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| Use Case ID | #UC203: Sales in Outbound Calls |
| User Story | As a relationship manager, I want to speak with customers that I have the appropriate knowledge and resources to serve, so that I can adequately meet 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 | The customer calls the call management centre looking to purchase a holiday package |
| 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 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 holiday package order thus storing it in the database 9. The RM succeeds in reaching sales and disconnects the call with the client |
| Includes/Extends/Inherits | Includes ‘Calculate Customer Score’  Includes ‘Calculate Performance Score’ |
| 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 disconnects the call with the client |
| Post-conditions | The relationship manager ends call as the customer have no interest in purchasing the offered package  Sale is not complete |
| Exceptions | The relationship manager renegotiates, and the customer purchases a holiday package. |