Software Solution

American Video Game Company

Customer Relationship Management System

A customer relationship solution overview

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A. INTRODUCTION

American Video Game Company (AVGC) is currently need a new Customer Relationship Management (CRM) system to meet the business rapidly growth. In the proposal, we do other the client needs, outline the goals and objective for the future, plan design, and explain starting plan.

A.1. Purpose statement

The Customer Relationship Management (CRM) system is purpose of better manages relationships between customers and sales at AVGC in order to help sales growth.

A.2. Overview of the problem

American Video Game Company's sales have been up by 47% in the past two years and still keep growing. The existing CRM's system is off scale. A new scalable CRM's system solution is critical need now. The new CRM's system for American Video Game Company should cover following requirement: sales, reporting, manager etc, activity manager etc, Customer tracking and sales managers etc, and optimized dashboard for easier to navigate.

A.3. Goals and objectives

Search for new CRM's system is an ideal solution that enhance capacity and functionality, our develop team focuses on functionality of retrieving data and combine data from the existing database and the new system data base, and ability of generate reports with optimized data review in multiple formats. In the customer interface engineers are serious, we created an easier to use feature within the Customer Tracking Panel. It focuses on enhanced data entering, reporting, and trouble process in step by step. While tracking a step of the entire action activities, sales of AVGC can browse through object problems of the customers' concerns, review sales data, and follow up reminders at their ease time. Additionally, staffs can also browsing potential business opportunities, and allow staff to generate tickets from the ticket system when even the customer account.

A.4. Prerequisites

Here are prerequisites will be expand.

#	Prerequisite	Description	Risk
1	Name	Clear and short. The product name, goals, process and workflow are clearly	[illegible]
2	Obtained Approval	This CRM has been approved and is approved by the Chief or Control Board	[illegible]
3	Obtained Budget	The budget for CRM has been properly allocated	[illegible]
4	Database Backup	Sample or backup of existing business data and secure data before taking any action to implement a	[illegible]

A.5. Scope

The proposed system will cover:

- User requirements
- Software compatibility
- Technical details
- Software solution
- Design
- Environment
- Testing cases

The proposed system will not cover:

- Non-functional
- Code system

A.6. Environment

The CRM's system is built on a cloud platform and must be compatible with all web browser applications. The web browsers included: latest Chrome and Chromium, latest Firefox, 14.9 and above, Safari 9.0, mobile Safari 11, iOS 7 Safari, iOS 7 third Party Browsers (Chrome and Firefox), Android 4.0 Chrome. The system will be boot-strapped with a highly configurable list for methods and exposition.

B. REQUIREMENTS

The American Video Game Company solution identifies and addresses five distinct requirements, and they fall off each following categories: where influences requirements, User requirements, functional requirements and non functional requirements.

B.1. Business Requirements

The primary high-level goal of this project is to provide CRM's software that is adaptable and can sustain each future growth. At the time of the proposal, American Video Game Company has 2,000 and employees and it does flow 500 of these employees are active users during peak times. Furthermore, the American Video Game Company's active CRM's system that can measure with their continuing development. They have greater than before these sales by 47% over the past two years and in new sales tracking's system must be implemented. The tracking structure need to all the divided data's are available and synthesis then hooked on a complicated setting. As well, the legacy CRM must take as a set of gears for account board, client board, and data board. To sum up, the system is mandatory to have a welcoming good brand's system displayed intend. Below you will find a more complete outline of each key's set of requirements.

To sum up, five distinct requirements are:

1) Sales Tracking
2) Reporting
3) Contact Management
4) Ticketing System
5) Data Types

B.2. User Requirements

Sales Tracking

Activity Management—Visits and Meetings

The CRM's system will be a central repository for field all data on visits and meetings to/with stakeholders by any/all members of the company.

The following high-level requirements apply.

- The system will have one-way or two-way communication between the CRM and MS Exchange/Outlook.
- The system will have ticket system functionality with an effective workflow to cover any interactions with the contact, email also included in audit trail.
- The system will effectively report and re-report data and will include appropriate validation with means at risk.

Reporting

The new CRM should be capable of delivering both pre-defined and custom reports on all the data within the system. The reporting capability shall have a user interface that will allow for filtering, formatting, sorting, and exporting of data.
The following reporting capabilities are required.

- Detailed and higher level reporting capabilities, including dashboards and executive-level summary reports.
- Clicking through the data that is displayed.
- User access to data that is relevant for the user's department or function.
- Saving reports for future access.
- Saving and reserve filters so that individual users can tailor reporting.
- Historical data reporting.

Contact Management

Users will be categorized as varying types of business and endeavor. They each have a different set of terms and conditions regarding how they may or may not be contacted. There are also specific requirements as how the details may be saved.
Additionally, users will be able to manage their own contact settings, such as contact and marketing preferences, both at time of sign-up and during contact from a member of the company's team.

The following rules and requirements apply.

- Businesses should exist as a single-owner entity, with capabilities to detect duplication at time of entry.
- Multiple contacts can be assigned to one or more businesses and to different sub-companies.
- Contacts can exist as one or a number, potentially specific to a particular business or office.
- Contacts will not exist between businesses, offices, or roles.
- Contacts shall be categorically typed.
- Workflow and approval requirements are verified when creating or editing businesses and/or contact information.

- Partial entries are acceptable, but a new business should be included or flagging the entries so that they can be dealt with appropriately.
- During calls, users can tag requests to existing businesses and contacts, and/or a new business or contact can be created.

B.3. Functional Requirements

Ticketing System

The ticketing system allows entry and tracking of every communication and inquiry for contacts. The system must include called, the reason for the call, follow up, ordering relevant details, such as to or from and the unique, and all email replies shall be picked up by the system. The data base must support the information required to facilitate the workflow and such reminders as audit trail.

- Able to log in and enter the call details
- View the caller history and records
- Request, review and accept a quote, converting the quote into an actual order.
- Track and fulfill orders via the ordering phase
- Promptly accept and enter order into phase
- Review and respond to quotes
- Accept by the customer and place order

B.4. Non functional Requirements

Data Types

There are several data types that are required to be handled by the system. The list below is a categorization of data types, but it is a preliminary, high-level set. It will be required that a thorough and comprehensive review be conducted with the vendor that is awarded the contract to ensure all data types and details are identified.

- Stakeholders. This is anyone the company interacts with, which can be an individual, organization, and/or business.
- Businesses. This refers to the organizations that are engaged by the company within the industry. It may include partners, sales outlets, distributors, and marketing and sales personnel. Business entities will include [illegible] phone number(s), and other relevant information.
- Contacts. The company is wide-reaching, it can be any individual at the GMC. It may be first contact or later, depending on the individual.

The database will need to be scalable for business growth, which translates to data growth. The proposal must demonstrate how new fields and relationships can be created and to allow the growth and deliver reporting capabilities accordingly when need arrives/performance.

C. Software Development Methodology

The company has elected the waterfall software development methodology for the project.

Full Comparison - Agile vs. Scrum vs. Waterfall Methodology
Source: (Rydine, 2021)

C.1. Advantages of the Waterfall Method

- Relaxed on groups following an order of phases.
- Never moving forward until the prior phase has been finished.
- Deliverables are easy to defend from the beginning.

C.2. Disadvantages of the Waterfall Method

- Difficult and known bugs have can potentially disrupt the project deliverable timeline
- Instituted on small projects size
- Hard on users for being an outdated model lately when the project ongoing.

C.3. Advantages of (A Different Method)

- Confused style
- Adaptability
- Changes are more straightforwardly applied
- Customer/stakeholder participation

C.4. Disadvantages of (A Different Method)

- Greater cost, usually at times actually alongside time
- Great levels of communication
- The client does not necessarily to get involve.

C.5. Best Suited

Agile and Waterfall methodologies both have advantages and disadvantages, and both are feasible to a software development team. A given methodology had their requirements of unknown and stop-till depth analysis that hold us to choose Agile, but waterfall methodology we can give a clear timeline and keep costs affordable. Our developer team will develop, test and display all deliverables on hourly whether the American Video Game Company's key business goals are met. After analysis both Agile and Waterfall methodologies, our team trusts the waterfall methodology because it best fits for the project to developing an application.

Although Agile is more commonly used, but we still decided go with the Waterfall's reason is best because it has more popular based on the project type, the Customer Relationship Management system of American Video Game Company.

The solution will be boot-strapped with a highly configurable list for reviews review and entertaining.

D. DESIGN

The design will consist of a professional grade flexible dashboard layout, boot-strapped with a customizable list that are data driven, admin and easy to use enterprise with easy navigation.

D.1. Flowchart

Software Engineering – C188
Start
Login
Logout
Profile
Dashboard
Customer Tracking
Reports
Forecasts
Contact Management
Ticketing System
Data Types
Process
Process
Process
Process
Process
Process
Customer Tracking Process
Contact Management Process
Ticketing System Process
Data Types Process
Reports
Forecasts
Sales Tracking Process
Reporting Process
Contact Management Process
Ticketing System Process
Data Types Process