A

Synopsis

on

Customer Query Management System

Submitted by

Group. No.-A11

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ABSTRACT

Customer Query Management System is a Web enabled, centralized information and management application. Developed to cater for the company requirements in building best relations with its customer community by providing fast redressal mechanism to the customer grievances.

An effective Customer Query Management System is integral to providing quality customer service. It helps to measure customer satisfaction and is a useful source of information and feedback for improving services.

Often customers are the first to identify when things are not working properly. The Functionality that I designed can handle the Customer Query details without any difficulty & with a little bit of effort. As the work is one manually before, so it will be very time consuming & required a large effort to maintain the files. By computerizing the system these files can be handled with a small effort & in less time by using Web-to-Lead & Workflow.

The main idea behind this project is to replace manual customer query/complaint management system using centralized web-based query management system.

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CHAPTER-1

Introduction

1.1 OBJECTIVES AND SCOPE OF THE PROJECT

An effective Customer Query Management System is integral to providing quality customer service.

It helps to measure customer satisfaction and is a useful source of information and feedback for improving services. Often customers are the first to identify when things are not working properly.

Implementing effective Customer Query Management System within public sector agencies:

- Improves Companies internal query handling
- Reduces recurring query
- Improves standards of service to the community
- Raises standards of administrative decision-making

The following objectives have been set:

1) Smooth flow of data without any hurdles.

2) Adequate validation checks for data entry.

3) Adequate security of data.

4) Facility to update data from time to time.

5) Prompt and specific retrieval of data.

6) Flexibility in the system according to the changing environment.

7) Controlling redundancy in storing the same data multiple times.

The scope of the system is quite wide. It can be capturing customer query in SFDC (Sales Force Dot Com) and help management team analysis these query and contact to customer.

1.2 THEORETICAL BACKGROUND

A good Customer Query Management is one of the crucial requirements for successful businesses when managing customers' needs and protecting their brand. Through the implementation, assessment, certification, and training of a customer query management we can help you to make big leaps in delivering customer satisfaction. "A query is an expression of Customer made to an organization, related to its products, or the feedback handling process itself, where a response or resolution is explicitly implicitly expected."

It costs an organization at least four times as much to recruit a new customer as to maintain an existing one. Organizations that regularly lose customers struggle to repair their damaged reputations.

In today's competitive environment, product and service innovations are re-defining accepted levels of performance. A good Customer Query Management System is one of the crucial requirements for successful businesses when managing customers' needs and protecting their brand.

Customer Query Management provide a mechanism for obtaining feedback from customers, query, resolving disputes and reforming policies and procedures

Customer Query Management is a vital component of every decision-making framework and is especially relevant to agencies that have service-oriented roles in the public sector. With increasing expectations from the public, agencies need to respond to customer in an effective and timely way.

1.3 DEFINATION OF THE PROBLEM

To define the problem we have to study the existing system the problems in the existing system and the needs of the system. After this we will explain the proposed system. Following Points Are defined for the definition of problem:

1. Existing System
2. Needs of the system
3. Proposed system

CHAPTER-2

SYSTEM ANALYSIS (H/W & S/W)

2.1 SYSTEM ANALYSIS INTRODUCTION

System analysis is the process of studying the business processors and procedures, generally referred to as business systems, to see how they can operate and whether improvement is needed. This may involve examining data movement and storage, machines and technology used in the system, programs that control the machines, people providing inputs, doing the processing and receiving the outputs.

2.2 INVESTIGATION PHASE

The investigation phase is also known as the fact-finding stage or the analysis of the current system. This is a detailed study conducted with the purpose of wanting to fully understand the existing system and to identify the basic information requirements. Various techniques may be used in fact-finding and all fact obtained must be recorded. A thorough investigation was done in every effected aspect when determining whether the purposed system is feasible enough to be implemented.

2.3 ANALYSIS OF THE INVESTIGATION

Strengths of the System

1. No complex equipment: - The equipment that is used is very simple and no special skills have to be mastered to be able to operate the system. Therefore no training is required for the employees.

2. Low cost: - There is little money spent in maintaining the present system other than buying the necessary office equipment and the ledgers.

2.4 CONSTRAINTS AND LIMITATIONS

The constraints and limitation within a system are the drawbacks that occur during the implementation of the system. These limitations and constraints can crop up in almost every system; the most important fact is to find a way to overcome these problems.

Software design is the first of three technical activities – design, code generation, and test that are required to build and verify the software. Each activity transforms information in manner that ultimately results in validated computer software.

The design task produces a data design, an architectural design, an interface design and component design. The design of an information system produces the details that clearly describe how a system will meet the requirements identified during system analysis. The system design process is not a step by step adherence of clear procedures and guidelines. When I started working on system design, I face different types of problems; many of these are due to constraints imposed by the user or limitations of hardware and software available. Sometimes it was quite difficult to enumerate that complexity of the problems and solutions

thereof since the variety of likely problems is so great and no solutions are exactly similar however the following consideration, I kept in mind during design phased.

The software requirement specification is produced at the culmination of the analysis task. The function and performance allocated to software as part of system engineering are refined by establishing a complete information description, a detailed functional description, a representation of system behavior, an indication of performance requirement and design constraints appropriate validation criteria, and other information pertinent to requirement.
The introduction to software requirements specification states the goals and objectives of the software, describing it in the context of the computer based system. The Information Description provides a detailed description of the problem that the software must solve. Information content, flow and structure are documented.

A description of each function required to solve the problem is presented in the Functional Description. Validation Criteria is probably the most important and ironically the most often neglected section of the software requirement specification. Software requirement specification can be used for different purpose.

2.5 DATA ANALYSIS

Analyze Your Data

Salesforce offers a powerful suite of reporting and analytics tools that work together to help you understand and act on your data, as well as distribute insights to business users.

Reports and Dashboards

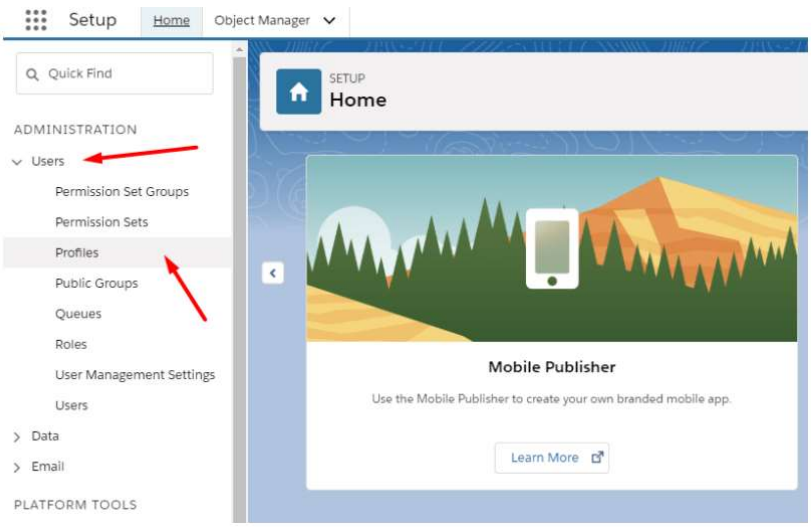
Salesforce offers a powerful suite of reporting tools that work together to help you understand and act on your data.

Explore Data and Take Action with Einstein Analytics

Salesforce Einstein Analytics (formerly known as Wave) is a cloud-based platform for connecting data from multiple sources, creating interactive views of that data, and sharing those views in apps. It's a better way to distribute insight to business users so they can understand and take action on changing information.

Explain, Predict, and Recommend with Einstein Discovery

Einstein Discovery exposes relevant facts and themes in your data without you building sophisticated software and statistical models. It generates unbiased explanations, predictions, and recommendations. Einstein Discovery in Analytics requires either the Einstein Analytics Plus license or the Einstein Predictions license, both of which are available for an extra cost.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Use the Mobile Publisher to create your own branded mobile app.
Learn More

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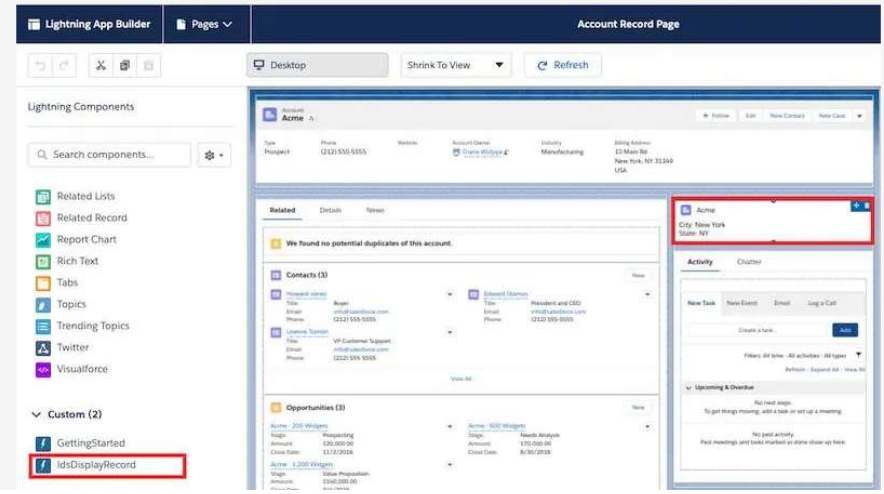
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Tabs
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Trending Topics
Twitter
Visualforce
Custom (2)
GettingStarted
IdsDisplayRecord

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CHAPTER-3

SYSTEM IMPLEMENTATION

3.1 IMPLEMENTATION

Implementation is the stage in the project where the theoretical design is turned into the working system and is giving confidence to the new system for the users i.e. will work efficiently and effectively. It involves careful planning, investigation of the current system and its constraints on implementation, design of method to achieve the change over an evaluation, of change over methods. A part from planning major task of preparing the implementation is education of users. The more complex system is implemented, the more involved will be the system analysis and design effort required just for implementation. An implementation coordinating committee based on policies of individual organization has been appointed. The implementation process begins with preparing a plan for the implementation for the system. According to this plan, the activities are to be carried out, discussions may regarding the equipment has to be acquired to implement the new system

Implementation is the final and important phase. The most critical stage is in achieving a successful new system and in giving the users confidence that the new system will work and be effective. The system can be implemented only after thorough testing is done and if it found to working according to the specification. This method also offers the greatest security since the old system can take over if the errors are found or inability to handle certain types of transaction while using the new system.

The major elements of implementation plan are test plan, training plan, equipment installation plan, and a conversion plan.

There are three types of implementations:

1. Implementation of a computer system to replace a manual system.
2. Implementation of a new computer system to replace an existing system.
3. Implementation of a modified application to replace an existing one, using the same computer.

3.2 SYSTEM OPERATORS TRAINING

Running of the system successfully depend on the personnel working in the Computer Centre. They are Responsible for providing the necessary support. Their training must ensure that they are able to handle all possible operations, both routine and extra-ordinary in nature.

If the system calls for the installation of new equipment, such as new computer system, special terminals or different data entry machines, the operators training should include such fundamentals as how to turn the equipment on and use it, how to power off and a knowledge of what constitutes normal operations. The operators should also be trained on different type of malfunctioning, how to recognize them and what steps should also be taken whenever they arise.

CHAPTER-4

RESULTS AND DISCUSSIONS

4.1 EXPOSURE TO ENTIRELY DIFFERENT TECHNOLOGY

This chapter provides me an opportunity to do self-introspection of what value I have added to my knowledge and skill set and to the project.

Working on Salesforce for the first time was a very enriching experience. I had never worked on this platform earlier. So it added to my list of know-how and the computer languages known to me.

4.2 FUTURE SCOPE

Completion of the development process will result in a software package that will provide user-friendly environment, which is very easy to work with, even for people with very little knowledge of computer.

Management of various tasks is incorporated in the package and will deliver the required information in a very easy to use and easy to access manner.

This package will provide accuracy, efficiency, speed and easiness to the end user. Since the system is verified with valid as well as invalid data and is run with an insight into the necessary modifications that may require in the future, it can be maintained successfully without much

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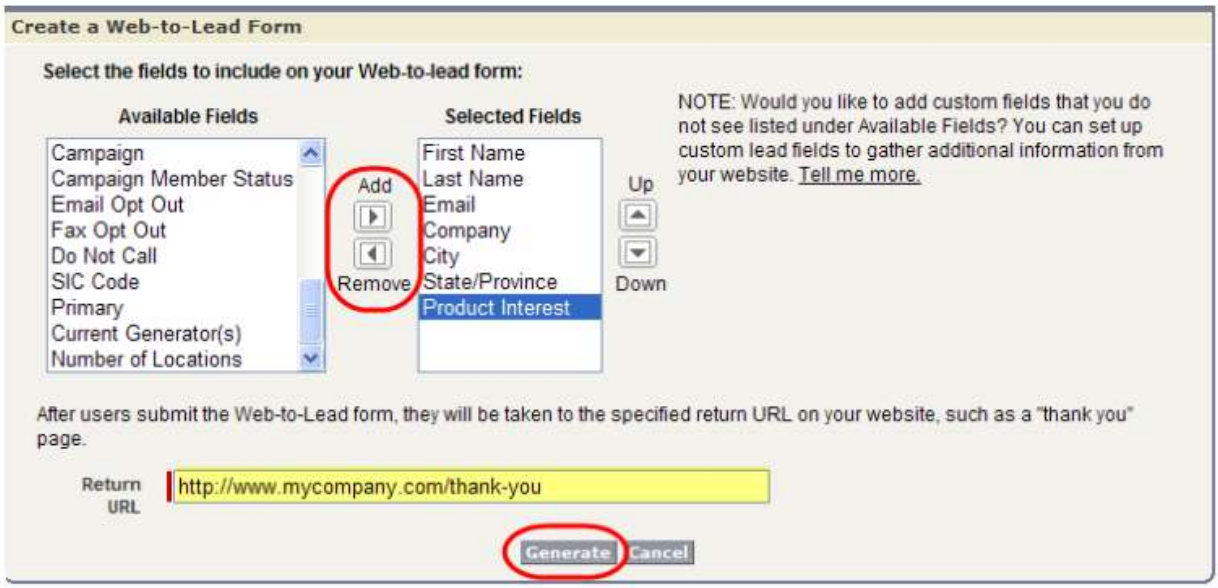

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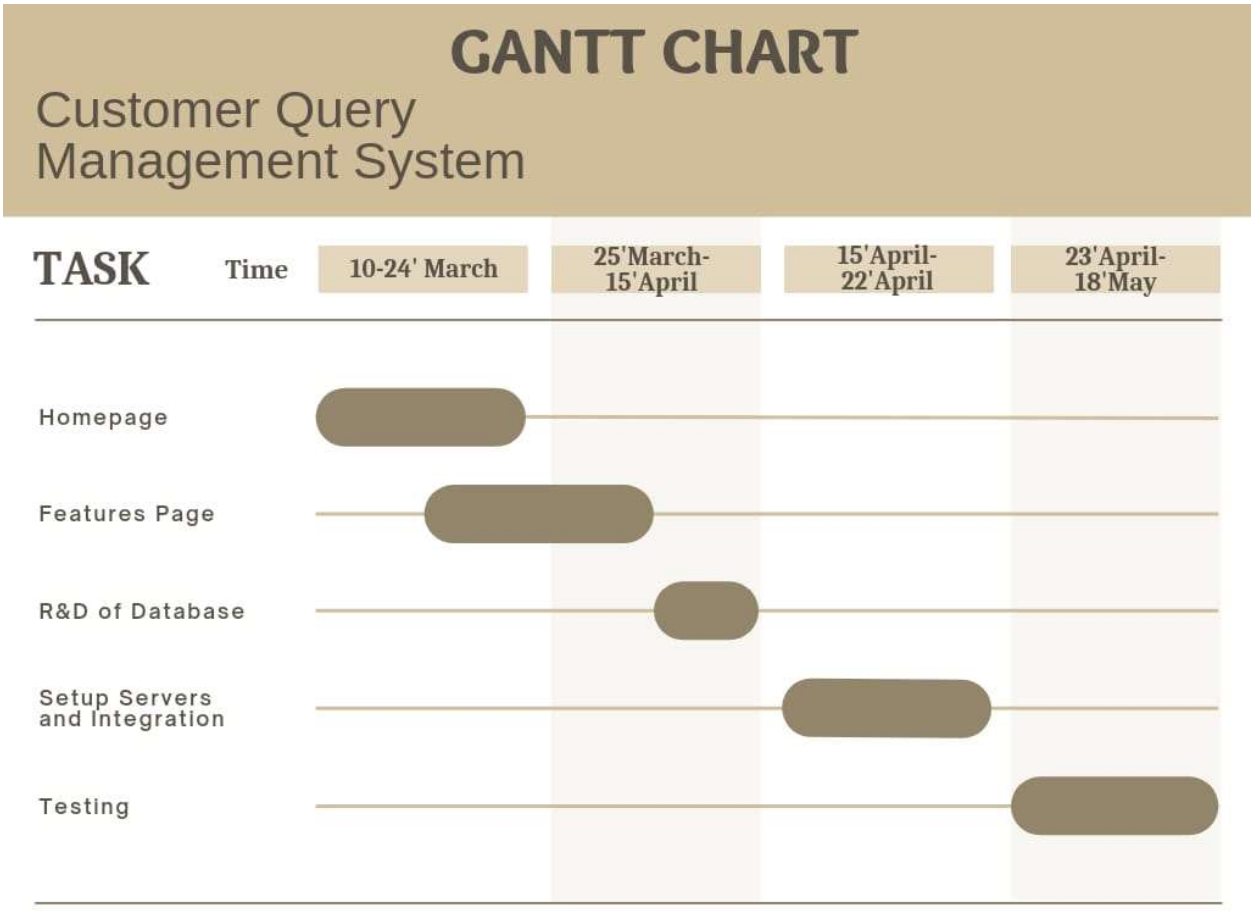

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