs.

Answer - 5 Simplicity of the User Journey:

1. **Upload or connect** your CRM data source
2. Tool **auto-detects duplicates, errors, and missing fields**
3. System **suggests normalized output and automation triggers**
4. AI module **drafts personalized email campaigns** using available prospect data and sales assets
5. **Approve → Sync → Done** – CRM gets updated automatically and campaigns are ready to send

Answer6 - Pitch Delivery: I'd explain how manual data work slows down customer outreach, then show how my DataSprint Automation Tool cleans data and drafts campaigns automatically. I'd end by highlighting how it saves time, reduces errors, and helps focus more on customers.

Answer7 - Real-World Feasibility: The idea is highly practical because tools for data cleaning, CRM integration, and automated email drafting already exist. By combining them into one workflow, the DataSprint Automation Tool can easily be implemented in real work using APIs and automation platforms.

Evaluation Criteria

Please rate each criterion on a scale of 1 to 5, where:

- 1 - Poor
- 2 - Needs Improvement
- 3 - Good
- 4 - Very Good
- 5 - Excellent

Overall Assessment

S.no	Criteria	Score (1-5)	Comments/Feedback
1.	Name & Tagline (Is the name and tagline catchy and memorable?)	4	The name and tagline were creative and clearly connected to the customer-focused idea.
2.	Customer Problem (Is the pain point well-defined?)	3	The problem was relevant but could have included more real-world examples or data.
3.	"Wow" Factor (Is the solution innovative? Would a customer be excited about it?)	5	The idea stood out — unique use of technology to make the process simpler and faster.
4.	Customer Concerns (FAQ) (Has the team identified and addressed potential customer concerns effectively?)	4	Addressed most of the common concerns well, though a few more details on security could help.
5.	Simplicity of User Journey (Is the solution frictionless with the minimum number of steps?)	4	Smooth and easy-to-follow steps that make the solution look practical.
6.	Pitch Delivery (Was the pitch engaging and delivered confidently?)	3	Presentation was clear but could have been more engaging and confident in delivery.
7.	Real-World Feasibility (Can this solution be realistically developed and deployed?)	4	The idea is practical and can be easily applied using existing tools and integrations.

Total Score: 27/35

Reviewer Name: Akash Shah

Designation: Data Researcher

Date: 7/11/2025