

A Customer Management System

Customer relationship management is a widely-implemented strategy for managing a company's interactions with customers, clients and sales prospects (a prospect is a person who is not yet a customer, but potentially will become a customer in the future). In this exercise, you are asked to develop a data model for a simple Customer Management System, which must support the following activities:

1. It will keep track of all customers. Some “important” personal information for customers must be recorded by the system, including name, address, phone numbers, email addresses of the customer.
2. The system also keeps track of all company employees (located in the company's headquarter) and company agents who are spread over different countries. Again, some “important” personal information must be recorded for these persons (it's up to you to define what attributes you consider important).
3. Data needed for access control management should be an integral part of the DB.
4. The same system will be used as marketing tool for customers and prospects. Information about their access to the company website (access time, visited pages, used search keywords) is saved into the database. Prospects also have the possibility to enter help requests on the website, which must be recorded in the system for later response.
5. The system will generate and email a monthly report to each customer (customized for each receiver).
6. The system will also send a payment reminder to all the customers a couple of days before the payment is due.
7. This system will have an internal messaging system so that all logged-in agents and employees can chat with each-other. Chat messages to persons who are not currently logged on must be recorded and will be automatically shown after the next logon.
8. Customers can securely login into the system and see their statement, and may change some of their personal details.