

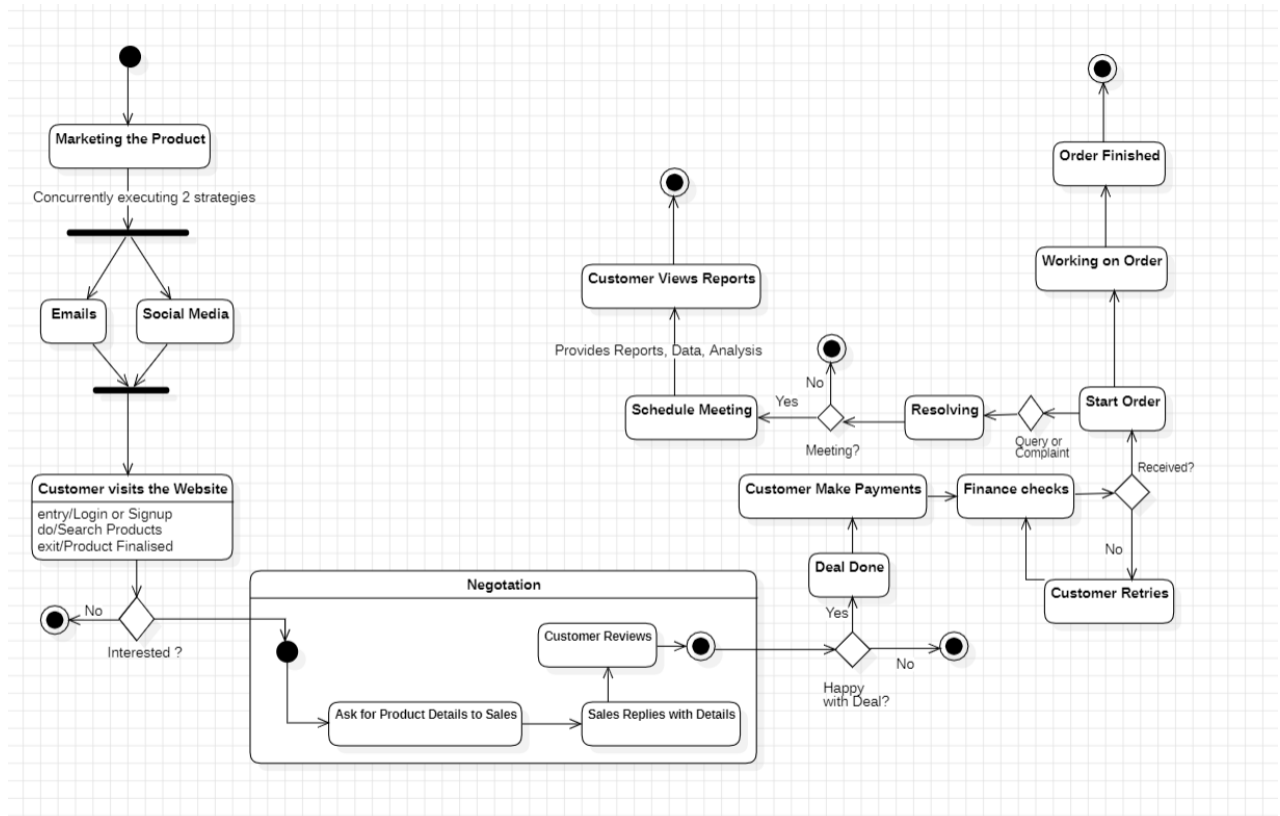
Customer Relationship Management (CRM) System

Practical- 6

Software Engineering Lab

- Case Study by Aman Joharapurkar (A2-32)

State Diagram:



Explanation of State Diagram:

- 1.) First state is marketing the product which is done concurrently with 2 strategies that are via emails and social media.
- 2.) The next state is Customer visits the website where he/she login or signs into the system. Next, he searches the product and exits this state when he has finalized the product.
- 3.) If not interested then they exit the system. If yes, then they enter the negotiation phase.
- 4.) In the negotiation phase they ask for product details and the sales replies them with it.

- 5.) Customer reviews it and then if they are happy with the deal, they accept it.
- 6.) Next state is where the customer makes the payment and the finance checks if the payment is successful. If yes, they start with the order & if no the customer retries the payment.
- 7.) At any time, the customer has any queries, complaints regarding the order, they contact the customer support department.
- 8.) If not resolved then management team schedules a meeting where they provide necessary reports, documents etc.
- 9.) Working on the order takes place and after completion the order is finished.