**Software Development Project**

**Project Name: INTERNS CRM**

**INTERN CRM PROJECT**

**Presented by:**

**SANTAM IT INTERNS**

Table of Contents

[Software Development Project 2](#_Toc482801049)

[Introduction 3](#_Toc482801050)

[Background 3](#_Toc482801051)

[Future Work 3](#_Toc482801052)

[Requirements Analyses 3](#_Toc482801053)

[User Interface 3](#_Toc482801054)

[Use-Case Diagram 5](#_Toc482801057)

# Software Development Project

## Introduction

This is a web based CRM application to manage customer information based on insurance requirements of customers. The below use-cases outline the requirements of this project.

## Background

This paper addresses the implementation of Customer Relationship Management (CRM) in insurance companies. Thus, we reviewed several specialized papers addressing regional and international solutions for customer relationship management. The aim of the authors is to present the benefits resulting from the application of new technologies, thus estimating the pace of change, the new opportunities and the need for flexibility in the relationship with customers. Along with the technological component the human component is also present in order to ensure the successful implementation of CRM.

## Future Work

* We would like to see improvement in our system, meaning our system can be scalable in such a way that new features can be introduced in order to accommodate new business needs.

## Requirements Analyses

### User Interface

In our project we have one user(agent).

Customer: Inquiry Process

* Customer enquires with an Agent via a phone regarding insurance enquiry
* Agent first gets the Customer contact details.
* Agent determines insurance requirement of Customer. The agent asks the relevant questions to get the requirements.
* Agent determines the product which matches the requirements

The agent informs the customer regarding the product and its features.

Agent

* Add new customer to the database
* Update customer information

In this project, the following diagrams have been used for designing and specification of Interns CRM system.

* Use case diagram

## Use-Case Diagram

Agent

Customer