**Federated Insurance CRM System**

Phase 1 of the Updated Customer Relationship Management System

**By** Ajay Kasaudhan, Cayden Lovett, Deja Hang, Kyle Lim, Ryan Firl

**PURPOSE**

This *Project Charter* presents the preliminary findings of my investigation into the feasibility of your project to update the current CRM system to replace aging technology. By maintaining customer data whilst making it easier for the sale reps to access database information. This report also outlines my proposal for the procedures and schedule to be followed during this project. If you find any discrepancies or misconceptions, please bring them to my immediate attention.

**PRELIMINARY FINDINGS AND ANALYSIS**

After a brief, preliminary investigation of the system being studied, I offer the following observations and initial analysis. While limited access to the current system there was not much that we could come up with during discovery. Although through talks with the client we have discovered generally requirements such as:

* A preferred user interface
* User friendly
* The scope of the project
* One centralized hub to accomplish all task from

**Project Description**

There is currently a customer relationship management system in place that needs to be replaced due to aging technology. The current CRM system needs to be replaced with a better user interface along with being connected to the database to make it as easy on the sales rep as we can. The purpose of the project is to put everything in one location to make everyday tasks easier.

**History Leading to this Project Proposal.**

**Scope of this Project.** In the coming weeks, I will be carefully analyzing the project’s scope to define a reasonable target and schedule. In the meantime, my preliminary definition is as follows:

* Integrate a CRM system
* Create a WBS & Gantt Chart
* Create an ERD / Database
* Create Use Case and Use Case Diagram
* Creating an Interface Dashboard

The project will address the following business functions:

1. Client
2. Time management
3. Calendar Integration w/ time management

**Project Environment**

This section of the survey describes the project environment in terms of project participants, problems, and opportunities to be addressed, and project constraints that will or may limit eventual solutions. ***Figure 1*** represents a context diagram of the current system.

**Project Participants.** To date, I have identified the following list of participants for this project. Please inform me of any potential omissions.

1. Management - Direct Users or Managers of the System

a. Cayden Lovett

Project Manager

2. Non-Management - Direct Users of the System

1. Ryan Firl

System Analyst

b. Kyle Lim

System Analyst

c. Deja Hang

System Analyst

d. Ajay Kasaudhan

System Analyst

3. Other People or Departments Affected by, interested in, or Interfacing to the System

a. Nick Wilson

Executive Sponsor

b. Dr. Rajeev Bukralia

Steering Committee Member

c. Bailey Thurmes

Steering Committee Member

**Problems and Opportunities.** I have compiled the following list of problems and opportunities to be addressed in the project. The list is not final. In the coming weeks, I will modify the list and provide you with a detailed analysis of problems, opportunities, and solutions. At any time during this project, you should feel free to add to, subtract from, or expand upon this preliminary list.

1. Experiencing a drop in its market share due to strong competition from large companies
2. Restricted Access (limited reach)
3. Unorganized UI
4. Inefficient Client management
5. Can enhance customer loyalty by ensuring their satisfaction
6. Focus on underinsured segments

**Project Constraints.** Project constraints are limitations, good or bad, that will or may constrain any solutions that I might propose. Constraints can be technical, monetary, time, or political. To date, I have identified the following preliminary list:

* 1. Time
  2. Money
  3. Scope

**Preliminary Solutions and Ideas**

Our project’s approach is to eventually examine numerous alternative system solutions, and it would be premature to commit to any solution at this time. However, it is never too early to begin brainstorming and cataloging ideas.

* Centralized information administration
* Data privacy and security (encryption, access control)
* Customer awareness (Make them know what insurance is?)

**Client's perceptions of what they want or expect.**It is my understanding that you envision a new or improved systems that:

* Allows for ease of access to users.
* Allows for quick, efficient client management.
* Allows availability.
* Bring visibility

**The analyst’s perceptions of possible solutions and ideas.**

Some of the proposed solutions and ideas are

* Collaboration
* Focusing on risk management

**PROPOSAL**

I propose to This section of the report outlines my proposal.

**Project Schedule Overview**

The following overall project approach and schedule is proposed.

**Detailed Schedule for CRM Phase 1**

1. Create entity relationship diagram for database (March 5th, 2023)
2. Create functional database (March 19th, 2023)
3. Create use cases and use case diagrams (April 2nd, 2023)
4. Create interface design mockups (April 9th, 2023)
5. Present CRM Phase 1 (April 16th, 2023)

The next phase of the project will be a detailed study and analysis of your current business system. The activities are depicted as follows:

**Analyst History and Qualifications**

* Cayden Lovett
  + ERD systems, C#, Python, MySQL
* Deja Hang
  + C#, Python, ERD systems, MySQL
* Kyle Lim
  + Python, MySQL, Java,
* Ajay Kasaudhan
  + C#, Python, MySQL, HTML, .NET
* Ryan Firl
  + C#, Python, ERD Systems, MySQL, Data Structures

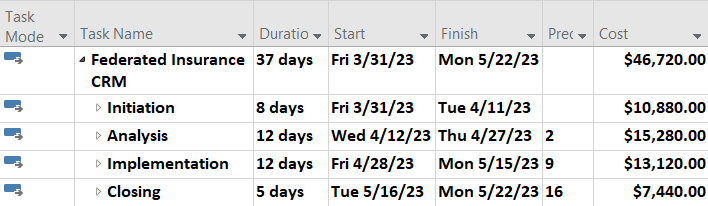
**Project Budget**

In this section, we present the estimated costs for the project, which were initially set at 46720.00. However, it should be noted that these estimates were based on limited background information and subject to potential revisions as the project progressed.

We are pleased to announce that the project has been completed successfully, within the allocated budget of 46720.00. Throughout the project, we kept a close eye on expenses and made necessary adjustments to ensure that we stayed within the budget constraints.

Achieving completion within budget was made possible by effective cost management and efficient resource utilization. Our team worked tirelessly to minimize unnecessary expenses while still delivering a high-quality product. We take great pride in our ability to meet our financial objectives while exceeding expectations in terms of project deliverables.

**Project Costs.**The budget for this project will consider the following costs:



Let's say that the sales revenue for the project is $60,000 and variable cost is 10,000. Then the contribution margin would be:

Contribution margin = $60,000 - $10,000 = $50,000

Break-even point = Fixed costs / Contribution margin

In this case, the fixed costs are $46,720, so the break-even point would be:

**Break-even point** = $46,720 / $50,000 = 0.9344 or 93.44%

This means that the project needs to generate enough sales to cover the fixed costs and variable costs and achieve a contribution margin of 93.44% to break even.

**Need Cost Benefit Analysis**

Cost:

Fixed costs- 46,720.00

Variable costs- $10,000

Opportunity costs: $5,000 (the cost of not pursuing alternative projects)

Benefits:

- Direct financial benefits: Revenue generated from the project

- Indirect financial benefits: Reduced costs or increased efficiency in other areas

- Non-financial benefits: Improved customer satisfaction, increased brand recognition, etc.

Now let's estimate the value of the benefits. We still do not have information on the sales revenue, so let's assume that the project generates revenue of $60,000.

Direct financial benefits: $60,000

Indirect financial benefits: Let's say that the project reduces costs in other areas by $3,000.

Non-financial benefits: Let's assume that the project improves customer satisfaction and increases brand recognition, which are difficult to quantify, but are valuable, nonetheless. Let's estimate the value of these benefits to be $2,000.

Total benefits = Direct financial benefits + Indirect financial benefits + non-financial benefits

Total benefits = $60,000 + $3,000 + $2,000 = $65,000

Net benefit = Total benefits - Total costs - Opportunity costs

Net benefit = $65,000 - $46,720 - $5,000 = $13,280

The net benefit of the project is positive, which means that the project is financially viable. However, it is important to note that this analysis is based on assumptions and estimates, and there may be additional costs or benefits that have not been considered. It is also important to consider the risks associated with the project and any uncertainties that may affect the estimates.

**CONCLUSION**

Overall, our project will update the current CRM system by implementing a preferred user interface that allows visibility of client data, ease of access with calendar integration, and an efficient client manager. Although there may be some problems with the development of the program, we have preliminary solutions and ideas for those problems. We have developed a detailed schedule, in order to stay consistent on the work and finish the project on time.