SOFTWARE REQUIREMENTS SPECIFICATION

FOR

**CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM**

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# **1.Introduction**

## **1.1Purpose**

The main objective of this document is to illustrate the requirements of the project Customer Relationship Management System. Customer Relationship Management (CRM) is a well-known system for managing customer information, interactions, and support requests. It facilitates sales and support teams in maintaining customer records . The purpose of this project is to Maintain good relationship with customer ,manage business opportunity ,lead Management , Customer Observation. This project describes the hardware and software interface requirements using ER diagrams and UML diagrams.

## **1.2Document Conventions**

* + - Entire document should be justified.
    - Convention for Main title

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* + - Convention for Sub title

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* + - Convention for body

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## **1.3 Scope of Development Project**

A CRM system can give you a clear overview of your customers. You can see everything in one place — a simple, customisable dashboard that can tell you a customer’s previous history with you, the status of their orders, any outstanding customer service issues, and more. You can even choose to include information from their public social media activity — their likes and dislikes, what they are saying and sharing about you or your competitors.

This helps to ensure that customer needs are at the forefront of business processes and innovation cycles

[The language used for developing the project is Java as it is quite advantageous than other languages in terms of performance, tools available, cross platform compatibility, libraries, cost (freely available), and development process.]

## **1.4 [Definitions, Acronyms and Abbreviations**

JAVA -> platform independence SQL-> Structured query Language ER-> Entity Relationship

UML -> Unified Modeling Language

IDE-> Integrated Development Environment SRS-> Software Requirement Specification]

## **1.5 References**

Websites

[**http://www.slideshare.net/**](http://www.slideshare.net/)

[**https://www.salesforce.com/**](https://www.salesforce.com/)

# **2.Overall Descriptions**

## **2.1Product Perspective**

**2.2 Product Function**

## **2.3User Classes and Characteristics**

Administrator generates the user and also can edit their details when required. If he wanted, he can add new user and inactive the existing user. Administrator can control user access for both panel (Administrator & CRM).

CRM Manager

This is the product owner for the CRM, with a full depth of knowledge on how the tool works and who can manipulate the tool for custom needs and train others on particulars.

* Build custom sets for special use cases
* Build and maintain workflows for individual users or teams
* Set up and monitor information flow within CRM and with other business-critical systems
* Train users on data cleanliness, internal processes, and new features

CRM Administrator

A CRM administrator is a technical professional responsible for the management and maintenance of a CRM system. Administrators work closely with other teams, such as sales and marketing, to optimize the system’s performance.

Customer

## **2.4 Operating Environment**

**2.5Assumptions and Dependencies**

**2.6Requirement**