UC Name	*Customer Relationship Management (CRM)*
Summary	Managing interactions with customers to enhance their experience, provide personalized assistance, and foster long-term relationships.
Dependency	*Derived from Real-Time Inventory Management.*
Actors	Customers/Sales Representatives
Preconditions	- Real-Time Inventory Management system is active and accurately tracking inventory. - Centralized database of customer information, including contact details, purchase history, and preferences. - Defined communication channels established between the system and customers (e.g., email, live chat).

Description of the Main Sequence	**1. Customer Data Management:**
	  - The system maintains a centralized database of customer information, including contact details, purchase history, and preferences.
	  - Updates customer records with new interactions, purchases, or preferences.
	
	2. Customer Interaction:
	  - Customers interact with the system through various touchpoints such as the website, mobile app, or customer service channels.
	  - The system provides personalized assistance based on customer data and preferences.
	  - Sales representatives utilize customer profiles to offer tailored recommendations and assistance during the sales process.
	
	3. Customer Segmentation:
	  - The system segments customers based on various criteria such as demographics, purchase behavior, or engagement level.
	  - Segmentation enables targeted marketing campaigns, promotions, and communication strategies.
	
	4. Loyalty Programs:
	  - The system manages loyalty programs to reward repeat customers and encourage brand loyalty.
	  - Tracks customer loyalty points, rewards, and redemption activities.
	
	5. Follow-Up Communication:
	  - The system initiates follow-up communication with customers to gather feedback, address concerns, or offer post-purchase support.
	  - Utilizes communication channels such as email, SMS, or phone calls to stay engaged with customers.

Description of the Alternative Sequence	*1. Customer Data Inconsistency:* *- If inconsistencies are detected in customer data:* *- The system triggers data validation processes to reconcile discrepancies and ensure data accuracy.* *- Notifies administrators or managers to investigate and resolve data inconsistencies.*

Nonfunctional requirements	- Data Security: Ensure the security and confidentiality of customer data. - Personalization: Provide personalized experiences tailored to individual customer preferences. - Responsiveness: Ensure timely responses to customer inquiries and requests.
Postconditions	*Customer satisfaction is enhanced through personalized assistance, targeted communication, and effective resolution of inquiries or concerns, fostering long-term relationships and repeat business.*