

# User Stories.Pdf

## User Stories: CRM System

### User Stories Overview:

The following user stories describe how various teams and individuals will interact with the CRM system, highlighting key use cases and workflows.

#### 1. User Story 1: Sales Team Interaction

As a sales representative, I want to track customer interactions in a single view, so I can provide personalized follow-ups based on their previous behavior.

#### Example:

Sales reps will be able to view customer purchase history, recent inquiries, and upcoming renewals, helping them to make timely follow-ups and close deals more efficiently.

#### 2. User Story 2: Customer Support Dashboard

As a support agent, I need to access customer issue history and open tickets to provide better service and resolve issues faster.

#### 3. User Story 3: Marketing Campaign Integration

As a marketing manager, I want to integrate email marketing campaigns with the CRM, so I can target customers based on their interaction with our website and emails.

#### 4. User Story 4: Management Reporting and Analytics

As a manager, I want to generate reports on sales performance and customer satisfaction metrics, so I can make data-driven decisions.

## 5. Future Enhancements and Additional Use Cases

Future enhancements will include adding AI-powered insights to identify cross-selling opportunities.