New\_Insurance Ltd urgently requires a **telesales system** to enable **telesales staff** to quote for and sell a variety of motor insurance policies **via the phone**. This system is urgent since One\_Step\_ahead Ltd,  its main rivals in the field of motor insurance, launched a successful telesales service two months ago.

After a series of consultation meetings with interested parties within the organisation, the following list of requirements for the new system has been published:

|  |  |
| --- | --- |
| 1. Customer database – customer data entry, querying and updating | Must |
| 1. Quotation database – data entry, querying and updating of premiums | Must |
| 1. Quotation screens – enabling telesales staff to quote prices to customers | Must |
| 1. Phone acceptance of insurance policy (and ensuing processes) | Could |
| 1. Printing of insurance certificates and insurance schedules | Must |
| 1. Automatic printing of renewal reminders | Could |
| 1. Phone acceptance of renewals | Could |
| 1. Automatic printing of payment reminders | Could |
| 1. Phone acceptance of payment via credit/debit cards | Could |
| 1. Management reports detailing daily/weekly/monthly premium sales | Should |
| 1. Management reports detailing new customer business v. existing customer renewal | Should |
| 1. Management reports profiling customer type/motor vehicle type/type of insurance | Should |
| 1. Automatic back-up of database on a transaction-by-transaction basis | Must |
| 1. Telesales security system with graded access to system functionality | Must |

a. Prioritise the above requiements and identify the key stakeholder

requirements into one of the four categories.

b. Discuss which modelling techniques would you use to represent the above requirements for the understanding of the client.