

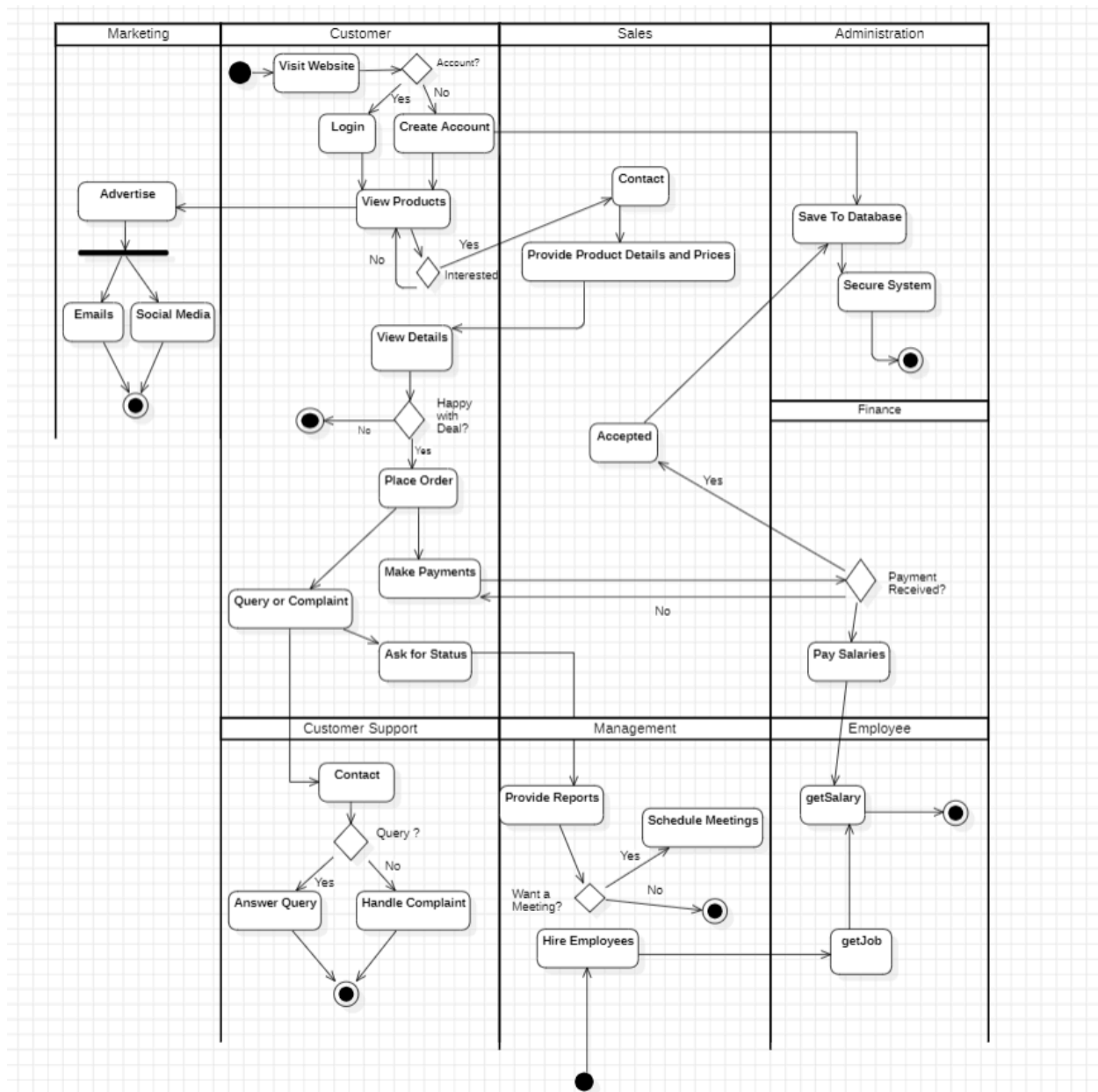
# Customer Relationship Management (CRM) System

## Practical- 4

### Software Engineering Lab

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#### Activity Diagram:



## **Flow of Activities:**

- ❖ The marketing team initiates promotional activities through email campaigns and social media postings to inform customers about current offers and products. Upon visiting the website, existing customers can access a dedicated section displaying all marketing posts. New visitors are prompted to create an account, where their details are securely stored by the administration team for future reference.
- ❖ Customers interested in the products or services showcased approach the Sales Department for further information. Sales representatives engage with them, providing comprehensive details about the offerings, including pricing structures. This interaction marks the initial step in nurturing a relationship with the client.
- ❖ Upon satisfactory discussion, if the customer decides to proceed with a purchase, they place an order. The Finance Department oversees the payment process, ensuring the successful transfer of funds into the company's bank account.
- ❖ Once payment verification is complete, the Sales Department confirms the order and provides the customer with detailed information regarding the subsequent processes involved.
- ❖ Customer details, along with their purchased products, are recorded and maintained by the administration team in the company's database for efficient management and future reference.
- ❖ Meanwhile, the sales department continuously monitors the performance of the overall sales process, analyzing metrics and identifying areas for improvement. Upon request, the management team provides comprehensive reports to clients and schedules meetings, whether online or in person, to address any queries or concerns.

- ❖ In the event of customer inquiries or complaints regarding the products or services, the Customer Support Department promptly assists in resolving issues, ensuring customer satisfaction and retention.
- ❖ Furthermore, the Finance Department manages all financial transactions related to product expenses and ensures timely disbursement of employee salaries, contributing to the smooth functioning of the business operations.