Software Requirement Specification Document

(SRS)

Customer Relationship Management of Joyalukkas

(CRM)

Documented By

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**Introduction**

CRM (Customer Relationship Management) is the system that handles customer relationship with the company by enhancing marketing, sales, services and support. In the proposed system (CRM of Joyalukkas) it not only keeping customer relationship but also providing the analysis of entire system to different levels of officials by the integrating the system to different API’s such as Exchange, Loyalty, B2B, BGP, ERP etc.

The proposed CRM has following modules

* Administration
* Customer Service
* Marketing
* Analytical Reports

**Administration**

The administration module keep track of users and roles in the entire system. Mainly the user in this CRM is classified as

* Super Admin
* Company Admins
* Branch Admins
* Customer Service Managers
* Customer Service Staffs
* Store Managers
* Marketing Managers
* Marketing Executives

In user management the administrator keep track of creation, deletion and assignation of different levels of users and roles at each levels. This modules also keep track of the customization of dashboards at different levels. The dashboard has various reports, charts, graphs etc. The assignation of different analytical reports is also done in this module.

**Customer Service**

This modules keep track of customer care and support. The main function of this module are.

* Case management
* Reports

**Case management**

The support is given by adding cases regarding any product of the company to the executives. The case can be added to the system by the executives through different media such as voice call, messages and email. The case is created by the bottom level executives and tracked by the top level officers. The case entity has different status based on the process in the system.



The case is based on the customer regarding any product that sold through any store outlet or branch. If cases cannot be solved at the registration time it will be assigned to particular persons or departments for further follow ups .Each department will check these cases based on priority and go through it.



Index page for particular departments, all cases will be listed here. From this page we can navigate to the case detail page.



Here we can see all details of customer and that particular case. Also all previous cases are listed here and we got all the information about those cases. For further details we can contact through phone, email or sms. Finally after closing the case we can change the status to its closing state and save it.