Terms of References (**ToR**) for the Customer Relationship Management (**CRM**) System Development

Organization: Media Diversity Institute - Armenia

Project: Supporting children and adolescents to prevent and respond to online threats

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Web Sources:

www.mdi.am

www.cyberhub.am

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CRM Overview

CRM System Purpose and Objectives

The CyberChat CRM system is designed to provide a comprehensive case management solution for handling cybersecurity incidents and digital safety concerns regarding children and adolescents (age: 12-18). The primary objective is to create a centralized platform that enables efficient tracking, management, and resolution of various cyber-related cases while maintaining proper oversight and coordination among different specialist teams (technical, legal, psychological).

The system aims to:

- Streamline the intake and processing of cybersecurity incident reports

- Facilitate proper case assignments to appropriate specialists based on incident type

- Enable comprehensive tracking of case progress from initial report to resolution

- Provide analytical insights for improving response effectiveness

- Maintain detailed audit trails for compliance and quality assurance purposes

Technical Platform

The system should be built using modern web technologies: NestJS framework for backend API development, React for frontend user interface, and PostgreSQL for database management. This technology stack ensures scalable, maintainable, and secure web application architecture suitable for enterprise-level case management operations.

User Module

User Level

- **System Admins**
  - **Managers** [Hotline Responsible Person]
    - **Experts** [Cybersecurity Specialist; Lawyer; Psychologist]

User Scope and Authority

- **System Admins** - Have access to all CRM settings and cases, manage all CRM functions, user permissions, user authorizations, new user creation, applying restrictions, access logs.

- **Managers** - Manually enter and have access to all cases, database, can redirect them to appropriate Experts, mark case progress (new, in progress, done...), export database, perform searches by data types (age, gender, region, case type...).

- **Experts** - Have access to cases assigned to them, can enter information about their work performed and collected data.

Case Module

Case Entry Attributes

- **Case type** (CyberChat case classification - which incident does the problem relate to)
    - Case 1: My account has been hacked
    - Case 2: My account has been hacked and I'm being blackmailed
    - Case 3: My photos have been distributed without permission
    - Case 4: Defamatory photos or edited visual materials about me have been distributed
    - Case 5: I'm concerned about a child's safety in the online domain
    - Case 6: I'm experiencing cyberbullying
    - Case 7: I'm experiencing sexual harassment
    - Case 8: Other situation
- **Case support type**
    - Technical
    - Legal
    - Psychological
- **Stakeholder** (who contacted us?)
    - Child
    - Adult
- **Case identification status** (is the application identified?)
    - Named (if named, then also contact details: phone, email, Telegram ID, etc.)
    - Anonymous
- **Case demographic**
    - Child's age (0-18)
    - Child's gender (girl, boy)
    - Child's region of residence (Aragatsotn, Ararat, Armavir, Gegharkunik, Kotayk, Lori, Shirak, Syunik, Tavush, Vayots Dzor, Yerevan)
- **Incident details** (detailed description of the incident)
- **Incident time** (when was the incident first recorded?)
- **Incident form** (how was the incident first recorded? For example: "notification on Instagram", "phone is heating up" or "child's photo has been circulated in school Viber group")
- **Incident Impact** (what is the technical impact of the incident?)

- **Case request platform** (how they contacted us?)
  - Telegram
  - WhatsApp
  - Website Live Chat
  - Email
  - Mobile call
  - Other (specify)
- **Actions** (what step did you take as first responder?)
  - I completely solved the problem
  - Transferred to technical specialist
  - Transferred to legal specialist
  - Transferred to psychologist
- **Detailed actions** - (describe the steps you implemented)

Case Status

Status by type

- New
- Current/In Progress
- Completed
- (Addition of new status types by System Admin/Manager)

Status by responsible person

- With Technical Specialist
- With Lawyer
- With Psychologist

Case closing result

- Satisfied (successfully completed)
- Rejected (not considered)
- Unsuccessful (work did not yield results)

Incident response assessment by applicant

- Satisfied
- Average
- Dissatisfied

CRM Modules

Workplace Module

- Case registration and editing (System Admins, Managers)

- Case data classification by predefined types (System Admins, Managers)

- Case status modification by progress and responsible person (System Admins, Managers, Experts)

- Case chronological activity tracking (logs/timeline) (System Admins, Managers, Experts)

- Case assignment to Experts (System Admins, Managers)

Management Module

- User management dashboard (add, edit, assign status) - System Admins

- Setting permissions and authorities by user groups - System Admins

- General restrictions management (e.g., data viewing rights) - System Admins, Managers

- Case review, creation, closure - System Admins, Managers

Database Module

- Structural data model with interconnectivity of all modules

- Storage and management of multiple cases by metadata

- Fast search and filtering functionality (age, gender, region, type, responsible person)

- Empty value warnings / validation

- Data backup and restore

Analytics Module

- Quantitative analysis of cases by time period

- Case statistics by case type, region, gender, incident impact and result

- Charts and visual analytics (charts, graphs)

- Data comparison by time periods (trend analysis)

Export/Import Module

- Data export in Excel, CSV, PDF formats by selection

- Data import in standard formats (CSV) for adding new or updated data

- Automatic validation of imported files with error detection and rejection system

- Export permission restrictions by user status

- Registration of export/import operations with audit trail