**Business Problem, Success Criteria, Business Parameters**

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| **Change Control Form** | | | | |
| **Version** | **Date** | **Description of Change(s)** | **Change By** | **Approval Date** |
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# Business Problem Statement

Few business problems identified by Tops Technologies team are as follows.

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| **#** | **Business Problem** |
| 1. | **Fragmented Customer Information**: Without a CRM, customer data can be scattered across various platforms and spreadsheets. This fragmentation makes it difficult to get a comprehensive view of the customer, leading to inefficiencies and a poor customer experience. |
| 2. | **Inconsistent Customer Experience**: Without a unified system, customers might receive inconsistent service and support. For instance, a customer might have to repeat their issue multiple times to different representatives, leading to frustration and dissatisfaction. |
| 3. | **Inefficient Sales Processes**: Sales teams often struggle with managing leads, tracking customer interactions, and following up on potential opportunities without a centralized system. This can result in lost sales opportunities and lower conversion rates. |
| 4. | **Lack of Customer Insights**: Businesses need insights into customer behavior and preferences to make informed decisions. Without CRM analytics, it's challenging to identify trends, segment customers, and tailor marketing efforts effectively. |
| 5. | **Poor Collaboration Across Departments**: In many organizations, departments such as sales, marketing, and customer service operate in silos. This lack of collaboration can lead to miscommunication, duplicated efforts, and a disjointed customer experience. |
| 6. | **Inadequate Customer Retention Strategies**: Retaining customers is often more cost-effective than acquiring new ones. Without a CRM, it can be difficult to identify at-risk customers and implement strategies to improve retention and loyalty. |
| 7. | **Manual and Time-Consuming Processes**: Many businesses still rely on manual processes for customer management tasks, such as data entry, tracking interactions, and generating reports. This can be time-consuming and prone to errors. |
| 8. | **Compliance and Data Privacy Issues**: With increasing regulations around data privacy (e.g., GDPR), businesses must ensure that customer data is managed securely and compliantly. Without a CRM system, it's harder to track and control access to sensitive information. |
| 9. | **Cost of manpower**: Due to above said business problems manpower cost is going up year by year. |

# Success Criteria

TOPS Technologies Business Analyst team has prepared the following Success Criteria by which the developers and designers can plan and also help the system owner review their plans.

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| **#** | **Success Criterion** |
| 1. | Create web application |
| 2. | Creating user accounts for customers, business development executives and system administrator |
| 3. | **Database of**;  Registrations for customers, business development executives  Projects with estimations  Customer feedback and query  Customer project review |
| 4. | Access to projects, estimations of projects, customer feedbacks, queries. |
| 5. | Data security, integrity and accessibility to the right users |
| 6 | Availability of system access / data on net 24/7 strengthen the decision power which minimize the overall manpower cost |

# Project Scope

TOPS Technologies will be listing down all the functionalities that is In Scope in order to fulfill the clients’ requirements by using the following template.

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| **#** | **In Scope** |
| 1 | Customer module;  Customer Registration, Login, forgot / reset password, customer profile view / edit  Project detail CRUD, estimation CRUD for each project  List projects all, for specific customer  Customer Feedback CRUD  Customer query CRUD  Project list, view status, estimation and insert review |
| 2 | **BDE module**:  BDE Registration, Login, forgot / reset password, customer profile view / edit  Send customer an invite for registration  Customer Feedback view  Customer query view / update with response |
| 3 | **Admin module**;  All user view, activate / deactivate  Customer Feedback view  Customer wise project list with full details view |