1. **User Interface (UI)**:
    - Develop a user-friendly interface for e-commerce staff to access CRM functionalities.
2. **Application Layer**:
    - **CRM Core**: This component handles customer data, interactions, and business logic.
    - **Integration Services**: Connect with e-commerce platforms, payment gateways, and other systems.
    - **Authentication & Authorization**: Implement secure user access control.
3. **Database Layer**:
    - Store customer profiles, transaction history, and interaction records.
    - Use a relational database or NoSQL database for scalability.
4. **Data Integration**:
    - Real-time or batch data synchronization with e-commerce databases.
    - Data cleansing and transformation for consistency.
5. **Business Logic**:
    - Workflow Automation: Implement processes for lead management, customer segmentation, and communication.
    - Analytics and Reporting: Generate insights from CRM data.
6. **Integration with E-commerce Platform**:
    - Sync customer data, orders, and inventory from the e-commerce system to CRM.
    - Enable actions like order tracking and returns.
7. **Communication Channels**:
    - Email Marketing Integration: Send personalized emails and newsletters.
    - Live Chat and Support Integration: Provide real-time support.
    - Social Media Integration: Monitor and engage with customers on social platforms.
8. **Security and Compliance**:
    - Ensure data security and compliance with regulations like GDPR.
    - Implement encryption, user authentication, and audit trails.
9. **Scalability and Performance**:
    - Design for scalability to handle growing data and user loads.
    - Implement caching and load balancing for performance.
10. **Mobile Access**:
    - Develop mobile CRM apps for on-the-go access by sales and support teams.
11. **APIs and Web Services**:
    - Expose APIs for third-party integrations.
    - Implement webhooks for event-driven communication.
12. **Analytics and Insights**:

- Implement data analytics tools for tracking customer behavior and preferences.

13. **Machine Learning and AI**:
    - Utilize AI for predictive analytics, chatbots, and recommendation engines.
14. **Backup and Disaster Recovery**:
    - Regularly backup CRM data and have a disaster recovery plan.
15. **Testing and Quality Assurance**:
    - Rigorous testing of the CRM application for reliability and performance.
16. **Documentation and Training**:
    - Provide documentation for users and conduct training for staff.
17. **Continuous Improvement**:
    - Regularly update and improve the CRM application based on user feedback and evolving business needs.
18. **Monitoring and Alerts**:
    - Implement monitoring tools to detect issues and send alerts for quick resolution.
19. **Feedback and Iteration**:
    - Gather feedback from users and iterate on the CRM application to enhance user satisfaction and business outcomes.
20. **Vendor Selection**:
    - Choose suitable CRM software or build a custom solution based on business requirements and budget.