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# CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM

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***ABSTRACT:*** *Customer Relationship Management or CRM is a business strategy designed to optimize revenue and increasing customer satisfaction, attracting new customer, retaining existing customers and understanding customers better. A successful CRM implementation can improve the business process by improving selling and servicing functions. Because of the internet, markets move faster and competition is much more fierce. Currently they employ diverse information system to maintain different aspect of customer relationships separate system often give incomplete and outdated information on the customer. CRM provides an integrated system to maintain good relationship with customer. CRM is the fastest growing segment of the enterprise application market today. The major driver of this growth is the internet. The rapid growth of E-commerce has caused the most significant change in CRM application. CRM packages allow the organization to internet with, sell to and service Customers through different channels.*

**Keywords: CRM, WEB ANALYSIS.**

## I. INTRODUCTION

Because of internet, customers have more choices. Offering good products alone is not enough. Meeting their needs so thoroughly that they keep coming back will help us a lot. Web enabled interaction and information delivery helps us to meet their needs easily. System Analysis is first stage according to System Development Life Cycle model. This System Analysis is a process that starts with the analyst. Analysis is a detailed study of the various operations performed by a system and their relationships within and outside the system. One aspect of analysis is defining the boundaries of the system and determining whether or not a candidate should consider other related systems. During analysis, data is collected from the available files, decision points, and transactions handled by the present system. Logical system models and tools are used in analysis. Training, experience, and common sense are required for collection of the information needed to do the analysis.

## II.EXISTING SYSTEM:

Customer Relationship management system is a web application; it is a client-server base application. Sales, Service is very important for product and it requires well-equipped and good software for accuracy and fast service.

## PROBLEM DEFINITION

- Maintained by VB and Oracle.
- No data security is ensured.
- Any query requires time consuming in searching records.
- Information cannot be given in time.
- Difficult to keep track of records.

## PROPOSED SYSTEM

- Deliver an efficient computerized system.
- Provides user-friendly interface.
- Avoid data inconsistency and maintain integrity.
- Mailing facility helps to give feedback.
- Easy maintenance of data and customer service made easier through mobile interface.

## IV.MODULES

Customer Relationship Management is a system, which provides a good relationship between dealer and the customer. The main work starts after selling of the product to the customer. If any customer is purchasing any product and after few days if they got any problem in the purchased product then customer only has to logon to the systems and enter there customer-id and secret password.

The project consists of two Modules:

- ❖ Dealer Module
- ❖ Customer Module

- Reports Module

**Customer Module:**

In this module the customer enters into the website as soon as he finds a problem with the product he bought from the dealer for registration of the problem. For this initially the customer has to get himself registered into the website then only he can sign in into the website and give the complaint. Although the customer is a valid person he also must be with in the warranty and guarantee periods for the customer has to pay or not to pay the money.

**Dealer Module:**

In this module the work of the dealer or the administrator is to manage all the contents in the website and also to verify and update all the data of the customers i.e. who ever are with in the Guarantee and Warranty periods so that the system allows them not to pay the money when they enter into the website for the registration of their problem with the product.

He also has to search for the system engineer who ever is located nearby to the customer house in order to rectify the problem associated with the customer.

Dealer also has to verify the information provided by the customer during his registration of the complaint i.e. whether he is a valid customer or not and all the details related to his address and mobile numbers.

**Reports Module:**

The system has to send message to the engineer with all the details of customer and their product's problem. The engineer has to enter time while going to the customers place and he has to send an online message to the dealer if he has any requirement of the spare parts and then thy will be provided to the engineer.

**Submission Module:**

At the end of the work engineer has to enter the work duration and customer remark. On this basis only the higher authority will find out the efficiency of the engineer.

## V. CONCLUSIONS

The project has been appreciated by all the users in the organization. It is easy to use. User friendly screens are provided. The usage of web application increases the efficiency, decreases the effort. It also provides the user with variable options in exporting. It has been thoroughly tested and implemented. Although the current system is confined to a local LAN network it can be enhances to provide support internet related services within the same IDE. Improvements can be done to provide better security to the sources so as to protect from illegal tampering and theft of data.

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