|  |  |
| --- | --- |
| Use Case ID | #UC301: Sales in Inbound Calls |
| User Story | As a relationship manager, I want customer details displayed to me, so that I can effectively serve the end-customer with accurate information that aligns with their needs. |
| Goal | To provide a customer with a customer profile during inbound call to allow the Relationship Managers to perform better customer service |
| Priority | High |
| Actors | Primary – Customer  Secondary – IVR Unit, System, Database and Relationship Manager |
| Pre-conditions | * The customer is giving details of their descriptions and orders * The customer is calling through a call management centre |
| Post-conditions | * Customer profile generated successfully through the System * Customer profile will be received by a certain Relationship Manager to help with services |
| Trigger | Relationship Manager having trouble understanding the customers’ needs |
| Main Flow | 1. Customer calls the travel company through the call management centre 2. The call is received by an IVR unit which they give their automated response 3. The customer gives their details and descriptions 4. Once the detail is received, the IVR unit will lookup existing customer. 5. The system will be able to retrieve the profile from the database which they can view 6. The system prioritises clients depending on their score profile 7. The IVR unit connect the clients through a relationship manager 8. The RM will submit the submit and save the order requested 9. The RM succeeds in reaching sales and disconnect with the client |
| Inceptions/Extends/Inherits |  |
| Supporting Information | Assumption: The customer has already created an account thus has a customer profile |
| Non-functional Requirements | Performance: creating a customer profile must be quick to enable an efficient flow of access for the RM  Security: Safe details of account |
| Alternate Flow 1 | Customer does not purchase a holiday package |
| Trigger | The holiday package does not seem to interest the customer |
| Step | 1. Re-join Main Flow Step 7 2. The customer does not seem interested to the package offered 3. The relationship manager and the customer disconnect |
| Post-conditions | The relationship manager ends call as the customer have no interest in purchasing the products offered |
| Exceptions | The relation manager re negotiates and the customer changes their mind |