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1. ADMINISTRATORS INTERFACE

1.1 REGISTRATION

- Login by provided credentials
    - Email Address
    - Password
- Create Profile on first Login by providing
    - Profile Picture
    - Name
    - Pseudo Name
    - Contact No.
    - Skype ID
    - Shift Time
    - Email Signature
- Update Profile by providing
    - Profile Picture
    - Name
    - Pseudo Name
    - Contact No.
    - Skype ID
    - Shift Time
    - Email Signature
- Change Password by providing
    - Existing Password
    - New Password
    - Confirm New Password
- Reset Password by providing
    - Registered Email Address
        - Users will get an email containing One-Time Password (OTP) which will be used to login with Email Address.
        - Login by OTP, users will be redirected to Change Password page to change the Password where OTP will be used as Existing Password.

1.2 DEPARTMENTS

- Create Departments by providing
    - Code
    - Name
        - Create Designations by providing

- Name
- Access Rights

- View Designations
  - Name
  - Access Rights
- Update Designations by providing
  - Name
  - Access Rights

- View Departments
  - Code
  - Name
- Update Departments by providing
  - Code
  - Name

1.3 USERS

- Create Users by providing
  - Department
  - Designation
  - Email Address
- View Users
  - Profile Picture
  - Name
  - Pseudo Name
  - Email Address
  - Contact No.
  - Skype ID
  - Shift Time (09:00AM – 06:00PM)
  - Email Signature
  - Department
  - Designation
- Update Users by providing
  - Profile Picture
  - Name
  - Pseudo Name
  - Contact No.
  - Skype ID
  - Shift Time

    - Email Signature
    - Department
    - Designation
- Restrict their access.

1.4 UNITS & BRANDS

- Create Units by providing
    - Name
    - Sales Department
    - Support Department
        - Create Brands by providing
            - Logo
            - Name
                - Insert/View/Update PPC Campaign References
                - Insert/View/Update PPC Lead References
                - Insert/View/Update Sign Up Lead References
                - Insert/View/Update Social Media Lead References
                - Insert/View/Update SEO Lead References
        - View Brands
            - Logo
            - Name
        - Update Brands by providing
            - Logo
            - Name
- View Units
    - Name
    - Sales Department
    - Support Department
- Update Units by providing
    - Name
    - Sales Department
    - Support Department

1.5 PPC

- Create PPC Transactions by providing following parameters or by uploading CSV file in a defined format
    - Date
    - Campaign Reference

- Impressions
- Clicks
- CTR
- Average CPC
- Average Position
- CPL (calculated by Captured Leads)
- Cost

- View PPC Transactions
  - Date
  - Campaign Reference
  - Impressions
  - Clicks
  - CTR
  - Average CPC
  - Average Position
  - CPL (calculated by Captured Leads)
  - Cost
- Update PPC Transactions by providing
  - Date
  - Campaign Reference
  - Impressions
  - Clicks
  - CTR
  - Average CPC
  - Average Position
  - CPL (calculated by Captured Leads)
  - Cost

1.6 LEADS

- Create Leads by providing following parameters or by fetching from Zopim or by capturing Sign Up Form.
  - Brand
  - Name
  - Contact No.
  - Email
    - Create Associates by providing
      - Name
      - Contact No.

                - Email Address
                - Postal Address
            - View Associates
                - Name
                - Contact No.
                - Email Address
                - Postal Address
            - Update Associates by providing
                - Name
                - Contact No.
                - Email Address
                - Postal Address
            - Delete Associates
            - Create Follow Ups by selecting and providing one of the group and their parameters
                - Call
                    - Date
                    - Inbound or Outbound
                    - Recording File
                - SMS
                    - Date
                    - Complete communication with sender/receiver references in text form for the selected date only.
                - WhatsApp
                    - Date
                    - Complete communication with sender/receiver references in text form for the selected date only.
                - Email
                    - Date
                    - Received or Sent
                    - Current body only. (Don't included replies)
            - View Follow Ups of a specific Lead in achronological order.
            - Update Follow Ups either in respective or irrespective group.
            - Delete the Follow Ups.
            - *Chat communication will be fetched from Zopim by system and incorporated with respected leads.*
- View Leads
    - Date

- Brand
- Source
- Agent
- Name
- Contact No.
- Email
- Type (Valid, Incomplete or Invalid)
- Status (Not In Connection, Connecting and Talking, Quote Given, Lost)
- Tags
- Follow Up Date

- Update Leads by providing
    - Date
    - Brand
    - Source
    - Agent
    - Name
    - Contact No.
    - Email
    - Type (Valid, Incomplete or Invalid)
    - Status (Not In Connection, Connecting and Talking, Quote Given, Lost)
    - Tags
    - Follow Up Date