

**AIT 632 Database Management Systems I  
Project Report 1 Sample**

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**1. Executive Summary**

XYZ Inc. is a mortgage company that also offers home loans for purchase, business finance and refinance and more. It is a well-established company with over 6 years of successful history. Its main office is located in Chantilly, Virginia. The company also has a few branches around the United States namely, in Texas, Maryland, North Carolina, Georgia, Florida, Indiana, California, Colorado, Wyoming, and South Dakota.

The company has been experiencing competition from its competitors lately. To overcome the increased competitiveness of the financial market, it has to increase their customer service to make sure that they are providing the best and most timely customer services. It needs to speed up the sale process to gain more customer business. Leads Tracking Resource System (LTRS) tries to track and manage the life cycle of a sale process to turn sale leads into constant flow of new opportunities for XYZ (which are new offers for potential customers).

The system will integrate seamlessly into XYZ existing IT infrastructure and will in fact gain much of its operational ability from systems already in place with minimal data replication.

**2. Introduction**

The Customer Information Management (CIM) Vision

XYZ strategic plan involves placing its customers first and making every aspect of their business built around their customers. This means, both sales opportunities and learning opportunities for every customer or potential customer. The CIM vision can be broken down into three inter-related actions that, if neglected, can jeopardize the customer-focused relationship XYZ strives to cultivate.

This document will provide the detail analysis of the company and the problems the company is facing. We also recommended a solution that will help XYZ to keep their CIM vision alive. A comprehensive feasibility assessment is performed in our proposal and included here. We will conclude from our analysis that our LTRS is very beneficial to the company and should be implemented to improve the company's competitive edge.

**3. Business Profile**

XYZ Inc is a well-established company in the mortgage industry. It has more than 20 offices span across the United States from Maryland to California, and from Florida to Wyoming. Its 6-years of successful history has lead to its expansion into Texas and Colorado.

The company's main line of products is mortgage loans. They also deal with refinancing and other financial loans. Business has been very smooth and they have had their large share of the market. However, the emergences of many new large financial companies have started to creep into their share of business. And they are losing a lot of revenue due to their inability to serve their customer better and sale faster. They need to improve their competitive edge and increase their ability to provide excellent products and services. They seek to

keep to their vision of providing appropriate, consistent, and personalized service to its customers.

The company can be defined as a medium-sized company, both in terms of assets as well as employees. However, its nature of business requires them not only to compete with companies of its size, but also against large corporate financial services such as Progressive and Fidelity Investments. Therefore, they need to ensure that the products and services they provide are able to give them advantage niches over these large corporations. More importantly, they must ensure their customers will continue to use their services and be their loyal customers.

The company also has an online website where customers can gather more information on their products, get an online loan application, get a pre-qualification, track current interest rate and contact a customer representative.

The website is <http://www.usafinancialservices.com/>. The website is a major step in providing better services to customers. It is accessible everyday, anytime of the day. Customers could get the same services from the comforts of their home. In short, it puts the company on par with other financial companies that have a similar online website.

#### **4. Problem Statement**

The company has been losing precious sales to its competitor due to its inability to provide better services to their customers. They do not have a mechanism to generate sale leads to capture sale opportunities and usually these customers will turn to the company's competitors that could provide them with better and faster products and services.

The existing sale processes that were used to offer their customers were very specialized and complex, manually requiring precise coordination between groups in different departments. Their challenges were:

- o Process cycle times were too long, lasting weeks and sometimes months, resulting in excessive support calls from customers and field sales representatives checking status while also attempting to expedite a solution.
- o Customer transactions (i.e. requests for statements, incorrect information, address changes, etc.) were frequently lost due to the numerous handoffs between departments, making coordination and tracking very difficult to achieve.
- o The manual movement and distribution of paper-based transactions resulted in substantial delays within the process and significantly limited the company's ability to prioritize and improve performance.
- o Management was unable to assess or evaluate where in the process improvements could be made that would increase individual and team productivity to reduce overall cycle times and enhance the responsiveness to each customer transaction.

#### **5. Business Process Flow**

Currently, the Relationship Managers arbitrarily and manually generate the sale leads. They look at the customer's records periodically and try to decipher what

he or she needs. Then, they will use that information as a sales lead. Most of the time, when prospect customers call in for the product information or walk in XYZ institute, the current sale process proceeds as following:

1. Customer representative will try to identify and qualify customers for the XYZ's products and services based on their needs. Then he or she passes these notes (called sale leads) manually to the Relationship Manager.
2. Relationship Manager identifies customers' needs, presents offers, overcomes objections occurred, and closes the deals.
3. Relationship Manager processes the sales information to determine the eligibility of customers for USA's offerings.
4. Relationship Manager will then deliver all contract documentation to customers.

## 6. Requirement Analysis

[Note: This section needs more detail than this. Please put all the details so you can draw an ERD from this section]

XYZ Inc has to improve its support for diverse customer base (both residential and business customers) and a large, highly decentralized field sales force. Based on the interviews, questioners, company's documentation and field observation following sales cycle is identified. The XYZ's sale cycle process can be broken in 4 phases.

### Prospect Phase (Customer Representative will)

- o identify prospect customer (based customer history profile)
- o apply business rules to qualify the prospect
- o create a qualified lead with a new status
- o alert Contact Managers

### Sale/Relationship Building Phase (Sale Representative will)

- o schedule contact
- o identify customer needs
- o match customer needs
- o follow up with customer's point of contact to overcome objections
- o update sale lead status to reflect whether the deal can be closed or not
- o alert Application or Delivery Manager and/or identify a new prospect deal

### Application Phase (Application Manager will)

- o schedule contact
- o fill out some initial application details
- o request for approval
- o follow up with customer's point of contact for incorrect information
- o update application lead status
- o alert Delivery Manager and/or identify a new prospect deal

### Delivery Phase (Delivery Manager will)

- o schedule contact
- o review and delivery contracts
- o follow up with customer's point of contact for incorrect information
- o update delivery lead status
- o identify a new prospect deal