

ERD Assumptions:

- this is a UK retail store, every price and amount is in pounds.
- the feedback is in the form of close-ended questions, in order to keep it structured to a minimum
- every transaction will have only one feedback (max)
- order is only through online store
- a Department is an HR term that represents a team of employees responsible for specific customer needs/situations (ex: deliveries, client satisfaction, after-sales support department, returns)
- all client requests are assigned to the same employee. In case of contract termination or long illness, the client request is transferred to another employee in the same department.
- all client requests have to be handled within 10 working days. Passed this limit, if the request is still *pending*, the status changes to *urgent*.
- if a client is unhappy with a product he can ask for return, refund or exchange through official request.
- if a client is unhappy with the customer service for a reason other than the product, it falls under the category of customerFeedback; a specific department handles this kind of feedback (Remediation department)
- in case of a refund request, the company first offers a voucher for the equivalent price. If the client refuses the voucher, then the refund is sent through bank transfer.
- if a client changes his mind about an initial request, he needs to create a new request with the adequate requestType.
- return will be accepted within 14 working days after the purchase (transaction date).

feedbackType(complaint, satisfaction survey, after-sale, request dealing, satisfaction rating)

feedbackStatus(received, processed, reported, no action needed, expired)

shoppingExperience(online, on-site)

communicationChannel(email, text message, website, phone)

requestType (return, refund, exchange)

requestStatus(opened, in progress, closed, urgent)

paymentMethod(credit card, cash, gift card, voucher)

department(deliveries, client satisfaction, after-sales support department, returns, remediation)