Functional Specification: Client Onboarding & Support Optimization Initiative

1. Project Overview & Objectives

This project aims to streamline client onboarding and support workflows by integrating Salesforce, legacy core banking, and Zendesk systems, enabling real-time data synchronization, role-based access, and reduced support ticket volume by 30%. The initiative supports a 25% improvement in NPS through improved user satisfaction, data-driven decisions, and collaborative stakeholder engagement.

? Project Objective: Improve customer satisfaction by 25%, reduce support tickets by 30%, and ensure compliance with GDPR and PCI-DSS through secure, integrated, and role-based client onboarding and support systems.

2. Scope Boundaries:

The project focuses on integrating core systems, defining user roles with granular access controls, and optimizing onboarding and support processes to improve efficiency and customer satisfaction.

? In-Scope: ['Integration of Salesforce, legacy core banking system, and Zendesk for synchronized client data (e.g., account ID, status, interaction timestamps)', 'Implementation of role-based access control for Client Onboarding Specialists, Clients, and Client Support Agents', 'Development of real-time dashboards for tracking NPS and support ticket volume', 'Phased rollout with parallel testing and governance reviews every sprint', 'Compliance validation with GDPR and PCI-DSS, including data ownership and access policies']

? Out-of-Scope: ['Modification of the legacy core banking system?s underlying architecture', 'Development of new financial products or pricing models', 'Integration with external CRM platforms beyond Salesforce', 'Mobile application development for client self-service']

3. Current State (As-Is)

? Client data is manually entered and inconsistently updated across Salesforce, core banking, and Zendesk systems.

? Support tickets frequently arise due to outdated client information and lack of visibility into case history.

? Access to client data is not role-based, leading to potential compliance risks and inefficiencies.

? Onboarding delays occur due to data entry errors and system discrepancies.

? Support agents cannot view full case history, causing repeated client follow-ups.

? No real-time dashboards exist for tracking NPS or support ticket volume.

As-Is Process Flows

? Client Onboarding:

? Happy path:

? 1. Client submits application via web form

? 2. Onboarding Specialist manually enters data into Salesforce and core banking system

? 3. Support team accesses Zendesk using outdated client information

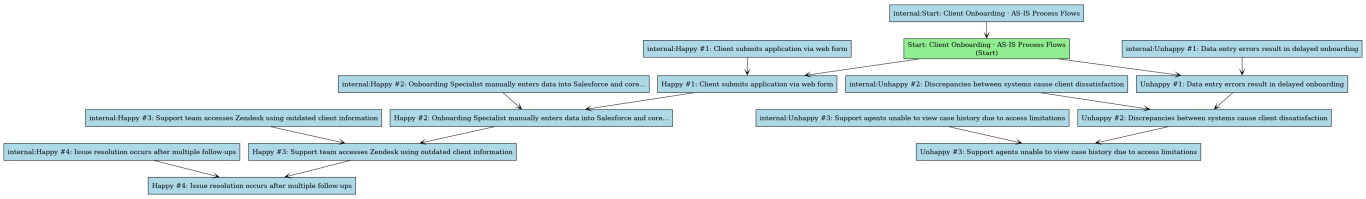
? 4. Issue resolution occurs after multiple follow-ups

? Unhappy path / exceptions:

? 1. Data entry errors result in delayed onboarding

? 2. Discrepancies between systems cause client dissatisfaction

? 3. Support agents unable to view case history due to access limitations



AS-IS Process Diagram

4. Future State (To-Be)

? Real-time synchronization of client data across Salesforce, core banking, and Zendesk with ?5-second latency

? Role-based access ensures Client Support Agents see case history without financial data, enforcing GDPR and PCI-DSS compliance

? Automated NPS tracking via post-engagement surveys with real-time dashboard updates every 5 minutes

? Phased rollout with biweekly governance reviews and sprint-level compliance validation to ensure alignment

? Support ticket volume reduced by 30% through accurate, up-to-date data and faster resolution times

? Client onboarding delays eliminated via automated data sync and conflict resolution using core banking as source of truth

Future Process Flows

? Client Onboarding & Support:

? Happy path:

? 1. Client submits application via web form

? 2. System auto-syncs account ID, status, and timestamps to Salesforce, core banking, and Zendesk in real time

? 3. Support Agent accesses case history via role-based access without financial data exposure

? 4. Issue resolved within SLA using current data, reducing repeat contacts

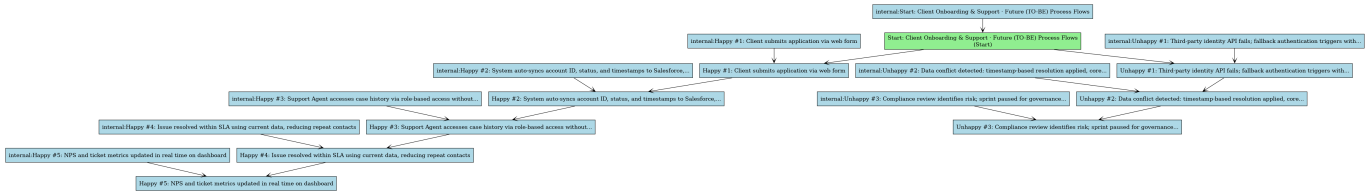
? 5. NPS and ticket metrics updated in real time on dashboard

? Unhappy path / exceptions:

? 1. Third-party identity API fails; fallback authentication triggers with manual review flag

? 2. Data conflict detected: timestamp-based resolution applied, core banking as source of truth

? 3. Compliance review identifies risk; sprint paused for governance session and approval



TO-BE Process Diagram

5. Stakeholders & Personas

? Client Onboarding Specialist: Responsible for managing client applications and data entry; requires access to full client data and system configuration tools

? Client: End user who submits onboarding applications and receives support; requires self-service access and real-time updates

? Client Support Agent: Resolves support tickets using case history and workflow status; limited to non-financial data and role-based access

6. Functional Requirements Overview

The system enables real-time synchronization of client data across Salesforce, core banking, and Zendesk. Role-based access ensures compliance, while automated workflows reduce manual effort and support ticket volume. Real-time dashboards track NPS and ticket metrics to support data-driven decisions.

7. Non-Functional Requirements

? System must maintain GDPR and PCI-DSS compliance at all times

? Data synchronization latency must not exceed 5 seconds

? Role-based access controls must be enforced at the API and UI level

? System must support 10,000 concurrent users during peak load

? All data changes must be logged and auditable

8. Assumptions

? Third-party identity verification API will remain stable and available

? Compliance team will be available for bi-weekly governance reviews

? Legacy system APIs will support the required data fields and sync frequency

? Stakeholders will participate in sprint reviews as scheduled

? Client Support Agents will be trained on the new system before go-live

9. Risks

? Third-party API failure may delay onboarding; mitigated by pre-qualified backup providers

? Data conflict resolution may introduce delays; mitigated by timestamp-based priority with core banking as source of truth

? Compliance review delays may impact sprint timelines; mitigated by scheduled alignment sessions

? Legacy system instability may affect data sync; mitigated by phased rollout and parallel testing

? User resistance to new workflows may impact adoption; mitigated by inclusive stakeholder involvement and training

10. Open Issues

? Final approval process for data flow changes not yet defined

? Specific fallback authentication method for identity verification not yet selected

? Long-term scalability of the integration layer under high load remains unverified

? Client self-service portal features not yet prioritized in roadmap

11. Functional Requirements

Functional Requirements

FR-1

Description: The system must synchronize client status, account ID, and interaction timestamps between Salesforce, the legacy core banking system, and Zendesk in real time.

Business Rules / Data Dependency: Data conflicts are resolved using a timestamp-based priority rule, with the core banking system as the source of truth.

FR-2

Description: Client Support Agents must be able to view case history and workflow status in Zendesk but must not have access to financial data.

Business Rules / Data Dependency: Access is enforced through role-based permissions defined in the

identity management system.

FR-3

Description: The system must generate real-time dashboards showing NPS and support ticket volume, updated every 5 minutes.

Business Rules / Data Dependency: Data is pulled from Salesforce and Zendesk via secure, authenticated API calls.

FR-4

Description: The system must log all data changes and user actions for audit and compliance purposes.

Business Rules / Data Dependency: Logs must be retained for at least 7 years and be accessible to authorized compliance personnel.

FR-5

Description: The system must validate client identity using a third-party identity verification API before onboarding completion.

Business Rules / Data Dependency: If the API fails, a fallback authentication method must be triggered, and the case must be flagged for manual review.

FR-6

Description: All data synchronization must be governed by cross-functional compliance reviews held every sprint.

Business Rules / Data Dependency: No change to data flow or access policy may be implemented without approval from the Project Steering Committee.

FR-7

Description: The system must support phased rollout with parallel testing to minimize disruption to core operations.

Business Rules / Data Dependency: Each phase must pass a compliance and performance validation before proceeding to the next.