CRM SYSTEM

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Abstract : This project presents a web-based application for the management of customer relationships and predicting sales. The leads that are generated are handled by the users of the app and based on the outcome of the lead they are further processed. Leads that are moved to contact management are again processed/handled by the user for further updation . Based on sales, the prediction algorithm makes the prediction of sales of WHICH, HOW and HOW MANY machines are sold are future sales. The developed CRM system can manage such things but does not give a record of sales. This project can help businesses boost with analysis of sales, predict the sales, and help with the management part of the business for smooth business

Keywords: CRM, Sales, Django.

I.   Introduction

Customer relationship management (CRM) is an approach to manage a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth. One important aspect of the CRM approach is the systems of CRM that compile data from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials and more recently, social media. Through the CRM approach and the systems used to facilitate it, businesses learn more about their target audiences and how to best cater to their needs. CRM systems can also give customer-facing staff detailed information on customers' personal information, purchase history, buying preferences and concerns

The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

When people talk about CRM, they are usually referring to a CRM system, a tool that helps with contact management, sales management, productivity, and more.

A CRM solution helps you focus on your organization's relationships with individual people — including customers, service users, colleagues, or suppliers — throughout your lifecycle with them, including finding new customers, winning their business, and providing support and additional services throughout the relationship. This projects presents a method of managing a company's business requirements. It manages the leads which will be eventually converted to customers, the employees of the company, task of each employee, and sales. This is implemented using Django framework. It's a web application which consist of lead management, customer management, task management, it also provides a video conferencing so that employees do no need to use another application in order to connect to each other. And shows the sales analysis on the basis of customer to lead conversion.

II.   PROBLEM STATEMENT AND OBJECTIVE

The customer relationship is a key to the success of any company. Hence, a company that does to have effective client relationship management suffer from several severe competition disadvantages in the marketplace. One of the major disadvantages is that the company will lose the competitive edge that good customer relationship management provides. Another problem is that the company will not be able to have the product that addresses the needs of the buyers due to lack of appropriate customer relationship management. Moreover, the organization that fails to properly implement the effective customer relationship management strategy in the required period will not be effective in improvement of the services of the buyers as well as the services innovation which entirely rely on the investments.

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Traditionally a CRM system manages the company's interaction with the current as well as potential customers. But we took it to a step ahead. This application doesn't only manage the customers but it aims to provide a smooth working environment in which the workflow is very simple and efficient taking away all the complexity how most CRM provides. It also keeps the employees aware of other employees works and allow employees to contact to each other via the application.

III.   LITERATURE SURVEY

The term of CRM (Customer Relationship Management) is being used for over 50 years in the IT, financial, marketing, sales and commercial departments, but the problem of the relationship between a customer and those who deliver him a product or a service, exists even from the time when the term "client" was invented.

J. Curry, a consultant for small companies, considers that the person who invented this concept in 1954 is Peter Drucker himself, when he stated: "the most important activity of each company is to attract and keep the customers".

The concept of CRM can be defined as a software product, a mean of collecting data, a sales strategy or a data analysis. Nevertheless, we can use all these four definitions and a dozen others in order to cover all our necessities when referring to CRM.

CASE STUDY 1: USING ASOFT CRM SOFTWARE TO OPTIMIZE BUSINESS PROCESSES
AUTHORS: GALYNA MOZGOVA, OLEKSII PETRIAIEV, YEVHENIYA SHYTKH
METHODOLOY:

They have used a crm software name asoft crm to optimize their business processes.
Asoft's main activities in auto-business processes of the company: marketing service, which are designed to establish mutual between these most important units . Manage the sales process with asoft CRM product allows you to achieve it forecasting, reduce the sales cycle and avoid losses of potential customers due to nostringsal problems. The advantage of ASOFT CRM product is ease of in use, configuration and support. Efficiency of development and use of the theme provides an intuitive web-interface. Providing a high level of service to customers is ensured through the accumulation of experience of the company, which allows for each specific client to build the most effective service scheme. High security of information is achieved deployed access delimitation system functionality and data stored in the system. ASOFT CRM provides a convenient plan for working day: the diary displays theall planned events. All overdue events appear below the calendar as Table. The application allows you to quickly and easily to register a client, to register an agreement with him

Case Study 2: CRM SOFTWARE IN AUSTRALIA
Authors: Lawrence Ang, Francis Arthur Buttle
Methodology:
The article provides the result of using the crm software in Australia how it has affected the businesses and whether using it was profitable or not. They first gathered the data of the population of Australian industries and commerce. The population was stratified into 3 annual turnover groups: $50 to $99 million, $100 to $500 million, and above $500 million. These focused on the use of CRM software to support three customer management activities - acquisition, retention and development. They measured the ROI using a 7-point Likert scale, as was the extent to which the software met respondent expectations in supporting the three CRM activities in the last 12 months. The ultimate dependent variable was whether the CRM software had made a critical improvement in company profitability, again measured on 7-point scale with 7 anchored as 'a critical contribution' and 1 as 'no contribution'. Data were analyzed using procedures within SPSS_PC version 10. Analysis employs uni-variate, bi-variate and multi-variate procedures as appropriate to the research questions
Results:
One hundred and seventy responses were obtained (23% response rate). Forty-three reported annual turnover between $50-$99 million, forty-six were between $100-$500 million, and forty-two were above $500 million. Thirty-nine companies declined to divulge their annual turnover. Participants represented all major standard industrial classification (ANZSIC) codes. Dominant sectors were manufacturing (43 companies); wholesale and retail (24); and health, community services, accommodation, cultural/recreation, personal and other services (23). Are improvements in company profitability predicted by the use of CRM software?
The results show that that the only significant predictor of company profitability is the performance of CRM software in meeting companies' expectations of customer retention
They found that CRM software is not equally applied across all 3 customer management activities – acquisition, retention and development. Australian companies use CRM software more extensively to support their customer retention and development, rather than customer acquisition activities. Furthermore, they are also more satisfied when the software for these purposes. Software applications normally associated with customer acquisition are lead generation, lead qualification, market segmentation and customer profiling applications. It

appears that these have limited adoption. However, applications which enable companies to focus on the retention and development of their customer base are more widely adopted.

Finally, the most significant finding is that of all the variables investigated in this study, satisfaction with the contribution of CRM software to companies' customer retention expectations is the sole predictor of improvement in company profitability.

IV.   LIMITATIONS OF EXISTING SYSTEM

It takes time and cost to deploy the system. Adopting a completely new working method will cost quite a lot of time and money to operate and stabilize. Not only buying the software, installing the software is done, but also having to convert old data to the software and it takes time to get used to the software operation. Difficulty in implementing and changing traditional working culture. Because not only an individual need to change the way they work, but the whole business. As people get used to the traditional way of working, transitioning to a new way is a challenge that not everyone can adapt to quickly. The software does not have all the features businesses need. Because currently mainly units provide a package CRM software, but each business has a different mode of operation, it is not possible to apply the same software for all businesses.

V.   PROPOSED SYSTEM

5.1 FRAMEWORK:

Django:

It is a high level Python web framework that enables rapid development of secure and maintainable websites. Django is described as ridiculously fast, to help developers take applications from concept to completion as quickly as possible. Django is secure. It takes security seriously and help avoid many common security mistakes. It is scalable. Its flexible. Versatile, It can build all sorts of things from content management to social networks to scientific platforms.

Sites using Django

1. Instagram
2. National Geographic
3. Mozilla
4. Pinterest

5.2 METHODOLOGY:

The proposed application will be using a Dajngo based web application. The user of these applications will be the employees of the company.

Since the project in mainly build in Django(Python). One of the feature of Django is that it provides with centralized admin.

The boss or the CEO will be admin which will have all the rights of the system. He/She will be the super-user that can view and edit all the work or things done by other employees. The admin can make teams which will consist of the employees and can make anyone them a team leader. The admin can manage all the leads and customers that are managed by other employees as well as their tasks.

The Entire project is divided in two parts management of customer relationship and analysis of sales. Suppose there is a company that makes sanitary pad machine of variable size and prioritize customer satisfaction and hence customers over the country. Hence it is important to manage of customer orders and also get new leads for prosperous business

Firstly the leads will be generated. It can be generated via API, Customer references , Email , etc. The leads generated will have 3 outcomes 1. No further interaction 2. Interested 3. Urgent

After lead Generation. The employee will create tasks. If the customer gives positive feedback for the next meeting they'll be moved to the contact management where they'll be recorded for further meetings and this is what a task consists of. If an employee contacts the same customer in the next meeting new task will be created will consist of the next step to be followed related to the leads.

This was part of the management of customer relationships.

The role of salesmen/manager is to manage the leads and get feedback from customers. Make a schedule for meetings, and take orders. Generally manage the management part of the app.

The next will be the analysis part. One of the important parts for the business and also for the project. From the leads that are generated there is leads analysis part Which needs whether the lead converted into paying customer aka response variable and details about each lead that will help us the response variable. Hence it will provide with sales analysis.

5.3: DESIGN DETAILS
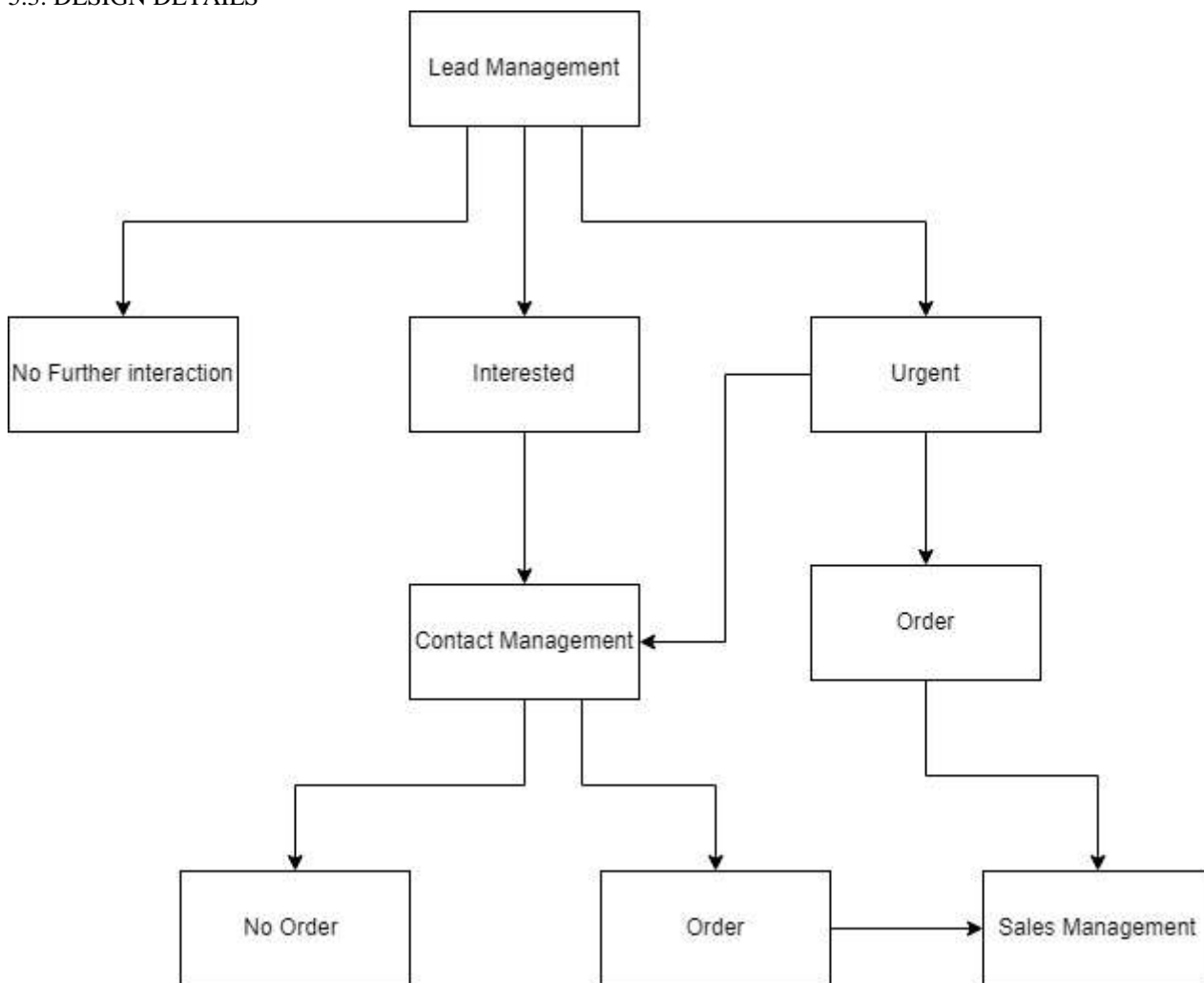
VI: CONCLUSION

Application described in the paper would be a prototype that would be beneficial for a company for not only to grow its business and for the employees to work efficiently and easily. Customer Relationship Management (CRM) is an important thing in the company even a small company. Because with it the company can make a good communication in both ways the customer and the company. And not just that the company can use it to analyze the opportunity to their future. Like know how many people is satisfied with their service or how many customer is loyal with the company and also can make a forecasting to their company. To address today's exploding service company marketplace initiatives, CRM act as a foundation for any successful implementation. Furthermore, the concept of customer interaction and the ability to collect this information across any touchpoint/channel is essential as the learning curve for "who is my customer and what is the best thing for them" is to be achieved Customer Relationship Management enables a company to align its strategy with the needs of the customer in order to best meet those needs and thus ensure long-term customer loyalty. However, in order to be successful in these aims, the different company departments have to work together and use measures in a coordinated fashion. This purpose is achieved via a customer database which is analyzed and updated using CRM software

VII: REFERENCES

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