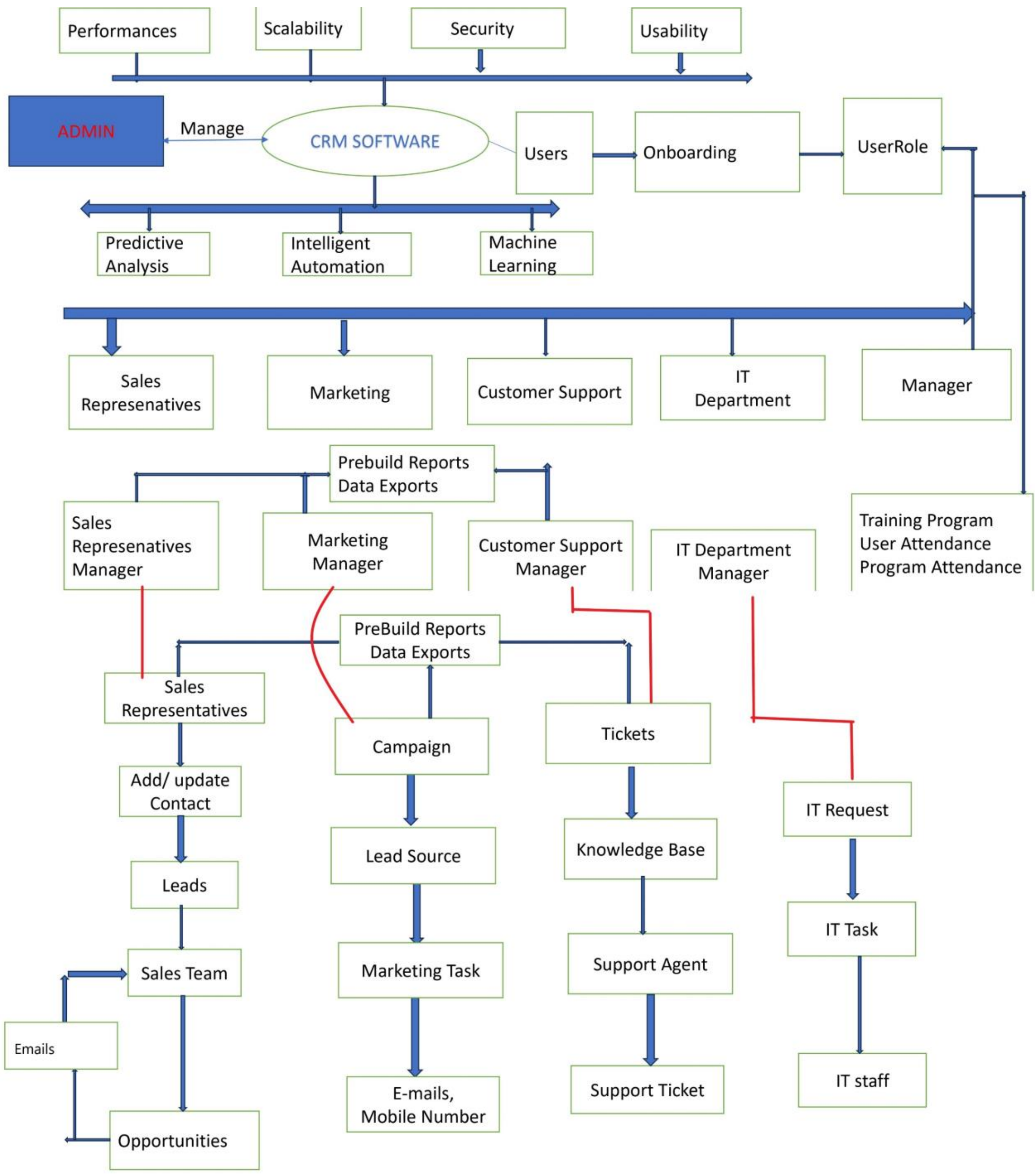
ERD FOR CRM SOFTWARE

he Entity-Relationship Model (ERM) for a Customer Relationship Management (CRM) software describes the structure and relationships between various entities or components within the CRM system. Here's a high-level description of the ERM for a CRM software:



Entities:

User: Represents individuals who interact with the CRM system. Users can have different roles such as admin, sales representative, marketing specialist, etc.

Customer: Represents individuals or organizations with whom the company has a business relationship. Customers can have various attributes such as name, contact information, industry, etc.

Lead: Represents potential customers or contacts who have shown interest in the company's products or services. Leads can be assigned to sales representatives for follow-up.

Opportunity: Represents potential sales deals or opportunities with customers. Opportunities have attributes such as deal value, stage, expected close date, etc.

Contact: Represents individuals associated with a customer or lead. Contacts can be linked to multiple customers or leads and have attributes such as name, email, phone number, etc.

Interaction: Represents communications or interactions between users and customers. Interactions can include emails, calls, meetings, etc., and can be logged for reference.

Task: Represents tasks or activities assigned to users for managing customer relationships. Tasks can include follow-ups, appointments, reminders, etc.

Campaign: Represents marketing campaigns or initiatives aimed at generating leads or engaging customers. Campaigns can have attributes such as name, start date, end date, budget, etc.

Ticket: Represents customer support tickets or inquiries raised by customers. Tickets are assigned to customer support agents for resolution.

Role: Represents different roles or levels of access within the CRM system. Roles define permissions and privileges for users.

Permission: Represents specific permissions granted to users based on their roles. Permissions control access to various functionalities and data within the CRM system.

Relationships:

User-Customer: Many-to-Many relationship indicating that users can interact with multiple customers, and customers can be managed by multiple users (e.g., sales representatives).

User-Lead: Many-to-Many relationship indicating that users can manage multiple leads, and leads can be assigned to multiple users for follow-up.

User-Interaction: One-to-Many relationship indicating that users can log multiple interactions with customers.

User-Task: One-to-Many relationship indicating that users can be assigned multiple tasks for managing customer relationships.

Customer-Contact: One-to-Many relationship indicating that a customer can have multiple contacts associated with it.

Lead-Contact: One-to-Many relationship indicating that a lead can have multiple contacts associated with it.

Opportunity-Customer: Many-to-One relationship indicating that an opportunity is associated with a single customer.

Opportunity-User: Many-to-One relationship indicating that an opportunity is managed by a single user (e.g., sales representative).

Ticket-Customer: Many-to-One relationship indicating that a ticket is raised by a single customer.

Ticket-User: Many-to-One relationship indicating that a ticket is assigned to a single user (e.g., customer support agent).

User-Role: Many-to-Many relationship indicating that users can have multiple roles, and roles can be assigned to multiple users.

Role-Permission: Many-to-Many relationship indicating that roles can have multiple permissions, and permissions can be associated with multiple roles.