

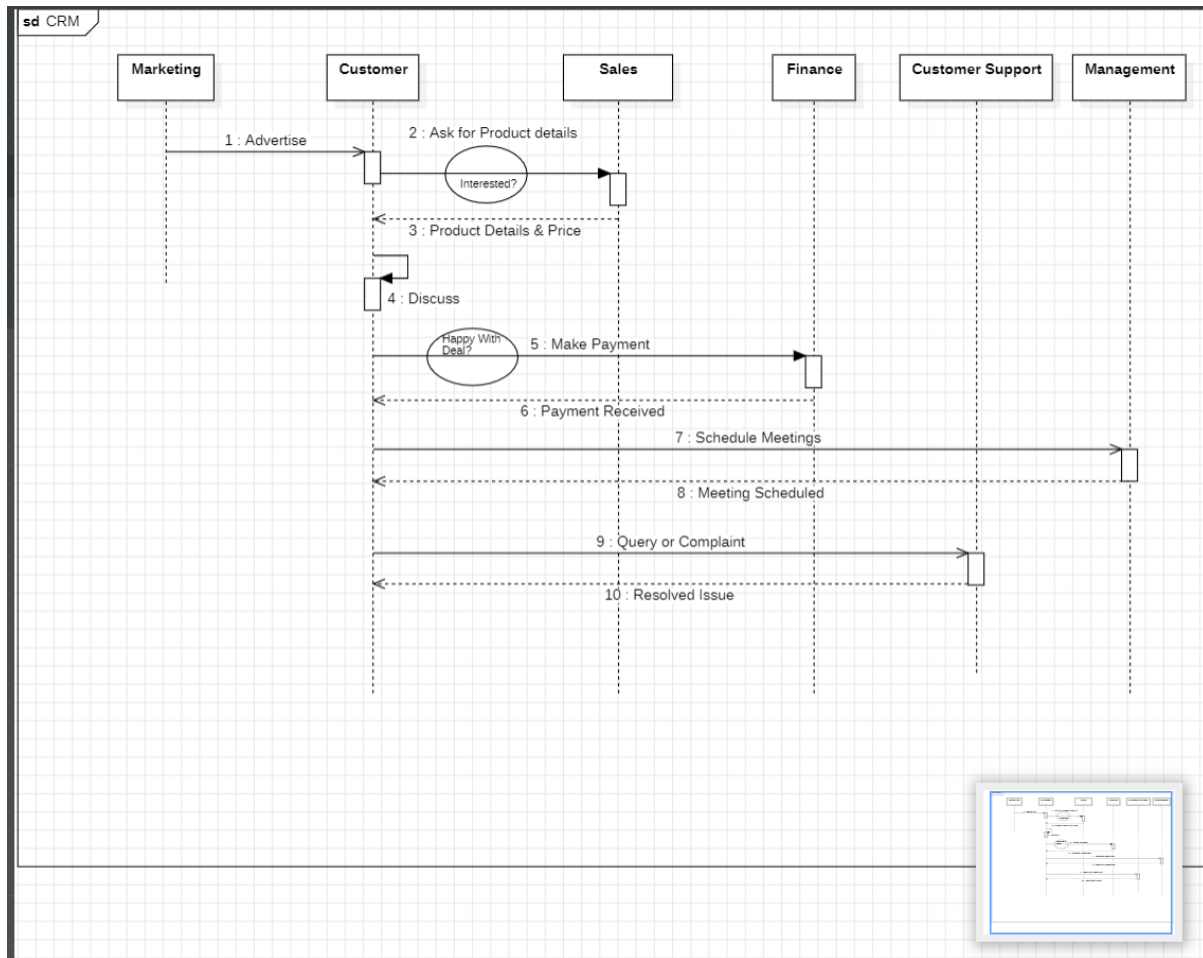
Customer Relationship Management (CRM) System

Practical- 5

Software Engineering Lab

- Case Study by Aman Joharapurkar (A2-32)

Sequence Diagram:



Sequence of Activities:

1. The Marketing Team initiates the advertisement campaign for their product, which is viewed by potential customers.
2. Upon expressing interest in the product, customers approach the Sales Team to inquire about product specifications, features, and pricing details.
3. The Sales Team promptly responds to customer inquiries, providing comprehensive details about the product and its pricing.
4. Customers engage in internal discussions and deliberations to evaluate the product and decide.
5. If satisfied with the terms, the customer proceeds to make the payment for the product.
6. The Finance Department analyses the company's financial transactions, including incoming payments. Upon successful payment processing, the Finance Department confirms acceptance and notifies the customer.
7. If the customer wish to arrange a meeting, they can contact the Management Team to schedule either an online or in-person meeting.
8. The Management Team responds by providing detailed meeting arrangements, including the venue, date, and agenda.
9. In case of any queries or complaints, customers can reach out to the Customer Support Department for assistance.
10. The Customer Support Department promptly addresses customer inquiries or complaints, providing suitable resolutions and ensuring customer satisfaction.