

Customer Relationship Management

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Abstract: - The CRM helps to managing the company's interaction with the current potential future customers. The main motto behind this project is to increase the profits through company's website. This CRM track customers views belongs to that basis company manufacture that related product that is viewed by customer on website. CRM helps to improve customer service by finding small problems which can be solved means through the analysis of customer base's buying strategy a company might see that this customer interested in particular product. we can take feedback from customer for making marketing more effectively. Belongs to that feedback other customer came to know that this product is good and they are also buy that product. CRM services provide the ability to a company for producing, allocating and managing requests along with customer needs. We also make customer and company relationship more effective by sending personalized messages or mails to wish them on particular occasion like customer birthday, anniversary and another special days. Customer satisfaction has important thing for the economic performance of company because it has the ability to increase customer loyalty and usage behaviour and reduce customer complaints.

Keywords:- Customer Relationship Management , CRM , Customer Service.

I. INTRODUCTION

CRM methodologies and tools help the business to manage customer relationships in an organized way. CRM is managed through software in which companies provide the following customer's information: last name, first name, telephone number, address, places where the client prefers to purchase. It helps the company to better focus on the client and to send those offers, to provide products and services that meet their needs by reducing costs. The company has a tool that sets all the contacts. Different techniques are used to make the contact with the customers.

II. LITERATURE SURVEY:-

CRM is helping to identify the best customers, provide quality sales leads and implement marketing campaigns with proper goals and objectives. CRM helps to form relationship with individual customers and provide the best service to the most profitable customers CRM provides employee's information and build the relationship between the company and its customers. Providing better customer services and offering cross selling products. Helping sales staff to close the deals faster. Retaining existing customers and finding new customers. In a company, there is a front office where the company people can interact with customers. These are the business processes that allow your company to sell products and provide the services to

your customers, communicate with your customers and dealing with the customers. Each interaction with the customer is recorded and stored within the CRM software from where it can be retrieved by other employees if needed.

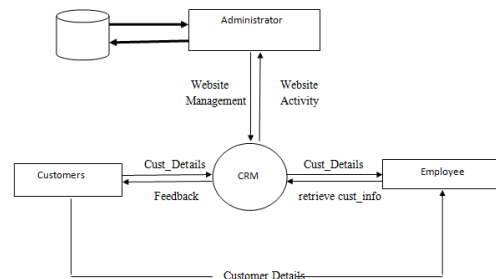


Fig: Data flow diagram for CRM

III. SELL CONFIGURED TO ORDERED PRODUCTS.

The system shall display all the products that can be configured. The system shall allow user to select the product to configure. The system shall display all the available components of the product to configure.

IV. PROVIDE COMPREHENSIVE PRODUCT DETAILS.

The system shall display detailed information of the selected products. The system shall provide

browsing options to see product details. The system shall display detailed product categorization to the user.

V. MAINTAIN CUSTOMER PROFILE.

The system shall allow user to create profile and set his credential. The system shall authenticate user credentials to view the profile. The system shall allow user to update the profile information.

VI. PROVIDE PERSONALIZED PROFILE

The system shall display both the active and completed order history in the customer profile. The system shall allow user to select the order from the order history. The system shall display the detailed information about the selected order. The system shall display the most frequently searched items by the user in the profile.

VII. PROVIDE CUSTOMER SUPPORT.

The system shall provide online help, FAQ's customer support, and sitemap options for customer support. The system shall allow user to select the support type he wants. The system shall allow user to enter the customer and product information for the support. The system shall display the customer support contact numbers on the screen. The system shall allow user to enter the contact number for support personnel to call.

VIII. EMAIL CONFIRMATION.

The system shall maintain customer email information as a required part of customer profile. The system shall send an order confirmation to the user through email.

IX. DETAILED INVOICE FOR CUSTOMER.

The system shall display detailed invoice for current order once it is confirmed. The system shall optionally allow user to print the invoice.

X. ONLINE TRACKING OF SHIPMENTS

The system shall allow user to enter the order information for tracking. The system shall display the current tracking information about the order.

XI. ALLOW ONLINE CHANGE OR CANCELLATION OF ORDER.

The system shall display the orders that are eligible to change. The system shall allow user to select the order to be changed. The system shall allow user to cancel the order. The system shall allow user to change shipping, payment method.

XII. ALLOW ONLINE PRODUCT REVIEWS AND RATINGS

The system shall display the reviews and ratings of each product, when it is selected. The system shall enable the user to enter their reviews and ratings.

XIII. CONCLUSION

CRM is a powerful concept for the success of any industry. It paves the way to maintain an optimistic relationship with customers to increase the business and profitability. The strategies employed CRM is aimed at mutual benefit to the customers and industries. It creates deep and wide impact on customers and make in deep in roads in identifying the lucrative move of the industries. Personal details of customers like gender, age, education qualification are essential in determining in essential to perform better for all the industries in fact it gives maximum credit and gains to the industry for the future.

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