Waterfall Deliverables – Part -1/2

Waterfall Model Documents

Document 1- Business case document template

- **Why is this project initiated?**

The old banking system is outdated and doesn't meet the needs of the stakeholders involved. This leads to difficulties in managing financial information, delays in processing applications, and overall inefficiency in the processing.

The business case document explains why the project is necessary. It contains information like the author, version, project name, and ID. A RACI chart, modifications, and approvals should all be present in the document. It begins with an introduction that discusses the goals and objectives of the firm. In addition, it covers the project's history, scope (including both in- and out-of-scope functionalities), assumptions, limitations, and hazards. A business process overview that describes the current system (AS-IS) and suggested recommendations (TO-BE) for resolving issues is provided as the document's conclusion.

- **What are the current problems?**

Today's financial organizations and institutions need technologies with complete functions to bridge the gap between business workflow and customers. That's where the CRM system comes into play. Here are some points that can be good justifications for implementing a banking CRM-

1. The need to build loyal relationships with clients
2. The need to retain existing clients and ease the on boarding of the new ones
3. The need to keep all customers' info in one place
4. The need to automate financial processes and workflow
5. The need to drive new business opportunities by expanding the customer base

- **With this project how many problems could be solved?**

The purpose of this project is to analyse, select, and implement a new banking CRM system for it streamlines key financial processes and workflows such as account on boarding, portfolio modelling and claims processing, provides closer integration with financial accounts and offers easy access to all data. Not only does it help banks serve customers bearer, but they can also provide a more personalized journey for their customers.

The goal is to improve the records availability and accessibility of information, collateral, forms, and documents related to the financial and non-financial process. Additionally, the project aims to reduce system, and system responses, leading to a more streamlined and efficient banking process.

- **What are the resources required?**

1. **Peopleti** Project team members from the Banking community and the IT department
2. a) 1 Business analyst (BA)
   b) 1 Project manager (PM)
   c) 1 UI/UX designer
   d) 2 Front-end engineers
   e) 2 Quality assurance engineers (QA)
   f) 2 Testing engineers
   g) 1 Android and 1 IOS I engineer

- **How much organizational change is required to adopt this technology?**
  The current solution has been in place for several years, and users are accustomed to its functionality. There may be resistance to change and a learning curve associated with adopting the new system. Justifying the investment in terms of ease of use, quality of information, speed of Accessibility, and ease of support and maintenance may be challenging. It is important to quantify improvements in system utilization and demonstrate the benefits to management.

- **Time frame to recover ROI?**

1. **Time**-The implementation of the new system is expected to be completed within months.
2. **Budget-**The budget for the project should not exceed Rs. 50000000 and should cover hardware, software, training, and services.
3. **Other-**Additional resources may be required for third-party software evaluation, site visits, and Dataquest reports, with a budget not exceeding Rs. 5000000

- **How to identify Stakeholders?**
  To make the CRM implementation happen, the project team will need to follow the waterfall model phases diligently. The key deliverables would include a detailed requirements Document, system design specifications, a fully functional CRM system, comprehensive test Cases, and user documentation. Success criteria could include meeting project milestones, achieving a high user adoption rate, improved sales productivity, increased customer satisfaction, and positive feedback from stakeholders.

  There has to be a significant effort toward identifying project stakeholders early on. This involves prioritizing stakeholders according to their vested interests in the project as well as their overall impact and influence on the project. The process of identifying stakeholders ideally starts when your sponsor approves the project charter.

  1. **Project Charter**

  This document normally identifies the project head, key sponsors, clients, and influencers. The project charter can provide useful insights for identifying the stakeholders.

2. **Reviewing the Enterprise Environmental Factors**

The enterprise environmental factors (EEF) may involve factors such as competition, the company's structure, and industry standards. Reviewing these factors can help you identify
the stakeholders.

3. **Interviewing the influencers**

Interviewing the project management experts and key stakeholders is also instrumental in identifying the key stakeholders.

4. **Asking questions**

Brainstorming sessions between the project team members and experts are a great way of greeting the stakeholders involved. For greeting a clearer picture, try answering these
questionsti

- Who are this project's shareholders?
- Who is involved in the project? Directly or indirectly.
- Who gains if the project is successful?
- Who are the suppliers?
- Who can accept or reject the project?
- Who might be affected by the project's outcome?

Document 2: BA Strategy

Write BA Approach strategy (As a business analyst, what are the steps that you would need to follow to complete a project - What Elicitation Techniques to apply, how to do Stakeholder Analysis RACI/ILS, What Documents to Write, What process to follow to Sign off on the Documents, How to take Approvals from the Client, What Communication Channels to establish n implement, How to Handle Change Requests, How to update the progress of the project to the Stakeholders, How to take signoff on the UAT- Client Project Acceptance Form)

This project, Customer Relationship Management For Banking System (CRM BANKING), implements a web system to provide an environment for the users to discover and manage all relationships of customers in a bank.
Thus, the components needed to implement CRM BANKING are a database server, a web server, graphical user interface components, and a database interface Application Programming Interface (API) to programmatically access the database.

<u>This project Elicitation Techniques –</u>

Following Elicitation Techniques should I prefer as a business analyst in this Project and also clarify why select this Elicitation Techniques.

1. **Prototyping**

According to my knowledge prototyping in visual representation of your ideas allows us to test our ideas directly with users before developing into a fully-fledged product is called as prototyping. Prototype is a scaled down version of a product.

For this online Banking CRM project as a Business analyst before product launch I need to represent ideas on a paper and check with these ideas external stakeholder and internal stakeholders. As BA I need to used prototyping technical. before pending money into market solve this three questions.

- Does the product solve the user problem?
- Does it score high our user desirability?
- Is it user-friendly?

If visual representation of my Ideas solve above questions, then I go for design phase of project development.

2. **Brainstorming**

Brainstorming can have done individual or group, in this technique we collect the user ideas and those ideas reviewed and analyse and checked whether given ideas are relevant to include within the system requirement, user or stakeholder come with innovative ideas to define their requirement. Brainstorming is effective with group of 8 to 12 people it helps to get the good number of idea from user and stakeholders also it uses to find the all possible solution of the problem and understand the new opportunities.

3. **Change Request**

For the purposes of this document, a Change is defined as the addition, modification, or removal of a configuration item (CI), service, or service component, and/or its associated elements. When as a I receives a request of change from the client Due to change in government taxation structure, I will analyses the request and clarifies exactly what the request is asking me to do in that-

Feasibility Study

Basically, this is the first step I am as Business Analyst does whenever come across the Change Requests. This Feasibility Study helps me in answering the possible question like "Are we supposed to proceed with the proposed project change requirements?". If yes, he will go accept the change request and goes to the Impact Analysis. This change has occurred due to CRM mobile application addition change as BA we need to change privies taxation structure change.

When a change is requested, as a Business Analyst I should follow the following steps. In simple terms,

1. Firstly, I need to documents the change requests.

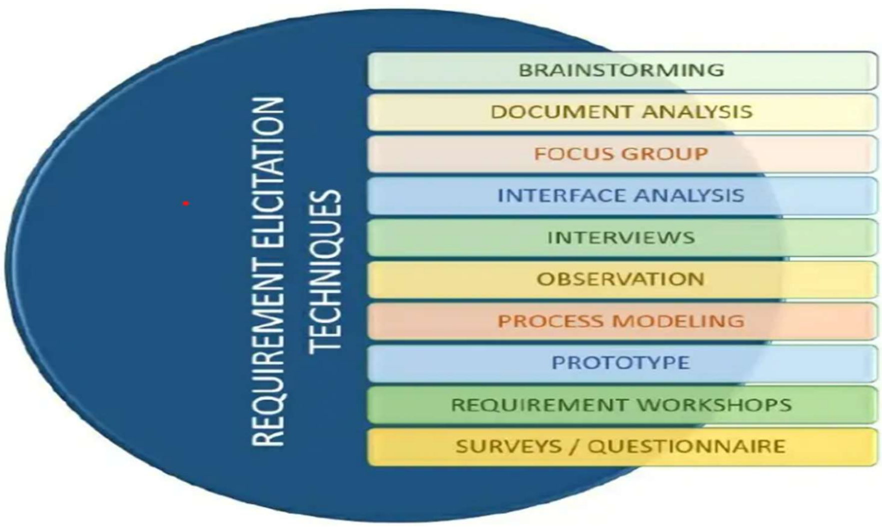
2. BA identifies whether the change in the ongoing project is really worth it or not. CRM mobile application addition is priority to consider point according to that I need to develop documents and into on-going sprint.

3. Project Manager should approve the change requests. If yes, the project will move furtherly. As a BA I will Take Approval from PM and PO on Email and forward this mail to all team and done this change on priority Bases.

4. Business Analyst along with the Project Manager ensure whether the change is a minor or a major change.

5. If the new requirement is a major change, they make sure that it should not impact the delivery date of the project or any changes in the project scope.

6. Also try to help the other stakeholders to understand the importance of change requests which helps to reduce the negative impact of the project.



RACI MATRICS -

The RACI matrix is a responsibility matrix, also known as the RACI matrix, or the ARCI matrix. It is a model that describes the participation of different people to complete tasks and deliverables for a project or business process. Thus, its aim is to solve the lack of clarity of who does what in projects.

RACI is pronounced 'ray-see', it has been around since the 1950s, and originally it was called the 'Decision Rights Matrix'. This business process can be used for meetings, on boarding and, large tasks, but is generally associated with project management. The advantage of using this tool is increased teamwork, collaboration and communication, creating a simple language to discuss roles and responsibilities in an organisation. Additionally, the RACI Matrix can be known as the 'Responsibility Assignment Matrix'.

Task	SPONCER	Head Delivery	PROJECT MANAGER	Developer javaSenior	Developers Java	DevelopersJava JUNIOR	TESTER r	Stakeholders Key-	BA
Requirement gathering			A/I		A			C	R
Analysis			I						R
Development			I	C/A	R	R			
Testing			I				R		
Implementation			I	I					R
UAT	I		R						C

For the Stakeholder Analysis I need to following three steps

Step 1-to Identify your stakeholders

Following are internal stakeholders

- Project Manager
- Senior Java Developer
- Java Developers
- Network Admin
- DBAdmin
- Testers
- BA
- Following are internal stakeholders Project sponsor
- Financial Head
- Project Coordinator
- Key stakeholders

Step 2 Prioritize your stakeholders

Prioritise according to the quadrant into which stakeholders fall. If the stakeholder has low impact and low influence, they will naturally be a lower priority in engagement. The opposite is true for those who have a high impact and high influence.

Step 3 Understand your key stakeholders.

- all external are key stakeholder
- Project sponsor
- Financial Head
- Project Coordinator
- Key stakeholders

<u>What Documents to Write</u>

- Following documents to write
- Document (FSD)
- Document (SRD)
- Project vision Document. Business Analysis Plan.
- Business Requirements Document.
- Functional requirement specification (FRS)/ Functional Specification
- System requirement specification (SRS)/ System Requirement

<u>What process follow to Sign off on the Documents-</u>

As BA I will prefer to mode of sign off on Email and physically sign of documents. Once the Project vision Document are prepared email It Project sponsor and CC to Financial Head Project Coordinator, Key stakeholders, Project Manager. Once a Business Requirements Document take physically sign of Project sponsor, take help from. Functional requirement specification (FRS)/ Functional Specification Document (FSD) and System requirement specification (SRS)/ System Requirement Document (SRD) Document are prepared email It Project sponsor and CC to Financial Head, Project Coordinator, Key stakeholders and Project Manager.

Project Sign-off Sheet

Version Date: 28/05/2023

Project Name: Online Banking CRM

Project Goals:

1. The need to automate financial processes and workflow
2. The need to keep all customers' info in one place
3. The need to build loyal relationships with clients
4. The need to drive new business opportunities by expanding the customer base
5. The need to retain existing clients and ease the onboarding of the new ones

Project Manager:- Mr. Mahesh

Sponsor:-Mr. Venkat

Start Date:01/01/2022 Planned Complete Date:25/05/2023 Actual Complete Date:25/04/23 Variance: Total Project Duraon: 17 months Days Past the Planned Compleon Date:25/05/2023	Planned Budget:5 Cr Actual Budget: 5.4 Cr Variance: .4 Cr

Project Deliverables: summarize the core value proposition of the CRM implementation project, emphasizing the benefits it will bring to the organization, such as improved sales efficiency, enhanced customer satisfaction, and increased revenue. Remind the audience that the proposed solution aligns with business goals, provides a clear project plan, and follows a proven methodology. Reiterate the importance of approving the proposal to meet stakeholders' expectations and drive the organization's success	
By signing this document, I acknowledge that I have delivered all the stated deliverables at the agreed to quality levels. **Project Manager Signature:**	By signing this document, I acknowledge that I have received all the stated deliverables at the agreed to quality levels. **Sponsor Signature:**

Date:25/05/2023. **Remarks:**

<u>How to take Approvals from the Client?</u>

As BA for all business documents I would like to take approval from Project sponsor and Financial Head, Project Coordinator, Key stakeholders on email. For Approvals I remainder them by call or top-up on this mail. Once get approval from Project sponsor and Financial Head, Project Coordinator, Key stakeholders.

<u>What Communication Channels to establish and implement-</u>

Following communication channels I prefer to establish and implement Face-to-face communication. The Face- to-face communication channel I will used at requirement gathering time because I have Interview with stakeholders. This mode of communication will help me at that time. Video conferencing, Emails.

How to Handle Change Requests?

- By used following why I will handle change request
- Determine the Scope of the Change
- Determine the Scope of Incorporating the Change
- Gain Approval or Rejection of the Change
- Communicate and Implement an Approved Change Request

How to update the progress of the project to the Stakeholders?

- Understand stakeholder needs.
- Proactively listen to your stakeholders' concerns.
- Develop and execute a communication plan.
- Utilize online collaboration tools to share regular progress. Send out weekly or bi-weekly
- Status reports.

How to take signoff on the UAT- Client Project Acceptance Form

To finish up the project sign off process, write a small report to other stakeholders or executives. Briefly describe how closely the project adhered to the initial project plan, what risks or issues occurred and whether the project was a success in general.

ONLINE CRM BANKING PROJECT

ONLINE BANKING CRM

CHANGE REQUEST

Project Details:

Project Name:

ONLINEBANKINGCRM

Request #:	**Date of Request:**
001	**24.04.2023**

Requested By:

MR. VENKAT (SPONCER)

Request Descrip:on:

Wants to add mobile applica:on for both android and IOS

Reasons for this Change Request:

Due to covid and wu many employees are working from mobile. That's why mobile applica:on version is also needed

Op:ons considered to implement the change:

Project Manager should approve the change requests. If yes, the project will move furtherly. Taken approval for PM. It should not impact the delivery date of the project or any changes in the project scope.

Impact of each op:on (Cost, Scope, Schedule, Quality):
not impact the delivery date of the project or any changes in the project scope. Extra cost will be .4 Cr. Extra 2 resources need to be added. One for android and another one for IOS.
Chosen solu:on:
As per requirement and current market scenario we have to deliver the same. All the stakeholders and Project manager is agreed with the same.
Approval Signature(s) and Date(s):
Typically the change approvers will include the Change Manager, Project Sponsor, Project Manager and the Risk Manager.

As a BA I choose Waterfall model for this Projects and following are the Reason Which Influence me to choose Waterfall model -

Waterfall model is based on verification and validation of each phase of developing online agricultural product store.

This Waterfall model properly work with small projects. Water fall model is used when the requirements of the user are fixed. As requirement in here is fixed so we will use Waterfall model here.

Document 3- Functional Specifications

Project name	Online Banking CRM
Customer name	HDFCBANK
Project Version	1.0
Project Sponsor	Mr Venkat
Project Manager	Mr Mahesh
Project Ini:a:on date	01.01.2022

Functional Requirement specifications:

Req ID	Req Name	Req Descrip:on	Priority
FR0001	Login	User should be able to login to the applica:on t	10
FR0002	Change Password	User should change password every 3 months	10
FR0002	Create Lead	CRM user can create lead	9
FR0003	View Contact	CRM user can view contacts	7
FR0004	Find Opportunity	User can analyse and find oppertuni:es	8
FR0005	Filter	User can apply filter to perform par:cular job	7
FR0006	Track	User can track status of created leads	6
FR0007	Perform mee:ngs	CRM user can perform mee :ng using of the applica:on	7
FR0008	Assign tasks	User can assign tasks by using of the applica:on	8
FR0009	Notes	User can make Notes	6
FR0010	Arrange Calls	CRM user can arrange calls and also can arrange follow up calls	7
FR0011	Emails	User can send mails	10
FR0012	User access	As a admin it can give access to the par:cular users	9

FR0013	Set Targets	As a admin it can assign targets to the users as instructed by the key stakeholders	8
FR0014	Reminders	CRM system can send reminders	7
NFR0001	Page Loading :me	Page should get load with in 2 seconds	9
NFR0002	Technical supported system	Applica:on can be used in android and iOS system.	8
NFR0003	OTP :me limit	Max 10 sec limit should be there	10
NFR0004	Email & sms alert	Any lead status change user should get alert	9
NFR0005	Log out system	If user will not use the applica:on for 15 minutes system will logout automa:cally	8

Document 4- Requirement Traceability Matrix

Req ID	Req Name	Req descrip:on	Design	D1	T1	D2	T2	UAT
FR0001	login	User must be able to login to access the applica:on	Yes	Yes	Yes	Yes	Yes	YES
FR0002	Change Password	Usershould change password every 3 months	Yes	Pending	No	Yes	Yes	YES
FR0003	Create Lead	CRM user can create lead	Yes	Pending	No	Yes	Yes	YES
FR0004	View Contact	CRM user can view contacts	Yes	Yes	Yes	Yes	Yes	YES
FR0005	Find Opportunity	User can analyse and find oppertuni:es	No	No	No	No	No	No

FR0006	Filter	User can apply filter to perform par : cular job	Yes	No	No	Yes	Yes	YES
FR0007	Track	User can track status of created leads	Yes	No	No	Yes	Yes	YES
FR0008	Perform mee : ngs	CRM user can perform mee : ng using of the applica:on	Yes	No	No	Yes	Yes	YES
FR0009	Assign tasks	User can assign tasks by using of the applica:on	Yes	Yes	Yes	Yes	Yes	YES
FR0010	Notes	User can make Notes	Yes	No	No	Yes	Yes	YES
FR0011	Arrange Calls	CRM user can arrange calls and also can arrange follow up calls	Yes	No	No	Yes	Yes	YES
FR0012	Emails	User can send mails	Yes	No	No	Yes	Yes	YES
FR0013	User access	As a admin it can give access to the par : cular users	Yes	Yes	Yes	Yes	Yes	YES

FR0014	S e t Target s	As a admin it can assign targets to the users as instructed by the key stakeholder s	Yes	No	No	Yes	Yes	YES
FR0015	Remin ders	C R M system can s e n d reminders	Yes	Yes	Yes	Yes	Yes	YES
NFR00 01	P a g e Loadi n g :me	Page should g e t l o a d with in 2 seconds	Yes	Yes	Yes	Yes	Yes	YES
NFR00 02	Tec hni cal suppor ted system	Applica:on can be used in android a n d i O S system.	Yes	No	No	Yes	Yes	YES
NFR00 03	O T P : m e limit	Max 10 sec limit should be there	Yes	No	No	Yes	Yes	YES
NFR00 04	Email & sms alert	Any lead s t a t u s change user should get alert	Yes	Yes	Yes	Yes	Yes	YES
NFR00 05	L o g o u t syste m	If user will not use the applica:on f o r 1 5 m i n u t e s system will l o g o u t automa:cal ly	Yes	No	No	Yes	Yes	YES

Document 5- BRD Template

Document 5- BRD Template

admin

Online Banking CRM Project

Srishti Gupta

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1. Document Revisions

Date	Version Number	Document Changes
01/01/2022	0.1	Ini:al Draa
04/05/2022	0.2	Android CRM mobile applica:on
09/09/2022	0.3	IOS CRM mobile applica:on
06/01/2023	0.4	Lead tracking new feature addi:on

2. Approvals

Role	Name	Title	Signature	Date
Project Sponsor	Mr Venkat			25/05/2023
Business Owner	Ms Priyanka			25/05/2023
Project Manager	Mr Mahesh			25/05/2023
System Architect	Ms Riya			25/05/2023
Development Lead	Ms Sweta			25/05/2023
User Experience Lead	Mr Punam			25/05/2023
Quality Lead	Mr Arnab			25/05/2023
Content Lead	Mr Saroj			25/05/2023

3. RACI Chart for This Document

The RACI chart identifies the persons who need to be contacted whenever changes are made to this document. RACI stands for responsible, accountable, consulted, and informed. These are the main codes that appear in a RACI chart, used here to describe the roles played by team members and stakeholders in the production of the BRD. They are adapted from charts used to assign roles and responsibilities during a project.(RACI Can be made for IT side[Project stakeholder] as mentioned above, apart from that Can also Be made for Client side[Business Stakeholder]).

Codes Used in RACI Chart

*	Authorize	Has ultimate signing authority for any changes to the document.
R	Responsible	Responsible for creating this document.
A	Accountable	Accountable for accuracy of this document (for example, the project manager)
S	Supports	Provides supporting services in the production of this document
C	Consulted	Provides input (such as an interviewee).
I	Informed	Must be informed of any changes.

RACI Chart

Task	SPONCER	Head Delivery	PROJECT MANAGER	Developer javaSenior	Developers Java	DevelopersJava JUNIOR	TESTER	Stakeholders Key-	BA
Requirement gathering			A/I		A			C	R
Analysis			I						R
Development			I	C/A	R	R			
Testing			I				R		
Implementation			I	I					R
UAT	I		R						C

4. Introduction

4.1. Business Goals

The purpose of this project is to analyse, select, and implement a new banking CRM system for it streamlines key financial processes and workflows such as account on boarding, forms, and documents related to the financial and non-financial process. Additionally, the portfolio modelling and claims processing, provides closer integration with financial accounts and offers easy access to all data. Not only does it help banks serve customers bearer, but they can also provide a more personalized journey for their customers. The goal is to improve the records availability and accessibility of information, collateral, project aims to reduce system downtime, wait times, and system response times, leading to a more streamlined and efficient banking process.

According to Salesforce's survey, 51% of consumers expect banks to understand their needs and come up with relevant suggestions before they even make contact. That's why banks should adopt a customer-focused approach to their services by switching to a feature-rich customer relationship management (CRM) solution.

4.2. Business Objectives

Today's financial organizations and institutions need technologies with complete functions to bridge the gap between business workflow and customers. That's where the CRM system comes into play. Here are some points that can be good justifications for implementing a banking CRM.

- The need to build loyal relationships with clients
- The need to retain existing clients and ease the on boarding of the new ones
- The need to keep all customers' info in one place
- The need to automate financial processes and workflow
- The need to drive new business opportunities by expanding the customer base

Also for this project we should make CRM mobile application also for both android and iOS.

Also we should make a ELearning process for awareness of the change process to the users.

4.3. Business Rules

The success of the proposed project will be measured by the following criteria:

Improved records availability and accessibility of information, collateral and documents by X%.

- Reduction in system downtime by Y%.
- Decrease in wait times for customers and staff by Z%.
- Improved system response times, with an average response time of less than X seconds.
- enabling visualizing information
- Generating a variety of reports to gain in-depth insights
- Minimizing the number of mundane administrative tasks
- Streamlining document management

CRM evaluation needs to start with a plan and expectations. If you aren't clear on why you need a CRM, it's too easy to get burdened with a system that no one likes and that doesn't actually help your business grow. Here are some considerations.

- Are you looking for a full-fledged system, or just enough to replace your spreadsheet or pen-and-paper approach?
- Are you trying to serve a B2C customer base, or is your focus on the B2B space? B2C and B2B CRMs differ, so it's good to be aware of the nuances required for each.

- Do you need to migrate from a legacy system to a cloud-based solution to reduce the need for IT resources or provide bearer visibility?
- What are the outcomes you want from the software? This can include things like streamlined sales and marketing processes, integrated analytics and performance tracking, access to advanced tools like VoIP and collaboration, and integrated customer service and sales processes.

4.4. Background

The old banking mis system is outdated and doesn't meet the needs of the stakeholders involved. This leads to difficulties in managing financial information, delays in processing applications, and overall inefficiency in the processing.

Here are some points that can be good justifications for implementing a banking CRM-

- The need to build loyal relationships with clients
- The need to retain existing clients and ease the onboarding of the new ones
- The need to keep all customers' info in one place
- The need to automate financial processes and workflow
- The need to drive new business opportunities by expanding the customer base

4.5.Project Objective

The purpose of this project is to analyse, select, and implement a new banking CRM system for it streamlines key financial processes and workflows such as account on boarding, portfolio modelling and claims processing, provides closer integration with financial accounts and offers easy access to all data. Not only does it help banks serve customers bearer, but they can also provide a more personalized journey for their customers.

Contact Management- with this feature, you can easily store and retrieve clients' contact information such as names, phone numbers, addresses, transactional data, current account balances, etc.

Lead Management: thanks to this feature, banking employees can automatically qualify, analyse and nurture the leads to be converted into new banking clients.

Marketing Campaign Management: with this feature, you can identify the strategies and create, design and run marketing campaigns that meet your business goals.

Pipeline and Funnel Monitoring-thanks to this feature, banks can monitor funnels and pipelines, estimate effectiveness/ineffectiveness and make appropriate changes.

Reporting with this feature, you can have a bearer understanding of how your business is going on and make wise decisions.

Sales Automation, analytics and forecasting -with this feature, you can automate a plethora of time-consuming and paper-based processes to direct future strategies and make more precise forecasts for specific audience segments.

Integration Capabilities- this feature allows you to connect applications, APIs, and devices across your banking organization to organize a more efficient and productive environment.

5. Assumptions

Financial organizations and institutions need technologies with complete functions to bridge the gap between business workflow and customers. That's where the CRM system comes into play. Here are some points that can be good justifications for implementing a banking CRM.

- The need to build loyal relationships with clients
- The need to retain existing clients and ease the on boarding of the new ones
- The need to keep all customers' info in one place
- The need to automate financial processes and workflow
- The need to drive new business opportunities by expanding the customer base

  The success of the proposed project will be measured by the following criteria:
- Improved records availability and accessibility of information, collateral and documents by X%.
- Reduction in system downtime by Y%.
- Decrease in wait times for customers and staff by Z%.
- Improved system response times, with an average response time of less than X seconds.
- enabling visualizing information
- generating a variety of reports to gain in-depth insights
- minimizing the number of mundane administrative tasks
- streamlining document management

Here we have outlined key benefits you can derive from implementing a banking CRM. Keep on reading!

Increased productivity- you can greatly boost the productivity of your teams, streamline the banking workflow by completely automating essential business processes in your financial organization.

360-degree view of every customer- you can get detailed information about every customer account and gain in-depth insight into their journey and experience with your bank or financial organization.

Beier forecasting- with customized reports, you can gain a much deeper understanding of your customers and make data-driven decisions to anticipate their needs as well as close more deals.

Enhanced communication and collaboration- teams can quickly share information about the deals and leads. Not only does it help you make the process more efficient.

6. Constraints

The current solution has been in place for several years, and users are accustomed to its functionality. There may be resistance to change and a learning curve associated with adopting the new system.

Justifying the investment in terms of ease of use, quality of information, speed of accessibility, and ease of support and maintenance may be challenging. It is important to quantify improvements in system utilization and demonstrate the benefits to management.

7. Risks

- Going over budget and time (project risk)
- Poor user adoption (business risk)
- Issues with customizations (technical risk)
- Turnover of critical project resources (project risk)
- Major business process changes right before deploy (business risk)
- Vendor software upgrades (technical risk)

- **Avoid**- Major business process changes right before deploy
- **Mitigate-** Going over budget and time
- **Transfer**-Pass the risk up or out to another entity.
- **Accept**- Poor user adoption

CRM Risk Management Strategies

If risks occur, they become issues, but if you manage the risk thoughtfully, you can avoid that escalation. Identifying and prioritizing risks is half the barley. The other half of the barley involves planning your approach through a risk response strategy.

For example, staged roll-outs organized by common groups of users or functionality requirements keep project goals top-of-mind while breaking down the implementation into smaller, more digestible pieces. In this way, the risks for each segment can be assessed as necessary without overwhelming the development team.

RISKAVOIDANCE-
As you may be able to guess, risk avoidance involves strategies to avoid the identified risks altogether. You're taking proactive steps to eliminate the risk by pueng the right measures in place to start with. Some examples of this might be ensuring your requirements are clear so that customizations are developed correctly the first time or performing product selection against your requirements so that the CRM you choose is already known to meet the majority of your needs.

2 RISKTRANSFER
Transferring the risk involves sharing or completely shining the ownership of the risk with a third party. In most cases, this transferring of risk is specific to financial risks that are taken on by an organization like an insurance

company, a GDPR consultant, etc. When you transfer risk, you are shining the liability in addition to the ownership of the risk itself.

3 RISK MITIGATION

When you work to mitigate risk, you are trying to lessen its potential effect by lowering its exposure below your "acceptable" threshold. You defined what's acceptable during the initial phases of your risk analysis, so now you'll use those standards to help you target a response. For example, if one of your risks is that your data will no longer be GDPR GDPR expert involved in the process. That person would be briefed on the CRM design and consulted on every design decision to ensure the implementation team is complying with their set GDPR
standards.

4 RISK ACCEPTANCE

As the saying goes, we must accept the things we cannot change. In certain cases, you will have to do just that. It's not ideal of course, but it is a necessary strategy for two main situation Either the risks are minor enough that you can choose to handle them in the moment if they come up, or the necessary response is simply not possible due to lack of resources, budget, or time.

- **Technological Risks**
  - Issues with customizations Always avoid so much customisation. Try to convince with the exis:ng one.
- **Skills Risks**
  - Poor user adop:on. Try to educate user about the new CRM system. Also arrange a proper Learning for users.
- **Political Risks**
  - Major business process changes right before deploy. Always try to mi:gate all these things with proper stakeholder interactions.
- **Business Risks**
  - Going over budget and :me.
- **Requirements Risks**
  - Vendor softare upgrades. Should give proper acer sales service to the client.
- **Other Risks**
  Turnover of critical project resources

8. Business Process Overview

A banking CRM is similar to a traditional one that helps manage and build relationships with potential customers through automated workflows, customization options, social media tools, etc. However, banking CRM differs in use - it streamlines key financial processes and workflows such as account on boarding, portfolio modelling and claims processing, provides closer integration with financial accounts and offers easy access to all data. Not only does it help banks serve customers be Rer, but they can also provide a more personalized journey for their customers.

AS IS-

The old banking mis system is outdated and doesn't meet the needs of the stakeholders involved. This leads to difficulties in managing financial information, delays in processing applications, and overall inefficiency in the processing.

Today's financial organizations and institutions need technologies with complete functions to bridge the gap between business workflow and customers. That's where the CRM system comes into play. Here are some points that can be good

Justifications for implementing a banking CRM-

- Build loyal relationships with clients
- Retain existing clients and ease the on boarding of the new ones
- Keep all customers' info in one place
- Need to automate financial processes and workflow
- Need to drive new business opportunities by expanding the customer base

TO BE-

Align goals with the business requirements. Before you start the development process, you need to identify your business goals and ways to contribute to them with the new CRM. In addition to that, it's imperative to define the list of the requirements and functions of the final CRM solution.

- enabling bearer storing and using the information on potential and existing customers;
- enabling visualizing information;
- generating a variety of reports to gain in-depth insights;
- streamlining document management;
- Minimizing the number of mundane administrative tasks.

Having that in mind, our development team has come up with a great concept in developing a CRM to meet all the business needs and requirements in the banking sector. Let's delve into the

9. Business Requirements

1. What goals are you trying to accomplish?

CRM evaluation needs to start with a plan and expectations. If you aren't clear on why you need a CRM, it's too easy to get burdened with a system that no one likes and that doesn't actually help your business grow. Here are some consideration.

- Are you looking for a full-fledged system, or just enough to replace your spreadsheet or pen-and-paper approach?

- Are you trying to serve a B2C customer base, or is your focus on the B2B space? B2C and B2B CRMs differ, so it's good to be aware of the nuances required for each.
- Do you need to migrate from a legacy system to a cloud-based solution to reduce the need for IT resources or provide bearer visibility?
  What are the outcomes you want from the software? This can include things like streamlined sales and marketing processes, integrated analytics and performance tracking, access to advanced tools like VoIP and collaboration, and integrated customer service and sales processes.
  Doing this will point you toward which products to look into further, using RFPs and other methods, and it will highlight the specific features you need to include on your CRM requirements checklist. It will also help you determine what level of customization you may need, as it's unlikely any CRM will have every capability out of the box.
  2. How much technical assistance do you have access to?
  Answering this will help you determine how much flexibility you have with the CRMs you look at. Some systems are user-friendly and don't require a lot of technical know-how to set up and manage. Others, however, require IT expertise.
  In addition, the more complex the system is, the more involved it'll be to implement. You'll likely end up working with the vendor or an implementation partner, which is much easier if you have an in-house IT team. This is especially true for on premise solutions, where the customization options are more extensive and require deeper technical knowledge.
  3. Database Management
  Mastering data management of your customer database should be a high priority of your CRM platform, so you can ensure data integrity.
  In addition to storing records in a central location, the database can allow you to link data across different departments (such as sales and marketing) and view the relationships between different records. It also helps you maintain clear, up-to-date records and avoid duplicates.
- Comprehensive Records
- Link Between Databases
- Master Data

4. Marketing and Campaign Management

One of the most essential features of a CRM is marketing automation. They go hand-in- hand, so most CRMs offer marketing automation modules or have the ability to connect seamlessly with the top standalone marketing automation solutions.

Marketing automation allows you to be more efficient with your marketing, especially at scale. It offers capabilities like batch email marketing and event-based marketing, where you create a sequence of messages that each automatically triggers when a contact takes a specific action. When you're dealing with hundreds or thousands of contacts at different

CRMs can track customer data like spending habits, likes, dislikes and other attributes to bearer qualify them. This data can be used to drive targeted marketing campaigns. Campaign analysis tracks campaign delivery and analyses ROI for individual campaigns to improve future efforts.

- Campaign Design
- Batch Email Marketing
- Autoresponders
- Email Tracking
- Triggered Email
- Customer Targeting
- Campaign Analysis
- Campaign Delivery
- Competitor Tracking

5. Lead Management

Two critical parts of customer relationship management are generating leads and properly managing them. CRMs come with embeddable web forms that capture leads and store the pre- defined criteria to route them to the appropriate sales rep.

Pipelines are a common visual tool that make it easy for users to move leads through the funnel and gain visibility into which leads are most likely to convert or about to churn so sales and marketing know who to follow up with.

- Lead Generation
- Lead Capture
- Lead Distribution
- Web Forms
- Pipeline Tracking
- Lead Follow-Up

6. Sales Automation

It's essential to know how well your CRM manages opportunities and how marketing and sales teams can collaborate. Users of CRM systems can manage sales opportunities from the first contact to sales closure, assigning each lead to the most qualified sales rep to Nurture them and ensuring every lead gets a Rention .

You should be able to move contacts through specific record stages. For example, Lead, Contact, Customer. These stages should be available right out of the box but also should be deeply customizable to fit your unique selling cycle.

- Opportunity Management
- Sales Collaboration
- Territory Management
- Win/Loss Analysis
- Quoting

7. Workflow Automation and Employee Management

A good CRM will make your teams more efficient and productive. To that end, many include workflow automation features, such as sending reminders of a scheduled sales call or notifications when a new lead enters the system.

Other tools allow users to create to-do lists, access a shared calendar, connect with

Customers on social media and integrate with third-party productivity tools. On the employee side, look for features for tracking performance and storing employee records.

- Group Calendar
- Task Scheduling and Tracking
- Performance Tracking
- Employee Records
- Organizational Hierarchy
- Workflow Management
- Social CRM

8. Business Intelligence and Reporting

Check that the solution provides business intelligence (BI) features that can accurately monitor and measure customer service factors. Your CRM needs to easily give you insight into customer satisfaction for bearer customer retention. BI also allows you to monitor new customer acquisitions to gain great client references in the future.

Furthermore, check that the automation and sharing of these reports are easy to set up. Nothing's worse than trying to pull reports acer monitoring data only to realize it hasn't been set up properly. Find out if the software is frequently updated with upgrades and enhancements, and if that is included in the fee.

- Sales Intelligence
- Sales Reporting
- Sales Forecasting
- Activity Dashboard
- Revenue Cycle Modelling
- Business Intelligence

9. Deployment Environment

Many CRMs are web-based, also called SaaS platforms, which is a common requirement when shopping for a CRM. Salesforce is a popular example of a web-based (or cloud) CRM that many people gravitate towards due to its robust functionality and easy integration.

On-premise solutions are installed on your own managed servers and maintained by an internal team. On-premise solutions demand a higher overhead cost along with more space and more technical knowledge to implement, but they come with some unique benefits. These benefits include higher levels of control and customization, as well as direct security

- Oversight.
- On-Premise
- Cloud/Web-Based
- Hybrid

SDLC Methodologies -

1) Planning

In the Planning phase they Discuss about solving of crucial problems because effective customer relationship management (CRM) is essential for business success. By implementing a robust CRM system, the organization can streamline sales processes, improve customer satisfaction, increase customer retention, and ultimately drive revenue growth.

The proposed CRM solution will provide a centralized database for storing and managing customer information, including contact details, purchase history, preferences, and communication history. It will enable sales teams to track leads, manage sales pipelines, and automate routine tasks. Additionally, it will facilitate beRer collaboration among teams, enhance customer service, and enable data-driven decision-making.

2) Requirement Analysis

At this stage BA take meeting with all project stakeholder (external) . The problem will be solved by implementing a CRM system using the waterfall model. The waterfall model is a sequential approach that consists of distinct phases, including requirements gathering, system design, implementation, testing, and deployment. By following this structured methodology, we can ensure a systematic and organized approach to CRM implementation.

3) Design

Following points discuss in Design

Lay out-Responsive web design Business Rule- clear session on log out Colour scheme- Blue/

Grey Programming language- java

As an BA I need prepare test case of online CRM banking system. The use case diagram always communicates with client on the design and solution documents. I design I will also initiate the preparation of end user manuals.

Updates RTM on time

GUI designer will look into transient classes and designs all possible screens for the IT solution.

4) Implementation (Coding Phase)

I need to organizes JAD sessions online Banking CRM process

I need to understand all queries of technical team during coding. Update end user manuals As a team we need to conduct regular status meeting with technical team and the client and tuning client for participation in UAT.

Update RTM

5) Testing

- BA performs high level testing
- Test data is requested by BA from client Take signoff from client on client project

6) Deployment

Plans and organizes training sessions for end users. Coordinates to complete and share end user manuals.

Importance of Requirements Gathering

Requirements gathering is a fundamental part of any business decision. It helps generate a list of system, functional and technical requirements from the different stakeholders involved in the process. Being confident about what requirements to look for ensures your expectations with the deliverables are clear, and that eventually enables you to make the right choice when it comes to selecting a CRM solution for your business.

No one knows your business bearer than you. So it's important to figure out your expectations from the platform before you start looking for one. Once you know what you want the software to do for your organization, it becomes way easier to evaluate solutions that line up with your needs.

Needs Analysis

Before you begin, it's important to lay the proper foundation. Knowing which requirements are most important for your company will make your search more effective and less time- consuming. Armed with the knowledge of the most common features and what they can do, you'll be able to quickly create a list of soaware worth pursuing.

To help, we've created a list of four questions you can ask to kick-start the

1. What goals are you trying to accomplish?

Your CRM evaluation needs to start with a plan and expectations. If you aren't clear on why you need a CRM, it's too easy to get burdened with a system that no one likes and that doesn't actually help your business grow. Here are some considerations:

- Are you looking for a full-fledged system, or just enough to replace your spreadsheet or pen-and-paper approach?
- Are you trying to serve a B2C customer base, or is your focus on the B2B space? B2C and B2B CRMs differ, so it's good to be aware of the nuances required for each.

2. How much technical assistance do you have access to?

Answering this will help you determine how much flexibility you have with the CRMs you look at. Some systems are user-friendly and don't require a lot of technical know-how to set up and manage. Others, however, require IT expertise.

3. What size is your business?

Not all CRM systems are built equal. Some cater to small businesses while others are much more suitable for large enterprises. Vendors offer a wide range of functionality, and with that comes varying levels of complexity.

4. Does the vendor offer industry-specific solutions?

Although CRMs are robust, you should know whether they have features that support the industry your company is in.

Key Requirements

Through extensive experience and research, we've compiled a comprehensive CRM evaluation checklist of the most critical CRM requirements to look for when researching and comparing vendors for your business.

1. Contact Management

Contact management is a core component of CRM solutions, allowing companies to collect, store and act on data from prospects, leads and customers. The best systems can maintain bearer contact management, easy proposal creations and more. CRMs enable users to manage appointments with prospects, leads, colleagues, vendors and other contacts.

- Contact Management
- Case Management
- Activity Management
- Shared Contacts
- Appointment Management
- Internal Collaboration
- Document and File Management
- Data Import and Export

2. Client Interaction Tracking

Once leads become customers, it's important that you're able to manage all the touchpoints between them and your business. CRMs provide tools for handling and keeping track of your interactions with clients, such as invoices, purchase history and order status. Dashboards act as a central hub of information, so it's easy to see a record of a customer's interactions with your brand.

- Account Management
- Interaction Management
- Payment Management
- Customer Segmentation
- Filtered Views

3. Database Management

Mastering data management of your customer database should be a high priority of your CRM platform, so you can ensure data integrity.

- Comprehensive Records
- Link Between Databases
- Master Data

4. Workflow Automation and Employee Management

A good CRM will make your teams more efficient and productive. To that end, many include workflow automation features, such as sending reminders of a scheduled sales call or notifications when a new lead enters the system.

- Group Calendar
- Task Scheduling and Tracking
- Performance Tracking
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Check that the solution provides business intelligence (BI) features that can accurately monitor and measure customer service factors. Your CRM needs to easily give you insight into customer satisfaction for bearer customer retention. BI also allows you to monitor new customer acquisitions to gain great client references in the future.

10. Appendices-

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