1. **Stakeholder Input:** Gather input from key stakeholders, including the e-commerce team, customer support, marketing, and sales teams. They can provide insights into their specific needs and expectations.
2. **Functional Requirements:**
   - Customer Data Management: Define what customer information needs to be stored and how it will be organized.
   - Sales and Order Management: Specify how sales and order information will be tracked and managed.
   - Marketing Integration: Determine how the CRM will integrate with marketing tools for campaigns and lead management.
   - Customer Support: Identify the requirements for customer support, including ticketing, issue tracking, and communication channels.
   - Reporting and Analytics: Decide on the reporting and analytics features required to track customer interactions and business performance.
3. **Integration Requirements:**
   - E-commerce Platform Integration: Ensure seamless integration with the e-commerce platform to synchronize data like orders, customer profiles, and inventory.
   - Marketing Tools Integration: Integrate with email marketing, social media, and other marketing tools to manage campaigns effectively.
   - Payment Gateways: Support integration with payment gateways for order processing.
4. **User Access and Permissions:** Define who will have access to the CRM system and specify their roles and permissions.
5. **Scalability:** Consider the potential growth of your e-commerce business and ensure the CRM can scale accordingly.
6. **Security and Data Privacy:** Specify security measures to protect customer data and ensure compliance with data privacy regulations.
7. **Customization and Personalization:** Determine the level of customization and personalization options required for marketing and customer engagement.
8. **Mobile Access:** Decide if mobile access or a mobile app is necessary for the CRM system.
9. **Data Migration:** Plan for data migration if you're transitioning from an existing CRM system to the new one.
10. **Training and Support:** Outline the training and support requirements for your team members who will use the CRM.
11. **User Experience (UX):** Consider the user interface and overall user experience to ensure it's intuitive and user-friendly.
12. **Budget and Timeline:** Determine the budget for the project and establish a realistic timeline for development and implementation.

13. **Testing and Quality Assurance:** Define the testing procedures and quality assurance processes to ensure the CRM functions correctly.
14. **Documentation:** Create comprehensive documentation for system setup, configuration, and troubleshooting.
15. **Feedback and Iteration:** Plan for gathering user feedback and making iterative improvements to the CRM application.