System Vision Document

**Breadfast CRM System**

**Problem Description**

Breadfast, a fast-growing food delivery company, is facing challenges in managing its daily operations due to scattered data and disconnected departments. Customer information and order history are spread across multiple systems, making it difficult for support agents to provide quick and consistent service. The absence of a shared, real-time view of orders causes miscommunication between teams, resulting in delays and errors. Delivery operations are also inefficient, as rider assignments are done manually with limited visibility, leading to uneven workloads and late deliveries. In addition, managers struggle to make data-driven decisions because of the lack of integrated reports and analytics. Staff members spend excessive time on repetitive manual tasks, such as updating records individually, which reduces productivity and slows down the overall process. These issues collectively hinder Breadfast’s ability to operate smoothly, maintain customer satisfaction, and scale effectively as the company continues to grow.

**System Capabilities**

The CRM will provide:

* **Unified Customer Profile:** Centralized data combining personal info, orders, payments, and communication history.
* **Smart Segmentation:** Automatic grouping of customers by value, behavior, or location for targeted campaigns.
* **Central Order Dashboard:** Real-time order tracking and status updates shared across departments.
* **Sales & Analytics Dashboard:** Insights on top products, delivery performance, and customer trends.
* **Inventory & Supplier Management:** Basic ERP features for tracking stock, setting low-stock alerts, and managing suppliers.
* **Integrated Communication Hub:** Combines all customer interactions — chat, email, and calls — into a single interface, ensuring consistent and timely communication across departments.

**Business Benefits**

The system will bring clear improvements to operations and customer experience:

* **Enhanced Customer Service:** A unified system enables faster, more personalized support and strengthens customer loyalty through better tracking and engagement.
* **Improved Operational Efficiency:** Centralized data and automated workflows reduce manual effort, minimize human error, and streamline coordination across teams.
* **Optimized Delivery Performance:** Smart dispatching tools ensure balanced workloads, minimize delays, and reduce operational costs such as fuel and idle time.
* **Informed Decision Making:** Real-time analytics dashboards provide insights into sales trends, customer behavior, and product performance to support strategic planning.
* **Scalable Growth:** The integrated platform offers a stable foundation that supports increasing order volumes and future expansion.
* **Secure System Access:** Role-based permissions protect sensitive data and maintain clear operational control across departments.