

OPERATIONAL PLANNER

90-day digital roadmap

Three 30-day sprints to choose, measure and consolidate a digital priority.

HOW TO USE IT

Fill in the boxes, keep a record of the data used and choose one priority per cycle. Use the scores to prioritise the work, not as a promise of results.

e-roe.it/en/resources

01 / Baseline and lens

Define the starting point before opening new yards.

Voice Today 90-day goal Source

Qualified requests / month CRM or register required

Visit rate → request Analytics + CRM

Response time Email / WhatsApp

Manual hours / week Rating observed

REGOLA Choose a main objective and two control indicators. If everything is priority, nothing is.

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02 / Sprint 1 - clarity and measurement

Days 1-30: correct the passage that prevents you from understanding what works.

- ☐ Offer and public comprehensible in a few seconds ☐ One primary action in the decisive pages
- ☐ Forms and contact channels verified on mobile ☐ Essential events measured with consent
- ☐ Source saved in the CRM ☐ Responsible and expiry assigned

Activity Responsible Deadline Completion Report

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03 / Sprint 2 - confidence and continuity

Days 31-60: make it easier to decide and respond.

D D Common questions covered

- ☐ Standardised initial response
- ☐ Reexamined bottleneck

Experiment Hypothesis Measurement Decision

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04 / Sprint 3 - scale what worked

Days 61-90: automates only one process already included.

☐ Documented manual passage ☐ Known exceptions

D ☐ Responsible for defined errors

☐ Human control in sensitive areas ☐ Measured time

Process Before After Hours/month recovered

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05 / Weekly ritual

Fifteen minutes to avoid the plan becoming a forgotten list.

Week What changed Given observed Next choice

1
2
3
4
5
6
7
8
9
10
11
12
13

Continue, modify or interrupt. Do not add a fourth option.

PASSO Store this document as a baseline. Repeat the evaluation in 30 days and compare only
SUCCESSIVO data collected by the same method.

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