A Systems Analysis Study on the

Telemarketing system

Of Extra Ordinaire Janitorial & Manpower Services Inc.

Presented to the

Computer Applications Program

School of Management and Information Technology

De La Salle – College of Saint Benilde

In partial fulfillment of the

Requirement of the subject

Systems Analysis

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SYSANAL(O0A)

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Submitted To:

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SYSANAL Final Project (1st term, SY 2008-2009)

TITLE: "An Analysis on the telemarketing system of Extra Ordinaire Janitorial & Manpower Services Inc."

I. Chapter 1

➢ Company Background

- **Company Overview:**

Company Name: Extra Ordinaire Janitorial & Manpower Services Inc.

Company Address: 2nd and 3rd Floor LFM Bldg., 186 Dona Soledad Avenue, Better Living Subdivision, Paranaque City.

Line of Business: Janitorial Services

Manpower Services

- **Mission:**

The company aims to deliver an extra ordinary performance, a fall order but achievable. Its primary mission is customers satisfaction, which could be attained through service excellence by its team of highly qualified key personnel and technically experienced and rigidly screened and trained manpower pool.

- **Vision:**

In the future, the company plans to operate not only key urban counter but also in other parts of the country where companies demand for highly dedicated and discipline janitorial, front, and back-end personnel.

- **Company History:**

Extra Ordinaire Janitorial & Manpower Services, Inc. was formally registered with the Department of Trade and Industry (DTI) on March 11, 2002. Its principal office is at 3/F LFM Building, 186 Dona Soledad Ave., Better Living Subdivision, Paranaque City.

- **Products and Services:**

Janitorial Services:

Marble Crystallizations

Carpet Shampooing

General / One Time Cleaning

High Rise Window Cleaning

Ground Maintenance

Landscaper / Gardener

Manpower Services:

Hotel Restaurant Workers

Skilled Maintenance

Porter / Usherette

Messengerial

Elevator Operator

Sales Clerk / Bagger

Cashiers / Encoder

Office Personnel

Factory Worker / Production

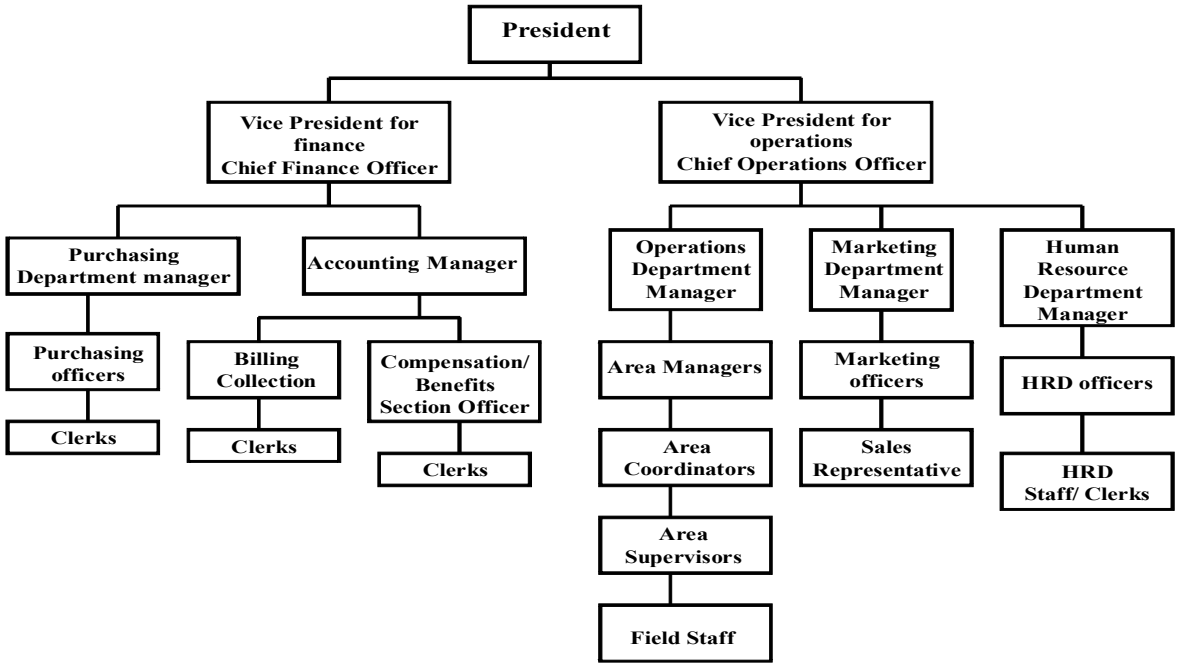
Worker

Painter

Carpenter

- **Number of Customers: 21**
- **Number of Transactions: approximately 50 per day**

- **Organizational Chart:**



- **Statement of the Problem**

The critical business process the study focuses on is the telemarketing of the company wherein they promote the products they offer and acquire clients over the phone. The general problem the study identifies is that only a few numbers of proposals are approved among the numerous proposals the company passed.

- the company is not known

- the company does not prioritize advertisement
- the company has no budget for advertisement
- the company has few revenue
- the company has few clients

The telemarketing system of the company was chosen because this system would enable the company to gain clients and introduce them the services they offer. Moreover, through this system, the company would be able to achieve its goal to operate on key urban areas and in other parts of the country needing their services.

- **Objectives of the System**

The proposed system of the study aims to open new markets and increase sales opportunities for the company

- to increase the flexibility of the company by improving its ability to respond and adapt to the technological changes in the environment
- to improve asset utilization by introducing them the functions and benefits of the computers they use
- to reduce the long process cycle time of the company's marketing system

- **Significance of the Study**

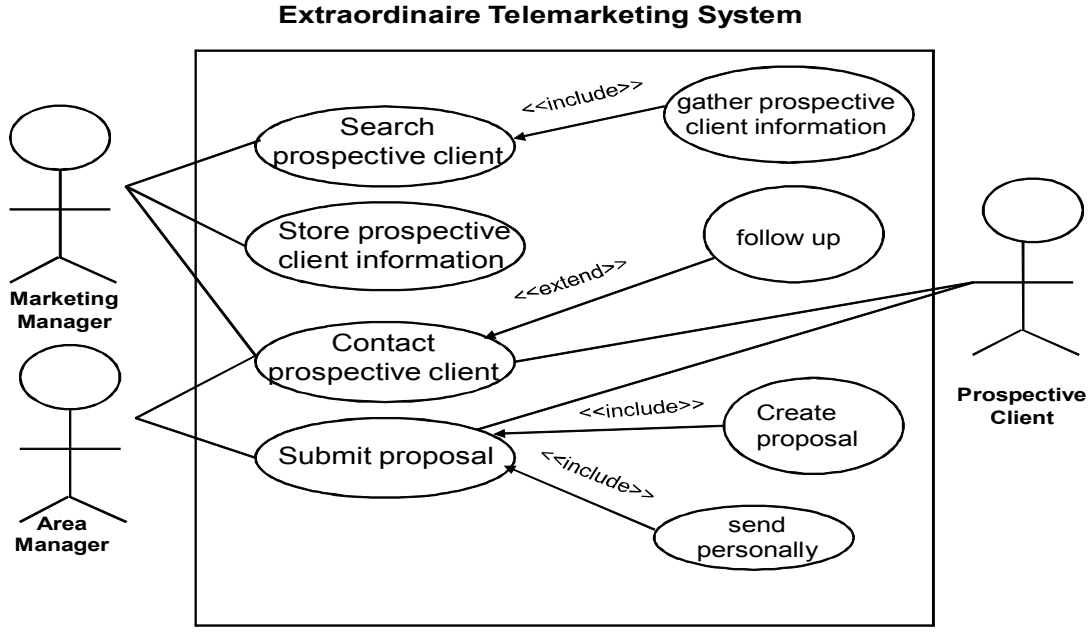
The importance of the study is that the proposed system would be means of increasing the number of approved proposals submitted by the company to its prospective clients. This would also provide means of enhancing the marketing system of the company that would in turn open new markets and increase sales opportunities. Moreover, this would also be means of letting the company gain more clients that would in turn make them gain more revenues. The ability of the company to respond to technological changes in the environment would be increased as well as the utilization of their assets.

- **Scope and Limitation**

  The analysts are doing a web-based marketing system for the company wherein a website would be created for the company. But the website that would be created would not be those that cost because the analysts are into the free websites offered in the Internet. They could just update some blog posts and stuffs that they would put in their website. The searching of the prospective clients would not need for a purchase of business directory database that are sold. Instead the directory would just be those that are also offered for free by some sites such as Philippine Business Pages. The study would only cover the marketing of the company such as with its advertisement and acquisition of clients.

II. Chapter 2

- **Use Case Diagram**



- **Use Case Narratives**

1.Identification Summary

Title: Search Prospective Client

Summary: This use case allows the Marketing Manager of the company to search for their prospective clients through telephone directories

Actor: Marketing Manager

Creation Date: August 5, 2008 Date of update: August 9, 2008

Version: 1.0 Person in charge: Marjorie Buce

Flow of Events

Preconditions:

1. The marketing manager must have time to search for prospective clients.
2. The company should have an updated telephone directory book.
3. Prospective client must not be present client.

Main Success Scenario:

1. Marketing Manager searches for the information (company name, address, contact number) about their prospective clients in the telephone directory book.
2. Marketing Manager gathers information about their prospective clients.

Alternative Sequences:

A1: Telephone directory page torn

From 1

1a. Marketing Manager points out good prospective client.

1b. Information about the prospective client could not be seen because page is partly torn.

1c. Marketing Manager turns page and looks for other prospective clients

Back to 1

A2: Telephone directory page spilled off with liquid

From 1

2a. Marketing Manager points out good prospective client

2b. Information about the prospective client could not be clearly seen because page was spilled with liquid

2c. Marketing Manager turns to other page and look for other prospective client

Back to 1

A3: Prospective client info not immediately written

From 2

3a. Marketing Manager forgot to write prospective client info

3b. Marketing Manager researches prospective client info

3c. Marketing Manager found the prospective client info

Back to 2

Error Sequences:

E1: No telephone directory book

From 1

1a. The company has no telephone directory book

1b. use case fails

Back to 1

E2: Client info not written

From 2

2a. Marketing Manager didn't write info about their prospective clients

2b. Use case fails

Back to 2

Post Conditions:

1. Telephone directory book is used

2. Marketing Manager's time is used up

3. Marketing Manager had information about prospective clients

User Interface: Directory book

2. Identification Summary

Title: Store Prospective Client Information

Summary: This use case allows the marketing manager to store information about their prospective client in Microsoft Excel.

Actors: Marketing Manager

Creation Date: August 5, 2008 Date of update: August 9, 2008

Version: 1.0 Person in charge: Ma. Louise Lim

Flow of Events

Preconditions:

1. Marketing Manager must have time to store information about prospective clients

2. Marketing Manager must have gathered information about their prospective clients

3. The company must have a computer

4. There must be electricity for the computer

5. The computer of the company must have Microsoft Excel

6. Past stored potential client info file is in the computer

Main Success Scenario:

1. Marketing Manager collects gathered information about prospective clients

2. Marketing Manager stores gathered information in excel

3. Marketing Manager saves the information in Excel to company file folder

Alternative Sequences:

A1: Gathered prospective client info misplaced

From 1

1a. Marketing Manager looks for the gathered info

1b. Marketing Manager finds gathered info

Back to 1

A2: Past stored prospective client info file transferred

From 2

2a. Marketing Manager asks colleagues where the file is

2b. Marketing Manager is informed that the file was just transferred

2c. Marketing Manager finds where the file is

Back to 2

A3: Electricity lost for minutes

From 3

3a. Marketing manager turns on the computer as soon as electricity comes back

3b. Marketing Manager goes back to excel

3c. File not saved was recovered

Error Sequences:

E1: Prospective info file lost

From 1

1a. Marketing manager could not find gathered perspective client info file in the file folder location

1b. Use case fails

back to 1

E2: Stored prospective client info file deleted

from 2

2a. Marketing Manager accidentally deleted file folder

2b. Marketing Manager looks for it at the recycle bin

2c. The deleted file was not in the recycle bin anymore

2d. Use case fails

back to 2

E3: Electricity temporarily lost

from 3

3a. Marketing Manager turns on the computer.

3b. Marketing Manager gives back to Excel.

3c. Use Case Fails

back to 3

Post Conditions:

1. Marketing Managers time was used up.
2. Electricity consumption of the company is increased.
3. Marketing Manager has stored the gathered information about prospective clients.
4. Prospective clients increased.

User Interface: Computer

3. **Identification Summary**

Title: Contact Prospective Client

Summary: This use case allows the marketing manager and the area manager to contact their prospective client over the telephone.

Actors: Marketing Manager, Area Manager, Client

Creation Date: August 13, 2008 Date of Update:

Version: 1.0 Person in charge: Maria Lourdes Capilitan

Flow of Events:

Preconditions:

1. Marketing Manager or Area Manager must have time to call their prospective clients.
2. The company must have a telephone line for the Marketing Manager.
3. The Marketing Manager or Area Manager must have the contact numbers of their prospective clients.
4. The telephone line of the company must be working.

Main Success Scenario:

1. Marketing Manager or Area Manager dials the number of their prospective clients.
2. Marketing Manager or Area Manger receives answer from their prospective client.
3. Marketing Manager or Area Manager introduces the company to the prospective client and asks permission to submit proposal to them.

Alternative Sequences:

A1: Incorrect Phone Number

from 1

1a. Marketing Manager or Area Manager notices that the phone number

exceeds the limit number of phone numbers.

1b. Marketing Manager or Area Manager checks it in the telephone directory.

1c. Marketing Manager or Area Manager finds out that we had a mistake with the number be stored.

1d. Marketing Manager or Area Manager corrects the phone number error in the database.

back to 1

A2: Prospective client's line is busy

from 2

2.a Marketing Manager or Area Manager is informed that the line of the phone number he dialed is busy.

2b Marketing Manager or Area Manager waits for a few minutes.

2c Marketing Manager or Area Manager redials the number of their prospective client.

2d The number dialed is ringing.

back to 2

A3: Marketing Manager was hanged up

from 2

3.a Marketing Manager or Area Manager ends call.

3.b Marketing Manager or Area Manager waits for minutes and redials the number.

3.c The number dialed is ringing.

back to 2

A4: Marketing Manager or Area Manager is asked to call again

from 3

4.a Marketing Manager or Area Manager receives an answer from the

prospective client.

4.b Marketing Manager or Area Manager is asked to call again on the date said.

4.c Marketing Manager or Area Manager waits for the day to come.

4.d Marketing Manager or Area Manager redials the number on the said date.

4.e Marketing Manager or Area Manager answer from personal Computer.

back to 3

A5:

from 4:

4.e Marketing Manager or Area Manager received a set date for submission of proposal from Personal Computer.

back to 4

Error Sequence:

E1: The telephone line is out of service

from 1

1a. Marketing Manager or Area Manager is informed that the line of their prospective client is out of service.

1b. Use Case Fails

E2: Wrong Number

from 1

2.a Marketing Manager or Area Manager is answered by different people and is informed that number dialed is wrong.

2.b Use Case Fails

back to 1

E3: Call ended immediately

from 2

3.a Prospective client dropped phone after knowing the caller.

3.b Use Case Fails

back to 2

E4: Prospective Client not interested

from 3

4.a Marketing Manager or Area Manager is informed that the prospective client is not interested with their company.

4.b Use Case Fails

back to 3

E5: Prospective Client not interested

from 4

5.a Marketing Manager or Area Manager is informed that the prospective client is not interested with their company.

5.b Use Case Fails

back to 4

Post Conditions:

1. Marketing Manager or Area Manager time is used up.
2. Telephone bill or the company is increased.
3. Follow up calls for the prospective clients increased.
4. Prospective clients knew the company and service.

User Interface: Telephone

4. Identification Summary:

Title: Submit Proposal

Summary: This use case allows the Area Manager to submit company proposal to their prospective clients.

Actors: Area Manager, Prospective Client

Creation Date: August 13, 2008 Date of Update:

Version: 1.0 Person in Charge: Maria Lourdes Capilitan

Flow of Events:

Preconditions:

1. The Area Manager must have time to submit the company proposal.
2. The area manager must have the prospective client's address.
3. They must have created the proposal for the Area Manager to submit.

4. Prospective client must have a set date for the company's submission of proposal.

Main Success Scenario:

1. Area Manager goes to the specified address of the prospective client.
2. Area Manager submits company proposal to their prospective clients.

Alternative Sequences:

A1: Transportation Budget robbed.

from 1

1a. Area Manager was robbed along the way.

1b. Area Manager walks if the place is already near.

back to 1

A2: Area Manager not allowed to enter.

from 2

2a. Area Manager is blocked by the guard of the prospective client.

2b. Area Manager informs the guard that he has an appointment with the company.

2c. Area Manager is asked to just leave the proposal to the guard.

back to 2

A3: Incorrect Proposal for the prospective client.

from 2

3a. Area Manager notices that the proposal handled is not for the prospective client he's into.

3b. Area Manager goes back to the company and asks the Marketing Manager for the right proposal.

3c. Area Manager goes back to the Person in Charge

back to 2

A4: Incorrect Person in Charge address

from 1

1a. Area Manager is informed that the address or the Person in Charge there into.

1b. Area Manager contacts the Person in Charge with their number.

1c. Area Manager is directed to the right address.

back to 1

Error Sequence:

E1: Person in Charge transferred address

from 1

1a. Area Manager is informed that the forces resident of the address already transferred.

1b. Area Manager contacts the Person in Charge.

1c. Area Manager is ignored that the line is already out of service.

1d. Use Case Fails

back to 1

E2: Prospective client company totally closed.

from 2

2a. Area Manager is informed that the Person in Charge in the company stopped operation.

2b. Use Case Fails

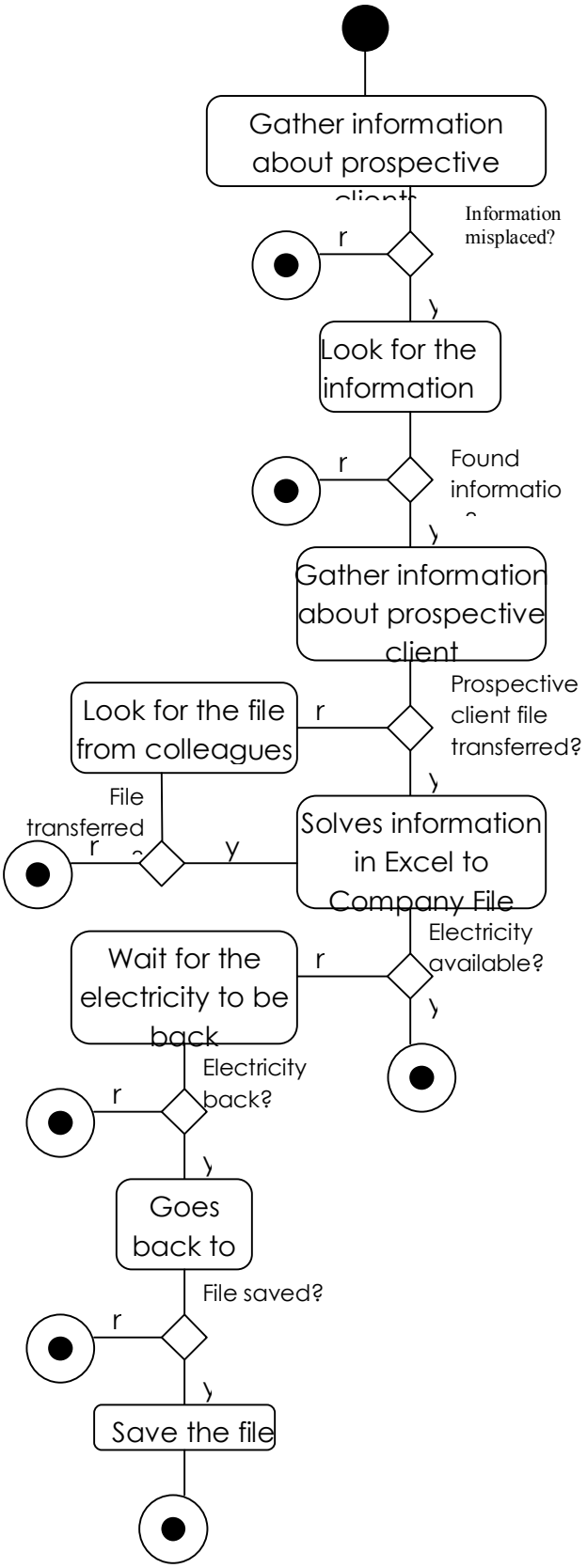
back to 2

Post Conditions:

1. Area Manager's time is used up.
2. Area Manager got tired.
3. Area Manager submitted the company's proposal to Person in Charge.
4. Person in Charge got to know the services that the company offers.
5. Prospective client on the company increased.

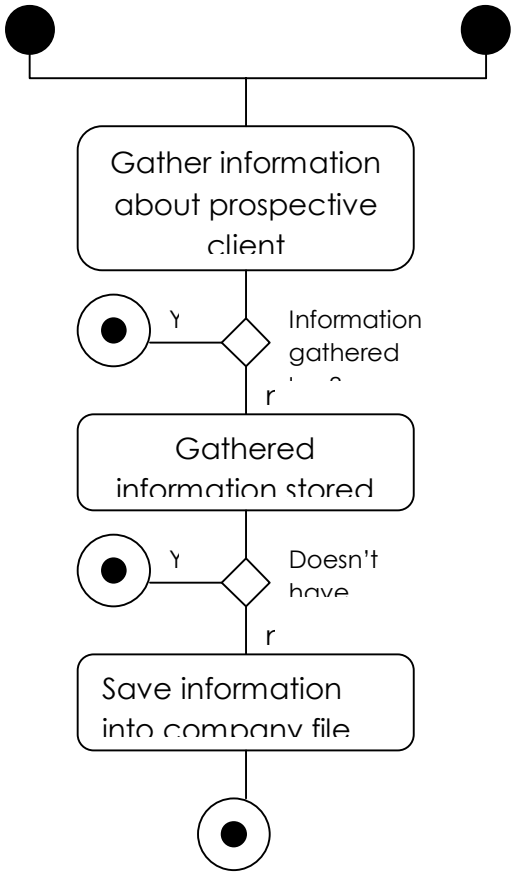
- **Activity Diagrams**

Search Prospective Client

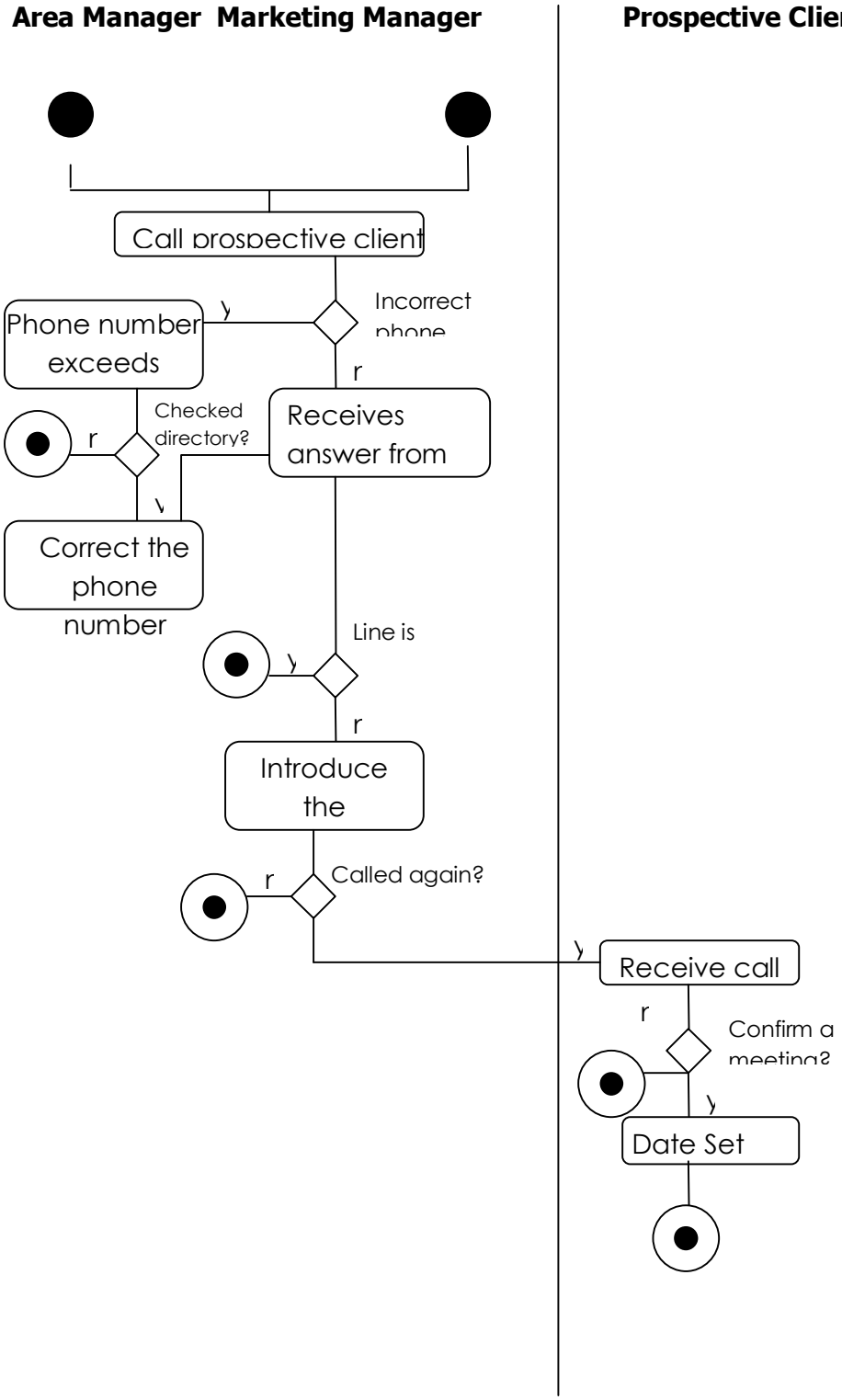


Store Prospective client Information

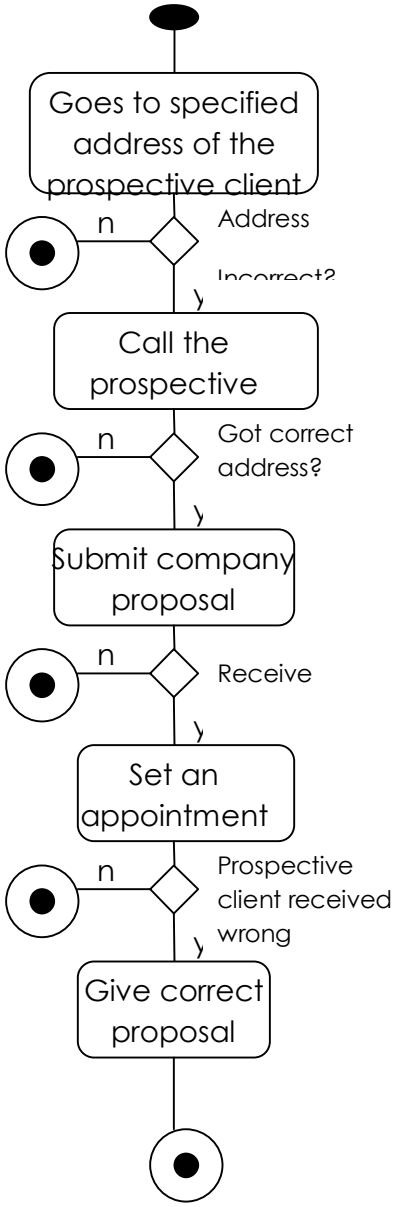
Area Manager **Marketing Manager** **Prospective Client**



Contact Prospective Client



Submit Proposal



- **Process Walkthrough**

Existing System Activities	Process Walkthrough
1. Search Prospective Clients	
2. Store Prospective Clients Information	
3. Contact Prospective Clients	
4. Submit Proposal	
4.1 Create Proposal	

- **Process time vs. Cycle Time**

Activities	Processing time	Cycle time
Search prospective clients through telephone directories	1 min	60 mins
Store Prospective Clients Information in Excel	5 mins	120 mins
Contact Prospective Clients	10 mins	120 mins
Create company proposal	50 mins	180 mins
Review Proposal	5 mins	30 mins
Revise proposal	10 mins	60 mins
Follow up call to prospective clients	5 mins	20 mins
Submit proposal	60 mins	240 mins

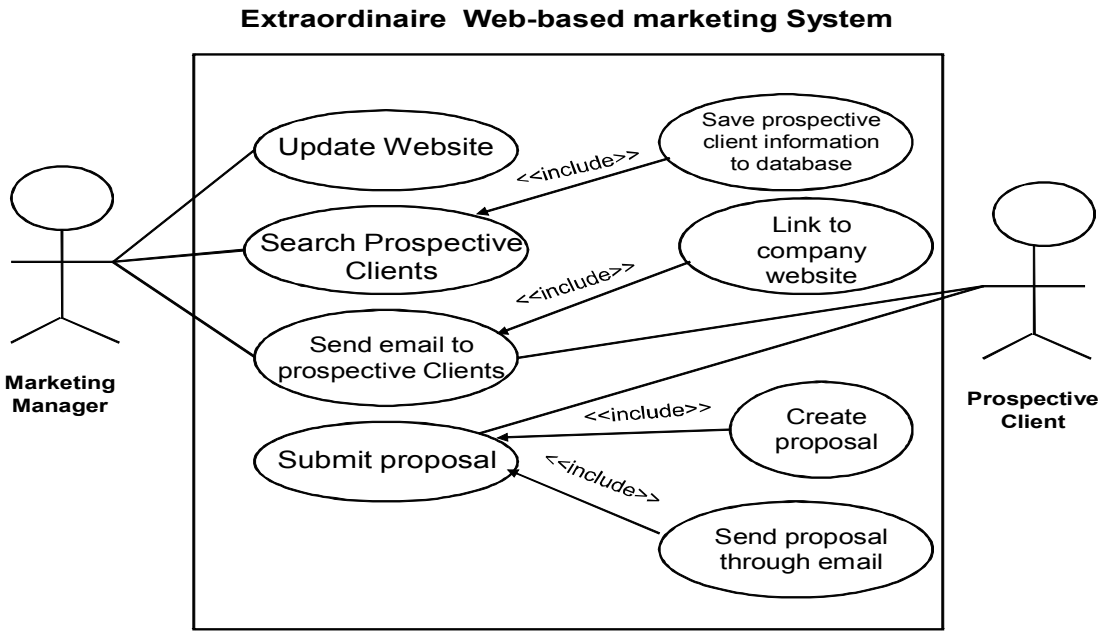
III. Chapter 3

- **Table of Recommendations**

Problem to be addressed	Recommended change	Activities affected
Few numbers of approved proposals	Existing System: Telemarketing Proposed System: Web-based marketing system	-Search Prospective Clients Information in telephone directory -Contacts prospective client through telephone -Submits company proposal personally
Company is not known	Before: There is just a little form of advertisement through telephone calls. -Company should consider advertising through blog posts and videos about the company	- Contacts prospective client through telephone
Company does not prioritize advertisement	Before: Company just give some photocopies of leaflets to employees who give these to some of the people they knew -Company should give focus on advertisement by creating a website where they could post some advertisements about the company	-Contacts prospective client through telephone
Company has no budget for advertisement	Before: Company gives importance to telephone bill payments and some expenses for photocopying of leaflets as their form of advertisement -Company should instead shift to focusing on paying bills for Internet connection and electricity bills for a worthwhile advertisement	-Search Prospective Clients Information in telephone directory -Contacts prospective client through telephone -Submits company proposal personally

	via the Internet	
Company has few revenue	Before: Company does not focus more on big businesses as their clients -Company should consider more bigger businesses as their clients	-Search Prospective Clients Information in telephone directory -Contacts prospective client through telephone -Submits company proposal personally
Company has few clients	Before: Employees of the company could call their prospective clients as soon as they have time and as soon as they had searched from the telephone directory -An employee of the company such as the marketing manager should send emails to prospective clients after having searched Philippine Business pages via the Internet wherein the email contains the link of the company website.	-Contacts prospective client through telephone

- **Use Case Diagram of the Proposed System**



Identification summary

Title: Update website

Summary: This use case allows the marketing manager of the company to update their website that perspective client could see.

Actors: Marketing Manager

Creation Date: August 09, 2008 Date of update:

Version: 1.0 Person in charge: Ruth Ann Basnillo

Flow of events:

Preconditions:

1. Marketing manager must have already created a website for the company.
2. Marketing manager must have time to update website.
3. The company must have electricity.
4. The company must have computer for the marketing manager.
5. The computer of the marketing manager must have Internet access
6. Marketing manager must know the account of the company website.
7. Marketing manager must have access to the company website account
8. Company website host must be available.

Main Success Scenario:

1. Marketing manager logs in to the company website.
2. Marketing manager posts to blog.
3. Marketing manager approves comments from the company website visitors.
4. Marketing manager post to photos of the company website
5. Marketing manager posts to videos on the company website.
6. Marketing manager edits company websites appearances.

Alternative Sequences:

A1. Incorrect username or password

From 1

1a. Marketing manager types username and password.

1b. Marketing manager is informed that username or password is incorrect.

1c. Marketing manager retypes user names and password.

1d. user name and password accepted.

Back to 1

A2. Internet Cable Unplugged

From 2

2a. Marketing manager is informed that there is no internet connection because internet cable is unplug.

2b. Marketing manager plugs internet cable.

2c. Marketing manager returns to company website blog page.

Back to 2

A3. Unacceptable comments

From 3

3a. Marketing manager reads comments of the company website visitors.

3b. Marketing manager receives negative comments from the company website visitor.

3c. Marketing manager won't publish the negative comment of the company website visitor.

3d. Marketing manager will work on the negative comment of the company website visitor.

Back to 3

A4. Internet connection timed out

From 4

4a. Marketing manager is informed that internet connection has timed out.

4b. Marketing manager refreshes page.

4c. Marketing manager returns to photo page of the company website.

Back to 4

A5. Videos to post misplaced

From 5

5a. Marketing manager finds back up of the videos to post.

5b. Marketing manager uploads videos to post.

Back to 5

A6. Company website is informed that the company website connection has timed out.

From 6

6a. Marketing manager is informed that the company website connection has timed out.

6b. Marketing manager refreshes page.

6c. Marketing manager return to edit website appearance page.

Back to 6

Error Sequences:

E1. Forgotten account

1a. Marketing manager inputs username and password.

1b. Marketing manager is informed that account has not been created.

1c. Use case fails.

E2. No internet connection

From 0

2a. Marketing manager clicks internet browser.

2b. Marketing manager is informed that there is no internet connection

2c. Use case fails.

E3. Company website not hosted anymore

From 1

3a. Marketing manager is informed that the website is not hosting anymore.

3b. Use case fails.

Back to 1

Post Conditions:

1. Marketing manager's time is used up
2. The electricity connection bill of the company is increased.
3. Internet connection bill of the company is increased.
4. Company website capacity is increased
5. The company website is updated.

User interface:

Computer, Company website

Identification Summary

Title: Search prospective clients

Summary: This use case allows the Marketing manager to search for perspective clients in the Internet and save information about them in the database.

Actor: Marketing manager

Creation Date: August 09, 2008 Date of update:

Version: 1.0 Person in charge: Ruth Ann Basnillo

Flow of events:

Preconditions:

1. The company must have computer for the marketing manager.
2. the computer must have internet access
3. Marketing manager must have time to search for perspective client.
4. Marketing manager must have a database for the gathered information about prospective clients.
5. Prospective clients must not be present clients.
6. The company must have electricity.
7. Database has auto recovery.
8. There is confirmation for file deletion.

Main Success Scenario:

1. Marketing manager searches for the information's (company name, address, contact no, email address) of their prospective clients in the Philippine business pages in the internet.
2. Marketing manager transfers information about their prospective clients for database.
3. Marketing manager saves gathered information in excel

Alternative Sequences:

A1. Internet cable unplugged

From 1

1a. Marketing manager is informed that there is no internet connection because the internet cable is unplugged.

1b. Marketing manager plugs the internet cable.

1c. Marketing manager returns to the page.

Back to 1

A2. Prospective Client information not immediately copy.

From 2

2a. Marketing manager forgot to copy prospective client information

2b. Marketing manager researches prospective client information

2c. Marketing manager finds prospective client information

Back to 2

A3. Electricity temporarily lost

From 3

3a. Marketing manager turns on the computer as soon as electricity comes back.

3b. Marketing manager goes back to database.

3c. File not saved was auto recovered.

back to 3

Error Sequences:

E1. No internet connection

From 1

1a. Marketing manager is informed that there is no internet connection.

1b. Use case fails.

back to 1

Post Conditions:

1. Internet bill of the company is increased.
2. Marketing manager time is used up
3. Prospective clients are increased.
4. Electricity consumption of the company is increased.
5. Gathered information about prospective client is saved.

Use interface:

Computer, web, database

3.Identification Summary

Title: Send email to prospective client

Summary: This use case allows the Marketing Manager to link the company website by sending email to prospective clients

Actors: Marketing Manager, Prospective Client

Creation Date: August 9, 2008 Date of update:

Version: 1.0 Person in charge: Ruth Ann Basnillo

Flow of Events

Preconditions:

1. The company must have a website
2. The company must have an email address
3. Marketing manager must have the email address of their prospective client
4. The company must have computer for the marketing manager
5. The company must have internet connection
6. Marketing Manager must know the company's email account
7. The company must have electricity
8. Marketing Manager must have time to send emails

Main Success Scenario:

1. Marketing Manager logs in email account
2. Marketing Manager creates a message for the prospective client and puts the link of the company website
3. Marketing Manager sends the email to the prospective client's email address

Alternative Scenario:

A1: Incorrect username or password

From1

1a. Marketing Manager inputs username and password

1b. Marketing Manager is informed that username or password is incorrect

1c. Marketing Manager retypes username and password

1d. Username and password accepted

Back to 1

A2: Internet connection timed out

From 3

3a. Marketing Manager is informed that internet connection has timed out

3b. Marketing Manager refreshes page

3c. Marketing Manager returns to compose new message

3d. Marketing Manager resends the email to prospective client

Back to 3

Error Sequences:

E1: Invalid email account

From 1

1a. Marketing Manager inputs username and password

1b. Marketing Manager is informed that account is not valid

1c. Use case fails

Back to 1

E2: Invalid email address of P.C.

From 3

2a. Marketing Manager receives an email from mailer demon

2b. Marketing Manager is informed that the email address of the Marketing Manager has not been created

2c. Use case fails

Post Conditions:

1. Electricity consumption of the company is increased
2. Internet connection bill is increased
3. Marketing Managers' time is used up
4. Prospective client receives email from the company
5. Prospective client is directed to the link of the company's website

User Interface: Computer

4.Identification Summary

Title: Submit Proposal

Summary:

Main Success Scenario:

1. Marketing manager edits the draft message for submitting proposal.
2. Marketing manager attaches the company proposal in the messages.
3. Marketing manager inputs multiple email address on the prospective clients.
4. Marketing manager click the sends link.

Alternative Scenario:

A1. Submit Proposal draft accidentally deleted

From 0

1a. Marketing manager opens the trash folder.

1b. Marketing manager click the draft of the email needed.

1c. Marketing manager recovers the draft of the email.

Back to 0

A2. Message in the draft deleted

From 1

2a. Marketing manager presses the control key and z to undo the deletion.

2b. Marketing manager recovers the message of the draft

Back to 1

A3. Internet connection timed out

From 2

3a. Message is display informing that internet connection has timed out.

3b. Marketing manager refreshes the page.

3c. Marketing manager returns to the page

Back to 3

A4. Message appears that message can’t be sent to email address

From 3

4a. Marketing manager checks the email address.

4b. Marketing manager detects typographical error in one of the email address.

4c. Marketing manager corrects the email address according to his list of email address.

Back to 4

Error Sequences:

E1. Email server down

From 0

1a. Marketing manager goes to email site.

1b. Marketing manager is informed that email server is currently down.

1c. use case fails.

back to 0

E2. No internet connection:

From 0

2a. Marketing manager clicks the browser

2b. Marketing manager is informed that there is no internet connection

2c. Use case fails

Back to 0

E3. Proposal not attached

From 4

3a. Marketing manager checks the sent items for Prospective clients

3b. Marketing manager notices that one of the sent items for Prospective clients has no proposal attached.

Back to 4

Post Condition:

1. Electricity consumption of the company increases
2. Email contacts of the company increases
3. Email with the company proposal attached is sent to the prospective client
4. Prospective clients received the email from the company
5. Prospective clients increase

User interface:

Computer, Internet (email)

- **Benchmarking**

Metrics	Extra Ordinaire Janitorial and Manpower Services	City Service Corporation
1. Number of customers	21	thousands
2. Number of Transactions per day	50	More than 100 per day
3. Number of Branches	0	3
4. Type of Information System	Semi-automated system	Computer based system
5. Number of proposals	50 per week	thousands
6. Number of Services offered	19	9
7. Number of employees	21	More than a 100

- **Streamlining**

Process Cycle Time Reduction:

The group applied the Process Cycle Time Reduction in the proposed system by proposing the activity wherein the marketing manager of the company, who would be responsible for the web-based marketing system of the company, would just search

prospective clients in the Internet instead of scanning over the pages of a telephone directory. More than that, the transferring of the information of the prospective clients would be easily transferred to the database by simply copying and pasting those from the Internet. The long process of dialing and waiting for an answer in the telephone calls would be eliminated simply when the activity which is to send email to prospective clients would be implemented. There would be no more long hours talk between the caller such as the marketing manager and the prospective clients over the phone because with the system, the website of the company would talk for the marketing manager. If the prospective clients got interested with the services they offer, prospective clients could simply send an email to the company. Soon, the marketing manager could already send the company proposal through email without letting the area manager to submit it personally. The long hours of travel from the company to the place where the proposal would be submitted could be eliminated. There would no longer have follow-up calls on the side of the marketing manager because the prospective clients could already give comment on the company website if they agree with the proposal or they could simply email without any hassles.

Big Picture Improvement

The analyst thought of a marketing system for the company wherein the existing system which is telemarketing would be changed into a web-based marketing system. Prospective clients, most especially those who are big time, are very busy and lack time to answer phone calls. That is why most of them tend to hire personnel that would answer phone calls for them such as in a call center agency. Thus, if telemarketing system would be pursued upon by the company, they would really have a hard time acquiring more clients. That is why the group decided to propose a system wherein telephone calls and extra efforts like going to the company to submit proposal would be eliminated. And this system would be a web-based marketing system wherein the company would do all their transactions in acquiring clients in the web. The ones recommended by the group could be the new options for the company's new system and through these; the company could now focus more on the key success factors that would in turn have a great impact for the company by letting it earn and gain more revenues. Big picture improvement as soon as this proposed system would be implemented is that the company would be known by big businesses in the Philippines not only because of their performance but because of their marketing system that's according to the trend nowadays. Not only that but the people themselves who have

already tested their performance could speak for them through comments and blog posts in their website.