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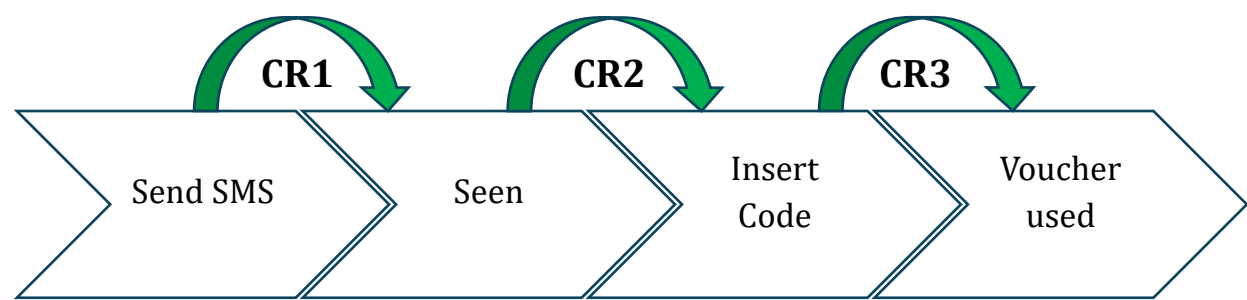
تمرین شماره ۱ :

موضوع : کاهش نرخ تبدیل در SMS Marketing از ۸ % به ۳ %

اطلاعات موجود :

Subject: Reduction of conversion rate in the SMS marketing campaign from 8% to 3%				
No.	Funnel Steps	Test Stage	Campaign Stage	Description
1	Number of users	1000	3000	
2	Number of vouchers used	80	90	
3	Incentive	50,000 t	50,000 t	
4	Campaign duration	1 Week	1 Week	
5	Conversation rate	8%	3%	

Issus Tree:



Work Plan:

Sub-Issue	Hypotheses	Analysis	Source	Next Step
Send SMS	SMS Provider Infrastructure Problem	Gather information from SMS Provider	SMS Sending Operator	
Seen	Not reached			
Insert Code	The user maybe not in a right place to insert a code			
Voucher Used	The sent code my not be a correct typed or algorithmic problem	Try to check the code by agent	Technical Department	
	The user may be typed incorrect code	Call again to user and ask a kind of problem in insertion		