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| Use Case ID | UC:1 |
| User Story | As a customer, I want to be able to speak with a relationship manager despite the busy times. |
| Goal | Reduce the wait times when customer contacts the relationship manager. |
| Priority | High |
| Actors | Primary- Customers  Secondary- Relationship managers |
| Pre-Conditions | Customers would have had to wait until the next relationship manager is available. Even the customers who have purchased a product and are calling for an enquiry are placed in line with customers who are learning about different packages. |
| Post-Conditions | Customers are assignment to relationship managers according to a priority list. This speeds up the wait time and hence improving customer service. |
| Trigger | The travel company launches this automatic branch exchange system. A skill score is introduced to measure the likelihood of purchase by a given customer. |
| Main Flow | 1. The customer calls the travel company for the first time. 2. There is a wait time before being connected to the RM 3. After the call, the automatic system calculated a skill score based on the RM’s previous call duration and profile. 4. A score from 1-10 is calculated determining the likelihood to purchase a product is given to a customer according to a preloaded criterion. 5. Customers who repeat calls are given a high score. 6. Customers with higher score are marked as higher priority and served first. |
| Exceptions | 1. If the customer who had a higher score fails to make a purchase or is taking significantly longer in the call, their score will be deducted. 2. If a RM is receiving only customers with a much lower score it indicates that RM’s skills are below expectations. 3. There might be a delay during the times when some RM’s are only going to focus on outbound call list. |
| Includes/Extends/Inherits | Includes:   * The customers answer a preloaded questionnaire.   Includes:  -  - Enter Registration Details includes Entering Payment Details  - Review Security Check includes Send Verification Documents  Extends:  - Perform Security Check extends to Review Security Check  - Upload Identification Documents extends to Send Verification Documents  Inherits:  - Enter Payment Details inherits Enter Credit Card |
| Supporting Information | Customer service management centre has its own private automatic branch exchange to route the calls. |
| Non-functional Requirements | Call routing should not take more than 1 minute to connect. |

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| Use Case ID | UC:2 |
| User Story | As a customer, I want the relationship manager to have a record of my previous conversation with the company, so I do not have to repeat my needs or concerns. |
| Goal | To increase quality of customer service and make efficient calls. |
| Priority | High |
| Actors | Primary- Customers  Secondary- Relationship managers |
| Pre-Conditions | Customers are called by the relationship managers and are asked repetitive question. They are unaware that another RM has already contacted this customer and have asked the few standard questions. |
| Post-Conditions | Customers are called by the relationship manager who continuous the call from what has happened previously. |
| Trigger | The company’s outbound calls develop a target list system that retrieves customer details from a database. |
| Main Flow | 1. The customer is called by the Relationship manager. 2. The RM is provided with guidelines and script to help in providing improved customer service. 3. The customer is asked questions that continuous from their previous conversation. |
| Exceptions | * If the customer is called for the first time, then the standard questions will be asked but that conversation will be recorded * If the customer wants to enquire about another package, then the conversation will start from the beginning. |
| Includes/Extends/Inherits | Includes:  Includes:  - Enter Registration Details includes Entering Payment Details  - Review Security Check includes Send Verification Documents  Extends:  - Perform Security Check extends to Review Security Check  - Upload Identification Documents extends to Send Verification Documents  Inherits:  - Enter Payment Details inherits Enter Credit Card |
| Supporting Information | The Relationship managers will have a list such as “potential customer, product proposed etc” |
| Non-functional Requirements | The outbound call should no longer be than 5 minutes. |