



# Customer Relationship Management

## **Software Requirement Specification (SRS) Document**

Sprint 2

### **Implementation**

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# INTRODUCTION

The introduction of the software requirement specification provides an overview of the entire software. CUSTOMER RELATIONSHIP MANAGEMENT is a widely-implemented strategy for managing a company's interactions with customers, clients and sales prospects. It involves using technology to organize, automate, and synchronize business processes and sales activities, but also those for marketing, customer service, and technical support. This system is virtual so anybody can use this system because this system does not require any physical offices or environment. Owner can communicate and provide services through this system, and also client can access and track his status and his project status as well as getting further information about the projects and new systems.

## 1.1 Purpose

The purpose of this document is to show the requirements for the Customer Relationship Management, which can be useful for Relationship manager to manage customer data & customer requests, complaints & demos.

## 1.2 Objective

- To simplify marketing and sales process
- To make call centers more efficient
- To provide better customer service
- To provide faster demo service.
- To maintain good relationship with customer.
- To manage customer data
- Attracting present and new customers

- Acquiring new Customers
- Serving the customers
- Retaining the customers

### **1.3 Intended Audience**

This document is intended to be used by manager and customers.

### **1.4 Intended Use**

- Development Team
- Maintenance Team
- Manager

Since this a general-Purpose Software any one can access it.

### **1.5 Scope**

The focus of this application is on creating value for the customer and the company over long term. This application can be very helpful to Manager for filing service request or service complaints or demo requests. Also, this application is useful for manager to manage the customer data like customer Name, Customer ID, Address & phone. The manager can also look after service request or service complaints or demo requests by the customers.

## OVERALL DESCRIPTION

It is customer relationship management application used by customer relationship manager to manage the customer data and the requests provided by the customers. With this application, the manager can add, update or delete the data of the customers. The manager can create a new request or update any existing request of customers. The request can be a service request, complaint or a demo request about a product. The manager will take the details regarding the request and update it in the application. Also, the application can generate reports like demos scheduled on a given date, number of service calls closed last month, complaints not addressed. This application can be helpful to address customer requests and build a healthy relationship between company and its customers.

### 2.1 Assumptions and Dependency

- System should have Ubuntu Linux installed.
- System should have either 4GB or more RAM.
- The service is used preferably on a desktop or laptop.

# SYSTEM FEATURES AND REQUIREMENTS

## 3.1 Functionality

### 3.1.1 Main Menu

**3.1.1 CR\_01-> Main\_Menu:** It is the main menu of the application which allows manager to choose the option he has to work on like manage customer, manage requests, generate reports, or exit the application.

### 3.1.2 Manage Customer

- **3.1.2 CR\_02-> Manage\_Customer:** It allows manager to manage the details of a customer in the database.
- **3.1.2.1 CR\_02-> Add\_Cutomer:** It allows manager to add customer details like customer id, customer Name, Phone, Address, etc.
- **3.1.2.2 CR\_02-> Update\_Cutomer :** It allows manager to update details of the customer which are store in database.
- **3.1.2.3 CR\_02-> Delete\_Cutomer :** It allows manager to delete the customer details if required.

### 3.1.3 Create Request

**3.1.3 CR\_03-> Create\_Request:** This function will create a new request for a particular customer. It will maintain Request ID, Request date, Customer ID, description and status regarding a request.

### 3.1.4 Manage Request

- **3.1.4 CR\_04-> Manage\_Request:** As the name suggests, this function will manage the requests of the customer i.e., add or update the requests.
- **3.1.4.1 CR\_04-> Add\_Service\_Request:** The function will file a new service request for a customer regarding a product. It will take details for product name, product purchased date, AMC date, AMC duration.
- **3.1.4.2 CR\_04-> Update\_Service\_Request:** It will update the details regarding an existing service request.
- **3.1.4.3 CR\_04-> Add\_Complaint:** The function will file a new complaint for a customer. It will take details for product category, sub-category, description.
- **3.1.4.4 CR\_04-> Update\_Complaint:** It will update the details regarding an existing complaint.
- **3.1.4.5 CR\_04-> Add\_Demo\_Request:** This function will create a new demo request for a customer. It will take details for demo date, address, time.
- **3.1.4.6 CR\_04-> Update\_Demo\_Request:** It will update the details of an existing demo request.

### 3.1.5 Generate Reports

**3.1.5 CR\_05-> Generate\_Reports:** This function is used to generate reports of Demo scheduled on given date, No. Of complaints not address as a given date, list of the service calls are closed for given customer and closed in last month.

### 3.1.6 Display Total Requests

**3.1.6 CR\_06-> Display\_Total\_Request:** This function will display the total service request, total demos & total complaints from the data base.

### 3.1.7 Validation

- **3.1.7 CR\_07-> Validation():** This Function will take care that only valid data should be stored the in the data base.
- **3.1.7.1 CR\_07-> Date\_Validation():** This function will validate the dates entered in the application before storing the dates in the data base.
- **3.1.7.2 CR\_07-> File\_Validation():** This function will validate the all the lines entered by manager before storing it in the data base.

### 3.1.8 Store Invalid Entries

**3.1.8 CR\_08-> Store\_Invalid\_Entries():** This function will show the invalid entries entered by the manager in a separate file. These Invalid entries can be viewed in reports folder.

## 3.2 Technical Requirements

- OOPs Concept
- CPP File Handling
- CPP Language
- Exception Handling
- STL Library
- System Programming



### 3.3 Non-Functional Requirements

- CPP Unit to automate unit testing
- UML Diagrams
- HLD,LLD
- Valgrind to detect memory leak
- Make file
- Multi file multi directory solution with two step compilation process.

### 3.4 System Features

- Supportability: The system can be started and stopped from the command line..
- Design Constraints: The system is built using only CPP language.
- Usability: The Customer Relationship Management application is easy to use.
- Reliability & Availability: The system is available 24/7 that is whenever the user would like to use the system, they can use it up to its functionalities.
- Performance: The system will work smoothly and efficiently on the user's terminal.