**PROJECT TITLE:** CUSTOMER MANAGEMENT SYSTEM (CRM)

**GROUP MEMBERS:** 21F-9644, 21F-9323

**DESCRIPTION:**

**A job is a safe routine, but business is a risky adventure." - Amit Kalantri**

**USE CASE SPECIFICATIONS**

* LOGIN USER

| **SECTION** | **CONTENT** |
| --- | --- |
| **DESIGNATION** | UC101 |
| **NAME** | Login User |
| **AUTHORS** | Muhammad Adil |
| **PRIORITY** | High |
| **CRITICALITY** | Critical |
| **SOURCE** | System Requirement Document (SRD) |
| **RESPONSIBLE** | System developer |
| **DESCRIPTION** | This use case allows salesmen, analysts and the Admin to log into the CRM system securely. Users are required to provide their login credentials, which include a username, a password and a fingerprint. |
| **TRIGGER EVENT** | User has to get into system. |
| **ACTORS** | * Salesman * Analyst * Admin |
| **PRE-CONDITION** | The CRM system is installed and operational. |
| **POST-CONDITION** | The user is either successfully logged in to the system |
| **RESULT** | If authentication is successful, the user gains access to the CRM system. |
| **MAIN SCENARIO** | 1. The user accesses the CRM system's login interface. 2. The user provides their username. 3. The user enters their password. 4. The user gives the fingerprint using fingerprint scanner 5. The system verifies the provided credentials. 6. If the credentials are valid, the user is granted access to the CRM system. |
| **ALTERNATIVE SCENARIO** | No alternate scenario. |
| **EXCEPTION SCENARIOS** | * System fingerprint scanner is not scanning correctly. * System interface is not working. * System does not able to authenticate each of 3 ceredentials. |
| **QUALITIES** | **Security:** The login process must securely verify the user's identity.  **Usability:** The interface should be user-friendly, with clear error messages.  **Efficiency:** The system should handle login requests promptly.  **Auditability:** The system should log login attempts for security and audit purposes. |

* SCAN PRODUCT

| **SECTION** | **CONTENT** |
| --- | --- |
| **DESIGNATION** | UC102 |
| **NAME** | SCAN PRODUCT |
| **AUTHORS** | MUHAMMAD HUZAIFA SAQIB  HUZAIFA ARSHAD |
| **PRIORITY** | High |
| **CRITICALITY** | High |
| **SOURCE** | Salesman’s Interaction |
| **RESPONSIBLE** | Salesman |
| **DESCRIPTION** | This use case allows the saleman to scan products and add them to a customer's bill within the CRM system. Each scanned product is associated with its details, such as Barcode, name, price, and quantity. |
| **TRIGGER EVENT** | In order to make a customer’s bill. |
| **ACTORS** | * Salesman |
| **PRE-CONDITION** | Salesman is logged in and the CRM system is operational. |
| **POST-CONDITION** | The product details are added to the bill. |
| **RESULT** | The product is successfully added to the bill. |
| **MAIN SCENARIO** | 1. The salesman selects the "Scan Product" option within the CRM system. 2. The salesman selects the barcode scanning option. 3. The system activates the barcode scanner. 4. The salesman scans the product's barcode. 5. The system retrieves the product details, including name and price. 6. The salesman can add quantity manually if needed. 7. The system updates the bill with the product information, including the total amount due. |
| **ALTERNATIVE SCENARIO** | 2a. The salesman selects the manual entry option.  3a. The system shows the manual entry interface of bill creation.  4a. The salesman either selects or write the product details, including name and price. |
| **EXCEPTION SCENARIOS** | Barcode scanner or manual entry interface malfunctions. |
| **QUALITIES** | **Accuracy:** The system should accurately identify and record the scanned products to prevent errors in the customer's bill.  **Efficiency:** Scanning products should be quick and efficient, allowing for a seamless checkout process and reducing customer wait times.  **Ease of Use:** The scanning process should be user-friendly and require minimal training for store employees.  **Integration:** The system should seamlessly integrate with the inventory database to update stock levels in real-time.  **Error Handling:** The system should have mechanisms to handle common issues like product not scanning, incorrect barcodes, or items with missing barcodes.  **Security:** Ensure that scanned data is secure and that the system cannot be easily manipulated to record incorrect products. |

* MODIFY BILL

| **SECTION** | **CONTENT** |
| --- | --- |
| **DESIGNATION** | UC103 |
| **NAME** | MODIFY BILL |
| **AUTHORS** | MUHAMMAD HUZAIFA SAQIB  HUZAIFA ARSHAD |
| **PRIORITY** | Medium |
| **CRITICALITY** | Medium |
| **SOURCE** | Salesman’s Interaction |
| **RESPONSIBLE** | Salesman |
| **DESCRIPTION** | This use case allows the salesman to modify the bill just made which includes adding, removing, or adjusting items or their quantities. The modification is performed in response to customer requests or corrections. |
| **TRIGGER EVENT** | In response to customer requests or corrections. |
| **ACTORS** | * Salesman |
| **PRE-CONDITION** | A bill has been created, and the salesman is interacting with the customer. |
| **POST-CONDITION** | The bill is updated to reflect changes made during the modification. |
| **RESULT** | The customer's bill accurately reflects any changes requested by the customer. |
| **MAIN SCENARIO** | 1. The salesman accesses the existing bill within the CRM system. 2. The system displays the current bill, including the list of items, quantities, and prices. 3. The salesman makes the requested changes. 4. The system updates the bill to reflect the changes made. 5. The modified bill is presented to customer for review. |
| **ALTERNATIVE SCENARIO** | No alternate scenario. |
| **EXCEPTION SCENARIOS** | If there are technical issues or errors during the modification process. |
| **QUALITIES** | **Accuracy:** Any modifications to the customer's bill should be accurate and reflect the actual changes made during the transaction.  **Transparency:** Any changes made to the bill should be transparent to both the customer and the store employee, ensuring trust and clear communication.  **Efficiency:** The system should allow for quick adjustments to prevent delays in the checkout process.  **Error Handling:** Implement safeguards to prevent common errors or unauthorized modifications. |

* Checkout Customer

| **SECTION** | **CONTENT** |
| --- | --- |
| **DESIGNATION** | UC104 |
| **NAME** | Checkout Customer |
| **AUTHORS** | MUHAMMAD HUZAIFA SAQIB  HUZAIFA ARSHAD |
| **PRIORITY** | High |
| **CRITICALITY** | Critical |
| **SOURCE** | Salesman's Interaction |
| **RESPONSIBLE** | Salesman |
| **DESCRIPTION** | This use case allows the salesman to complete the customer's purchase, including processing payment via cash, card, or points, awarding points based on the purchase amount, and collecting customer’s information such as name, email, phone number, and address. |
| **TRIGGER EVENT** | The customer’s bill is finalized. |
| **ACTORS** | * Salesman |
| **PRE-CONDITION** | A modified bill has been reviewed and accepted by the customer. |
| **POST-CONDITION** | The customer's purchase is completed and receipt is printed. |
| **RESULT** | The customer's payment is processed, points are awarded, and customer information is gathered. |
| **MAIN SCENARIO** | 1. The customer can provide membership card if want to add points of purchase. 2. The salesman scans the card by a secure card reader. 3. The system calculates the points earned based on the total purchase amount and add to customer’s membership card. 4. The customer selects a payment method, which can be cash, card, or points.   a. If the payment method is "Cash":   * The customer provides the cash payment. * The salesman verifies the payment amount. * The system processes the cash payment.   b. If the payment method is "Card":   * The customer provides their card for payment. * The salesman processes the card payment through a secure card Reader. * The system verifies and authorizes the card transaction.   c. If the payment method is "Points":   * + - The customer provides membership card.     - The salesman scans the card by a secure card reader. * The system verifies and authorizes. * The system deducts the points based on bill amount.   6. The salesman enters the customer's name, email, phone number, and address onto bill.  7. The system stores or modify the customer’s information (if new) and a copy of bill.  8. The system then generates a receipt which is handed to the Customer. |
| **ALTERNATIVE SCENARIO** | The customer may choose an alternative payment method. |
| **EXCEPTION SCENARIOS** | Card reader is not working  Technical issues or errors during payment processing.  Errors during lead information entry |
| **QUALITIES** | * **Efficiency:** Making the checkout process as quick and hassle-free as possible. * **Payment Security:** Ensuring the security of payment transactions. * **Receipt Generation**: Generating a clear and accurate receipt for the customer. |

* CAPTURE LEADS:

| **SECTION** | **CONTENT** |
| --- | --- |
| **DESIGNATION** | UC105 |
| **NAME** | Capture leads |
| **AUTHORS** | MUHAMMAD HUZAIFA SAQIB  HUZAIFA ARSHAD |
| **PRIORITY** | Medium |
| **CRITICALITY** | Medium |
| **SOURCE** | Marketing Team |
| **RESPONSIBLE** | Analyst |
| **DESCRIPTION** | This use case collects and adds information, such as email addresses, phone numbers, and other details of potential customers who are not current customers. This information is crucial for future marketing and lead conversion efforts. |
| **TRIGGER EVENT** | Sales or Marketing teams initiate the lead capture process. |
| **ACTORS** | * Analyst |
| **PRE-CONDITION** | The CRM is login and operational. |
| **POST-CONDITION** | New leads' information is successfully captured and stored in the CRM system. |
| **RESULT** | The organization gains potential customers' contact details for future engagement and conversion efforts. |
| **MAIN SCENARIO** | 1. The analyst initiate the lead capture process through the CRM system. 2. The CRM system provides a form or interface for collecting lead information. 3. The analyst enter the details provided by potential customers, which may include:  * Email addresses * Phone numbers * Names * Interests * Other relevant information  1. The CRM stores all the data. |
| **ALTERNATIVE SCENARIO** | No alternate scenario. |
| **EXCEPTION SCENARIOS** | * CRM interface for collecting lead information is not working. * Technical errors in data entry of leads. |
| **QUALITIES** | **Data Accuracy:** Ensure that the captured lead information is accurate and free from errors, as this data will be used for marketing and sales activities.  **Efficiency:** The lead capture process should be quick and easy, allowing the marketing team to gather information without causing significant delays.  **Security:** Safeguard the collected lead data to maintain the privacy and trust of potential customers.  **Scalability:** Ensure that the lead capture process can scale to handle a growing number of leads without a decrease in performance.  **Accessibility:** Make sure that authorized team members can access and update lead information as needed.  **Auditability:** Keep a record of lead capture activities for auditing and analysis. |

* MANAGE DETAILS

| **SECTION** | **CONTENT** |
| --- | --- |
| **DESIGNATION** | UC106 |
| **NAME** | MANAGE DETAILS |
| **AUTHORS** | MUHAMMAD HUZAIFA SAQIB  HUZAIFA ARSHAD |
| **PRIORITY** | Medium |
| **CRITICALITY** | Critical |
| **SOURCE** | * Customer Service * Sales Team * Management |
| **RESPONSIBLE** | Analyst  Salesman  Admin |
| **DESCRIPTION** | This use case allows users to view and, if necessary, modify or delete the all (including tracking) details of both leads and customers. Deletion or modification can only be done by admin. It encompasses lead details such as name, email, interests, marketing funnel status, phone numbers, conversion status, email campaign history, gender details, and other relevant information. For customers, it includes their name, address, email, sales history, profit gained, membership card status, loyalty points, tracked interactions, sales details, and most purchased items. |
| **TRIGGER EVENT** | To check, modify or delete any record for marketing and sales purposes. |
| **ACTORS** | * Analyst * Salesman * Admin |
| **PRE-CONDITION** | The organization has a CRM system that stores lead and customer data. |
| **POST-CONDITION** | Lead and customer details are reviewed and, if necessary, updated or modified in the CRM system. |
| **RESULT** | The organization maintains accurate and up-to-date records of leads and customers. |
| **MAIN SCENARIO** | 1. The user opens the check records interface. 2. The user browse or initiate a search to retrieve lead or customer records. 3. The system displays the retrieved details. 4. The user can review the details for accuracy and relevance. 5. If necessary, modifications, updates or deletion are made to the details in the CRM system but only if the user is admin. 6. The system stores the updated information. |
| **ALTERNATIVE SCENARIO** | No alternate scenario. |
| **EXCEPTION SCENARIOS** | * Technical issues or errors in CRM’s database * Check records interface is not working. |
| **QUALITIES** |  |

* HANDLE CUSTOMER SUPPORT TICKET

| **SECTION** | **CONTENT** |
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| **DESIGNATION** | UC107 |
| **NAME** | Handle Customer Support Ticket |
| **AUTHORS** | MUHAMMAD HUZAIFA SAQIB  HUZAIFA ARSHAD |
| **PRIORITY** | Medium |
| **CRITICALITY** | Medium |
| **SOURCE** | * Customers |
| **RESPONSIBLE** | Salesman  Admin |
| **DESCRIPTION** | This use case allows customers to report issues, problems, or inquiries to the company. A ticket is generated in the CRM system with the help of a salesman to track and resolve the reported issue. The CRM system assigns a unique ticket number and records customer and salesman details, the problem description, and the initial status as "Unresolved." After resolution, the admin updates the ticket status to "Resolved." The salesman is informed of the resolution, and the customer is updated by the salesman via email or phone. |
| **TRIGGER EVENT** | Customer submits feedback, complaint, or inquiry. |
| **ACTORS** | * Salesman * Admin |
| **PRE-CONDITION** | A customer has reported an issue. |
| **POST-CONDITION** | * A ticket is created and tracked in the CRM system. * The ticket is resolved, and the status is updated. * Both the salesman and customer receive updates on the ticket resolution. |
| **RESULT** | The customer's complaint is recorded and sent to admin for resolution. The admin informs the salesman and salesman informs the customer about issue resolution. |
| **MAIN SCENARIO** | 1. The customer reports an issue to the salesman. 2. The salesman accesses the CRM system’s handling ticket interface. 3. The salesman initiates a support ticket. 4. The CRM system generates a unique ticket number. 5. The customer provides their name, ID. 6. The ticket then with all details like ticket no., customer name, Customer ID, Salesman Name, Salesman ID, Problem and status is visible to admin 7. Admins access the CRM system. 8. Admins review and resolve the ticket. 9. The admin updates the ticket status to "Resolved." 10. Admins provide a reply to the salesman regarding the resolution. 11. The salesman receives the admin's reply. 12. The salesman contacts the customer to communicate the resolution. 13. The ticket is closed. |
| **ALTERNATIVE SCENARIO** | No alternate scenario. |
| **EXCEPTION SCENARIOS** | * Ticket generation process may be delayed or interrupted. |
| **QUALITIES** | **Efficiency:** Quick ticket creation and resolution.  **Accuracy:** Correct recording of customer and salesman details.  **Transparency:** Clear communication of ticket status and resolution.  **Accountability:** Ticket history and status changes are logged for auditing. |

* VIEW INSIGHTS AND GENRATE REPORT

| **SECTION** | **CONTENT** |
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| **DESIGNATION** | UC108 |
| **NAME** | VIEW INSIGHTS AND GENERATE REPORT |
| **AUTHORS** | MUHAMMAD HUZAIFA SAQIB  HUZAIFA ARSHAD |
| **PRIORITY** | High |
| **CRITICALITY** | Critical |
| **SOURCE** | Admin |
| **RESPONSIBLE** | Admin |
| **DESCRIPTION** | This use case allows the admin to access insights and generate reports in the CRM system based on various business metrics. The reports can include data on profit, sales, product demand, tax paid, individual product sales, reviews, quantities sold, and information about product sources (retailers or factories). |
| **TRIGGER EVENT** | Admin wants to check its store’s position after every moth based on various business metrics. |
| **ACTORS** | Admin |
| **PRE-CONDITION** | Relevant sales and financial data, including profit, sales records, product details, tax information, and supplier data, are up-to-date in the system. |
| **POST-CONDITION** | The admin has reviewed insights or generated reports. |
| **RESULT** | Admin gains valuable business insights and obtains reports for decision-making and analysis. |
| **MAIN SCENARIO** | 1. The admin accesses the "View Insights OR Generate Reports" feature of the CRM.. 2. Then, the admin select the appropriate month 3. Then, the system the admin with the insights such as: 4. Profit made this month 5. Sales made this month 6. Most in-demand product 7. Least sold product 8. Tax paid 9. Individual product-wise sales, reviews, profit, quantity sold, product source details (retailer or factory) 10. The admin view the insights and can use generate report feature. 11. The system generates and displays the report. |
| **ALTERNATIVE SCENARIO** | No alternate scenario. |
| **EXCEPTION SCENARIOS** | * The system’s “View insights and generate reports” interface is not working. * Data discrepancies or missing information in the reports. * Issue with report generation or access |
| **QUALITIES** | **Efficiency:** The system should generate reports swiftly to provide real-time insights.  **Accuracy:** Reports should accurately reflect the financial and sales data.  **Comprehensiveness:** The reports should cover a wide range of data, including profit, sales, product performance, tax records, supplier information, and more.  **Customization:** Admins should be able to customize reports to focus on specific data points.  **Security:** Access to sensitive financial and supplier data should be restricted to authorized users.  **Ease of Use:** The system should be user-friendly, allowing admins to generate reports without extensive training.  **Auditability:** All report generation and access should be logged for auditing purposes. |

* MANAGE EMPLOYEES

| **SECTION** | **CONTENT** |
| --- | --- |
| **DESIGNATION** | UC109 |
| **NAME** | MANAGE EMPLOYEES |
| **AUTHORS** | MUHAMMAD HUZAIFA SAQIB  HUZAIFA ARSHAD |
| **PRIORITY** | High |
| **CRITICALITY** | Critical |
| **SOURCE** | Admin |
| **RESPONSIBLE** | Admin |
| **DESCRIPTION** | This use case allows the admin to manage employee records within the organization. Admins can add, modify, or delete employee records, which includes salesmen and analysts. Employee records store essential information such as their name, unique ID, salary management, position or status, joining date, attendance, customer satisfaction ratings, any complaints against them, and their CNIC (Computerized National Identity Card) number. Additionally, admins can provide email passwords to employees. Salary adjustments are made based on attendance and performance. |
| **TRIGGER EVENT** | * Admin wants to know about an employee record or want to modify it’s record. * To add another employee. |
| **ACTORS** | Admin |
| **PRE-CONDITION** | * Employee records are stored in the system. |
| **POST-CONDITION** | * Employee records are updated as needed. * Salary adjustments are made based on attendance and performance. * Email passwords are provided to employees as required. |
| **RESULT** | * Admin efficiently manages, updates and adds new employee records, ensuring accuracy and security, while also making salary adjustments based on performance and attendance. * Giving new Employees access to the system by giving them email and password. |
| **MAIN SCENARIO** | 1. The admin logs into the CRM system. 2. The admin selects the "Manage Employees" function. 3. The system displays employee records, including salesmen and analysts. 4. The admin can add a new employee by entering their details, including name, unique ID, position, joining date, and CNIC number. 5. The admin can modify existing employee records, updating information such as salary, attendance, customer satisfaction, and any complaints. 6. The admin can delete employee records if needed. 7. Admins provide email passwords to employees as required. 8. Salary adjustments are made based on attendance and performance metrics. |
| **ALTERNATIVE SCENARIO** | No alternate scenario. |
| **EXCEPTION SCENARIOS** | * The system’s “Manage Employees” interface is not working. * Employee records are incomplete. * Emails and passwords are not generating correctly. * Calculations like salary e.tc have errors. |
| **QUALITIES** | **Efficiency:** The system allows for efficient management of employee records.  **Accuracy:** Employee records are maintained accurately.  Customization: Admins can customize records as needed.  **Security:** Access to sensitive employee information is restricted to authorized users.  **Auditability**: All changes to employee records and salary adjustments are logged for auditing.  **User-Friendliness:** The system is designed to be user-friendly, allowing admins to manage employee records without extensive training. |

* MANAGE INVENTORY

| **SECTION** | **CONTENT** |
| --- | --- |
| **DESIGNATION** | UC110 |
| **NAME** | MANAGE INVENTORY |
| **AUTHORS** | MUHAMMAD HUZAIFA SAQIB  HUZAIFA ARSHAD |
| **PRIORITY** | High |
| **CRITICALITY** | Critical |
| **SOURCE** | Salesmen |
| **RESPONSIBLE** | Salesman |
| **DESCRIPTION** | This use case allows salesmen to manage the inventory of products in the CRM system. Salesmen can add new products, delete products, and modify the quantity of existing products. When adding a new product, they must provide the product's unique ID, name, barcode, quantity, shelf number, and additional details. |
| **TRIGGER EVENT** | * Some new products are to be added * Any previous product details need to be updated. * To manage products quantity. |
| **ACTORS** | Salesman |
| **PRE-CONDITION** | The CRM has a feature to store or manage details of products. |
| **POST-CONDITION** | Inventory records are updated based on the actions performed by the salesman. |
| **RESULT** | Salesmen can efficiently manage the product inventory, ensuring accurate records of product quantities and details. |
| **MAIN SCENARIO** | 1. The salesman logs in to the CRM system with appropriate permissions. 2. The salesman accesses the "Manage Inventory" feature. 3. The system provides options for inventory management, such as:  * Add New Product * Delete Existing Product * Modify Product Details   4a) If the salesman selects "Add New Product":   * The system prompts the salesman to enter the product's unique ID, name, barcode, quantity, shelf number, and additional details. * The system validates the information. * The new product is added to the inventory.   4b) If the salesman selects "Delete Existing Product":   * The system displays a list of existing products. * The salesman selects the product to be deleted. * The system confirms the deletion action. * The selected product is removed from the inventory.   4c) If the salesman selects "Modify Product Quantity":   * The system displays a list of existing products. * The salesman selects the product to be modified. * Then, the salesman select the detail needed to be modified. * The system prompts the salesman to enter the new detail for the selected product. * The system updates the product's detail in the inventory. |
| **ALTERNATIVE SCENARIO** | No alternate scenario. |
| **EXCEPTION SCENARIOS** | * The system’s “Manage Inventory” interface is not working. * Technical issues preventing the execution of inventory management actions. |
| **QUALITIES** | **Efficiency:** The system enables quick and accurate inventory management.  **Accuracy:** Inventory records reflect real-time product quantities.  **Transparency:** All inventory adjustments and changes are recorded for auditing.  **Customization:** Users can easily add, modify, or delete products based on current inventory needs.  **Security:** Access to inventory data is restricted to authorized users.  **Auditability:** All inventory-related actions and modifications are logged for tracking and auditing.  **User-Friendliness:** The system is designed to be user-friendly, allowing users to manage inventory with minimal training. |

* LAUNCH MARKETING CAMPAIGNS

| **SECTION** | **CONTENT** |
| --- | --- |
| **DESIGNATION** | UC111 |
| **NAME** | LAUNCH MARKETING CAMPAIGNS |
| **AUTHORS** | MUHAMMAD HUZAIFA SAQIB  HUZAIFA ARSHAD |
| **PRIORITY** | High |
| **CRITICALITY** | Critical |
| **SOURCE** | Analyst |
| **RESPONSIBLE** | Analyst |
| **DESCRIPTION** | This use case enables analysts to conduct marketing campaigns by sending product advertisements, including images or videos with information on discounts, packages, features, and prices. The marketing content is distributed via email to two primary groups: leads and customers.  **For Leads:**  Analysts send marketing emails to leads' email addresses.  Leads are categorized into different types, such as ToS, BoS, etc. The marketing content is tailored to these categories.  **For Customers:**  Analysts send marketing emails to customers' email addresses.  Marketing content is sent to all customers, with no categorization required. |
| **TRIGGER EVENT** | * Need to market and send ads to attract new Leads to make them Customers * Need to interact with current Customers for more sales |
| **ACTORS** | Analyst |
| **PRE-CONDITION** | Marketing content and email lists are prepared and available for distribution. |
| **POST-CONDITION** | * Marketing emails are sent to leads and customers. * Analysts have a record of sent emails and campaign success metrics. * The CRM system maintains logs of email distributions. |
| **RESULT** | Analysts successfully conduct marketing campaigns by sending tailored marketing emails to leads and all customers, with the CRM system tracking the email distributions and providing campaign success metrics. |
| **MAIN SCENARIO** | 1. The analyst logs into the CRM system. 2. The analyst selects the "Marketing Campaign" function. 3. The system presents options to send marketing content. 4. The analyst can choose to target leads or customers. 5. For leads, the analyst can further categorize recipients based on their types and customize marketing content accordingly. 6. For customers, the analyst sends marketing content to all customers. 7. Marketing emails are sent to the specified groups. 8. The CRM system logs email distributions, enabling the analyst to evaluate the effectiveness of the campaign. 9. The responses are tracked automatically or provided by analyst to store in CRM. |
| **ALTERNATIVE SCENARIO** | No alternate scenario. |
| **EXCEPTION SCENARIOS** | * The system’s “Launch Marketing Campaign interface is not working. * If the CRM system experiences technical issues, the marketing campaign may be temporarily delayed. * If the marketing content or email lists are incomplete or not available. |
| **QUALITIES** | **Efficiency:** The system enables analysts to efficiently send marketing content to leads and customers.  **Customization:** Analysts can tailor marketing content to different lead categories.  **Analytics:** The CRM system tracks and logs the email distributions, providing campaign success metrics.  **User-Friendliness:** The system is designed for ease of use, allowing analysts to initiate marketing campaigns with minimal training. |