CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM

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Abstract

In company it is very difficult to store the campaign and customer details and also very difficult for maintaining the good and continuous relationship with our daily customer or permanent customer. The Customer relationship Management System helps overcome the above problems. Using this software we can easily stores and retrieve all the valuable information and the lead tracking process can be done using this system. Through this system easily track the lead and make them into permanent contact. This application is also helpful in future because the customer satisfaction is the import goal of every company and all are trying to increase their customer profit. We can add new functionalities and this application is more users friendly.

IndexTerms- Campaign, Permanent Customer, Customer Relationship Management, Customer satisfaction, Customer profit.

I.   INTRODUCTION

1.1 Project Description

1.1.1 Statement of the Problem
The success of each and every business is customer satisfaction. The CRM (Customer Relationship Management) software helps to track and maintain the customer relationship and increase the customer profit. In normal case, it is very difficult to store the campaign or marketing details as well as tracking the leads. After including the leads, the follow up process can be again difficult also. Suppose we have to maintain the more than 1000 customer information, it is very difficult in the manual methods so we introduce a new application i.e. CRM. The application helps to store the large variety of information easily. Through this application we can easily track and maintain the relationship with the current and future customers or leads and make them as permanent.

1.1.2 Purpose
CRM is new technique in marketing which help to maintain a long relationship with the customer and increase the company profit. Company can easily track the customers and maintain a good and life long relationship with them.

1.1.3 Project Scope
The Customer Relationship Management system project scope is to improving their customer satisfaction. The application is user for maintain a long relationship with the customer. Through this application the business efficiency can be improved. The CRM application helps to continue a strong relationship with their customer. The CRM also enhance the sales teams. It efficiently stores the customer information and we can easily and efficiently access it.

II.   LITERATURE SURVEY

2.1 Existing and Proposed System

2.1.1 Existing System
In existing system all works are handled by manually, so it is difficult to store and manage the customer relationship. If we update the client information, in manually it is very difficult and it will takes a lots of time as well as money. In the existing system the communication is done by phone and if any updates then again call the clients.

2.1.2 Proposed System
The proposed system over comes all most all the problems of existing system. All the manual processes are computerized. In proposed system easily stores the campaign information and tracks the clients efficiently. Through the message or mail or calls the sales person can follow up the client and make them as ready to buy our product. The proposed system maintains a good relationship with the customer throughout his/her life.

2.2 Feasibility Study

2.2.1 Operational Feasibility
The CRM application has a user friendly user interface design so any person can easily use this application. The system accepts the end users, so any training is needed for use this application.

2.2.2 Technical Feasibility

In CRM application many users can login the application and perform their tasks at a time. The admin can valuate the user performance as well as the system performance. The java and Java server page are uses for this application and the back end is MYSQL. More than one framework is used in this application.

2.2.3 Economic Feasibility

The customer Relationship Management System is efficient and it uses no extra hardware for its execution. The execution of this application can be done any operating system supporting web browsers. So application is feasible.

III. MODEL

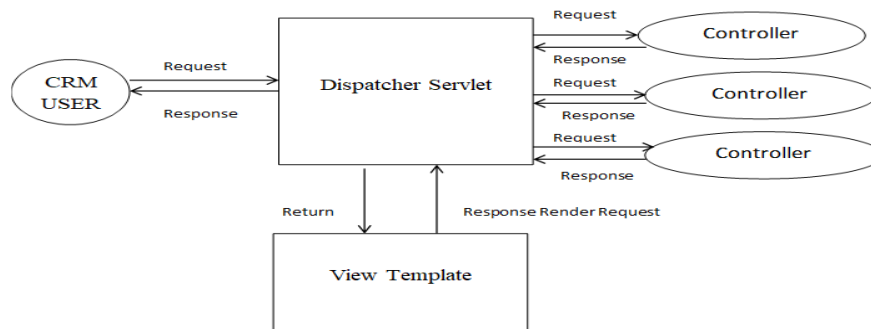Fig 3.1 Model of   CRM

This application is developed by improve the business efficiency. The main features of this application are

- Marketing Management.
- Lead Management.
- Contact Management.
- Account Management.

3.1 Product Perspective

The CRM is a good application programming interface, which helps the company to maintain a good relationship with their customers. This application works efficiently and it provides a good and easy graphical user interface.

3.2 User Classes and Characteristics

The main modules are :-

3.2.1 Marketing Management

In the marketing management module contain all the details about campaign like when the campaign conducted budget of campaign and expectation of leads from the campaign etc. In the campaign module we can understand whether the campaign is success or not. This module also performed the market analysis task.

3.2.2 Lead Management

In lead management module contains the lead management activities like lead generation and lead management. Leads may a person or a company they are interest in what you are selling. In this module assign a sales person for our leads and follow-up with leads until it reaches contact. This means the leads are willing to convert to potential customer.

3.2.3 Contact Management

In contact management module convert leads into contacts. The contact module contains the client information i.e. regular interacting clients or customer. This module contains the complete information about our customers, activity history, key contacts and customer communication etc.

3.2.4 Account Management

If you entered an organization name for leads at the time of contact, then the corresponding account will be created. The account management module contains the full information about our client/customer account information.

3.3 Design and Implementation Constraint

In this application the Java and Spring MVC Framework is used for server side programming. This application can be accessed in all OS having browser.

IV. SYSTEM DESIGN

4.1 Introduction

System design is simple a process for designing a new system. The new system can be created using the user/ customer requirements. In system design we specify the architecture of the system and components that are included in the system. The system design says how the different components are working in the system.

4.2 Design considerations

4.2.1 Assumptions and dependencies

This application works in good manner. The application is more users friendly and reliable. It can be used for any types of person who has knowledge about the basics of computer. The CRM application doesn't need a specified Operating System to run.

4.3 System perspective

In the system perspective a large system can be divided small subsystems. Each subsystem has its own functions or services. In CRM we use the MVC (Model View Controller) architecture. It has 3 parts :

- Model
- View
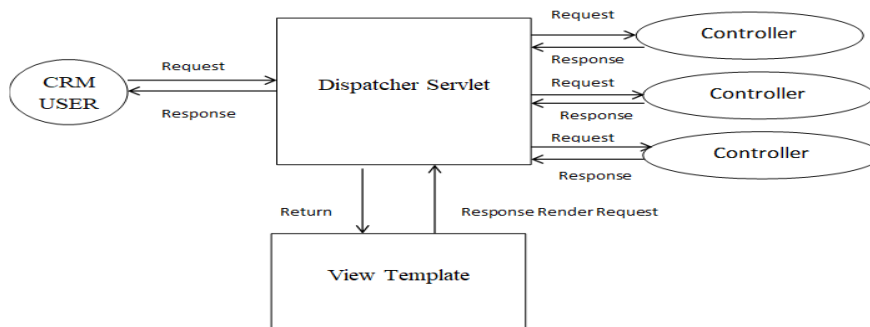- Controller

The MVC architecture of CRM as follows:

Fig 4.3.1 MVC Architectural diagram of CRM

4.4 Context flow diagram

The context flow diagram shows the data flow of the top levels. It specifies the boundary and environment of our CRM application. This diagram shows an entire working of the system.
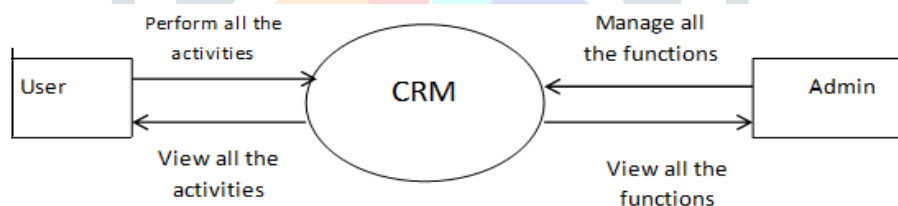

Fig 4.4 Context flow diagram of CRM
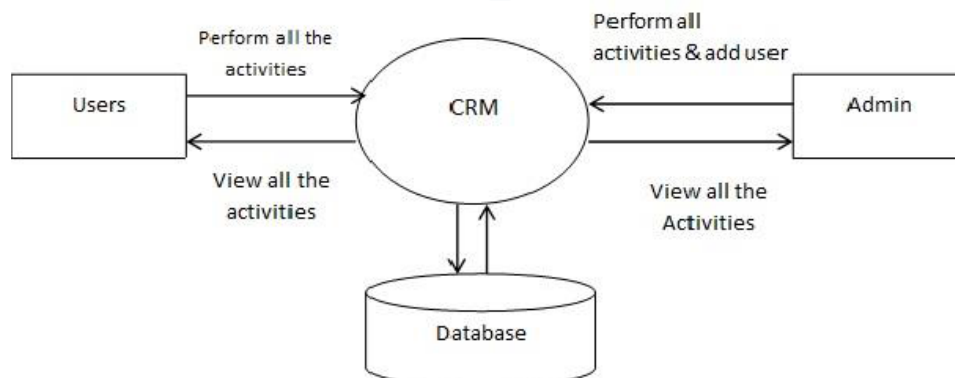
4.4.1 Level 0 DFD

Fig 4.4.1 Level 0 DFD

Level 1.1: Users

The user login the CRM using username and password. The user can add the campaign information and view the campaign information. The head can add new leads and follow-up the leads. The head can delete or edit the lead information also. The leads can be converted into contact based on their interest. He can add the account information as well as the view all the accounts. The new contact also be created.

Level 1.1.1: Campaign

The user can login the campaign module and add the campaign information. They can also change or update the campaign that already entered. They can view the entire details of campaign and they can delete it also.

Level 1.1.2: Lead

The user can login the lead module and add the lead information. The user can also change or update the lead that already entered. They can view the entire details of lead and they can delete it also. They can follow up the leads. The user can add all the follow up details about lead and they can view and update the information. They can convert the lead to contact directly and the corresponding account will be created.

Level 1.2.3: Contact

The users can login the contact module and add the contact information. They can also change or update the contact that already entered. They can view the entire details of contact and they can delete it also.

Level 1.2.4: Account

The users can login the account module and add the account information. They can also change or update the account that already entered. The head can view the entire details of account and they can delete.

V. CONCLUSION

The goal of every business is customer satisfactions and continuous a good relationship with our customer. The CRM system helps to maintain the good and a permanent relationship with the customer and the customer profit will be increased. In normal case, the data or information can be store and maintained is every difficult but our application all these difficulties are reduced. Tracking of leads and follow up process can be easily done through this application. Through this application we can easily track our customers and helps to increment the number of customers.

V1. REFERENCES

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