



# Development of Online Application form on Website to capture leads from e-mail campaign from the external users

**Draft SRS**

**[System Requirement Specification]**

**For**

**Bank of India**

**(Order Ref. No. HO: IT: SD: 1222)**

(Version – 1.0)

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## Document Objective -

The objective of this document is to have a better communication between 'Bank of India' and 'CHIC Infotech Pvt. Ltd.' hereinafter referred to as 'CHIC' as regards to the detailed directions about the scope, layout, and gift card module functionalities of the module. This will help in building this module more efficiently in order to meet the requirements as envisaged by the management of Bank of India.

## Project Information -

### Objective

This entire document is prepared for the **Development of Online Application form on Website to capture leads from e-mail campaign from the external users** of the proposed application.

This project will provide the platform for Bank of India website visitors to use the "Online Application form Module" developed by us to capture leads from e-mail campaign from the external users.


The proposed web based solution will have following dynamic modules:

- User module - for the Bank of India website visitors
- Web Service – Developed by "HP" which we will consume in our web page for interfacing between web form and Bank OCRSM system where data gets pushed while submitting the web form.  
This module can be accessed by typing a separate URL, for e.g.  
<http://www.Bankofindia.co.in/english/capture-leads-webform.aspx>
- Output – On the basis of return output while consuming web services, the user will get the "**Unique Reference Number**" from Bank OCRM system and acknowledgement mail in her/his email id.

## Descriptions -

### User Section


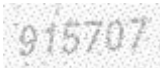
User Section will be having a dynamic form.

-  Web form - Capture-leads

❖ **Web form - Capture-leads**

On accessing the URL for capture leads from e-mail campaign from the external users, on clicking on the link which was come in their email user will gets redirected to Bank existing Corporate website dynamic web form as shown below with some pre-defined values will be passed to form i.e. Name, Email ID, Campaign ID & Prospect ID.

Campaign ID and Prospect ID will not be visible in the web page but the value will be passed into OCRM system (in background). Name and Email Id will be filled from pre-defined values (taken from dynamic URL) and Mobile No, Existing Customer (Yes/No), Account No. , State, District and City will be filled by end user.

 <b>बैंक ऑफ़ इंडिया</b> रिश्तों की जमापूँजी	
Online Lead Capture Form	
Fields marked with * are mandatory	
* Name :	<input type="text"/> [Read Only]
* Email ID:	<input type="text"/> [Read Only]
* Mobile Number:	<input type="text"/>
* Existing Customer:	<input type="radio"/> Yes <input checked="" type="radio"/> No
* Account Number:	<input type="text"/> [If Yes - selected]
* State:	<input type="text" value="----select----"/> [Drop down]
* District:	<input type="text" value="----select----"/> [Drop down]
* City:	<input type="text" value="----select----"/> [Drop down]
	
<a href="#">Submit</a> <a href="#">Reset</a>	


Screen 1

After filling the above form and clicking on the 'Submit' button **web services** will be invoked & consumed in the web form.

Campaign ID, Prospect ID, Name, Email Id, Mobile No, Existing Customer (Yes/No, Account No. , State, District and City will get inserted into OCRM database through Web Service once end user clicking on 'Submit' button of the web page and same is also captured in website database.

A "Unique Reference Number" will gets generated from the OCRM system and same is displayed in the acknowledgement form as shown in the below screen.

❖ **Acknowledgement Page:**

 <p>बैंक ऑफ़ इंडिया रिश्तों की जमापूँजी</p>
<p>Dear XYZ,</p> <p>Thanks for your submission. Your Reference number is : <b>BHU9856852</b> Which can be noted for future communication?</p> <p>Webmaster Bank of India</p>

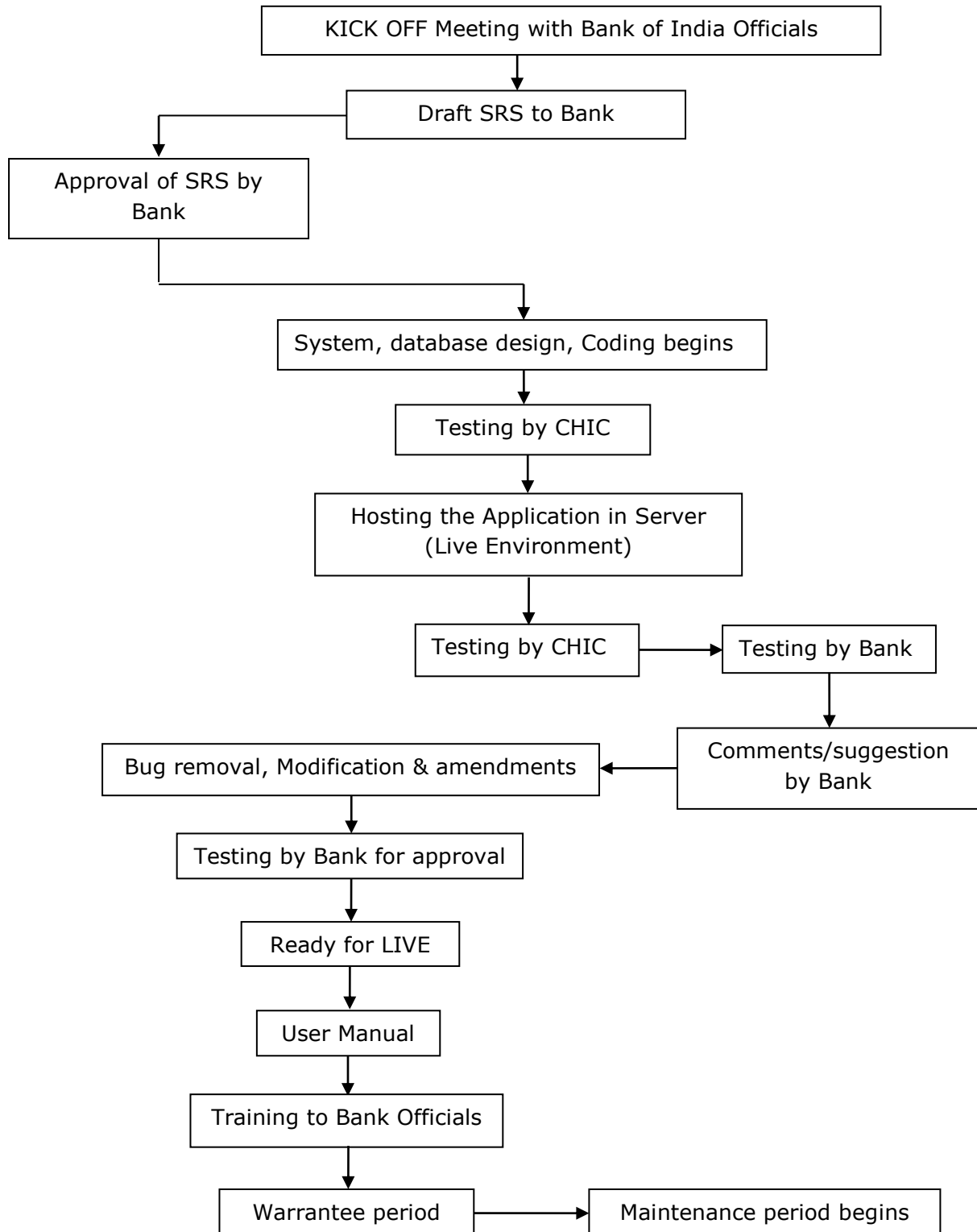
Screen 2

**Note:** Suitable acknowledgement message can be provided by Bank

**Project Workflow:**

The Project workflow of the software will be as follows:

**PROJECT WORKFLOW**



## Environment

### 1. Software Interfaces

Operating System:	Windows Server 2008
Language(s):	HTML
Client side Scripting Language/s:	JavaScript
Server side Scripting Language/s:	VBScript
Database:	SQL Server 2008

### 2. Hardware Interfaces

Internet Server: -

1. .NET Framework 3.5
2. A Pentium based web server with Windows 2003 or above server.

### 3. Communication Interfaces

**Protocols:** - HTTP, SMTP, and FTP

**Communication channel:** - Internet

**Components:** -

1. Web Catalog
2. Mail Component

#### 6.4. Memory Requirements

**Server:** - 4 GB Min.

**Client:** - 512 MB Min.

### 4. Acceptance/ Sign-Off Criteria

The scope laid down in this SRS with details there in will be treated as the basis of development and both the parties will accept the same for the purpose of signing off. Any deviation beyond the above scope will be considered as out of scope of this contract and the same may be handled mutually by both the parties.