



CRM CLOTHS BRAND

**Web-Based Assistance CRM system for
performance monitoring and Integrated
with E-Commerce website**



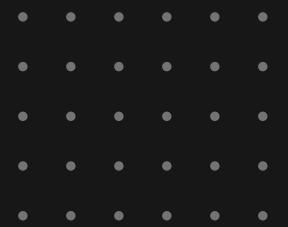
CRM CLOTHS BRAND

Supervisor

DR/ Rasha Orban

Assistant

Eng/ Mohammed Ibrahim





CRM CLOTHS BRAND

Team Members

Ahmed Fathy Mohammed

Ahmed Khaled Behary

Ahmed Reda Ahmed

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Ahmed Shahat Ibrahim Taha

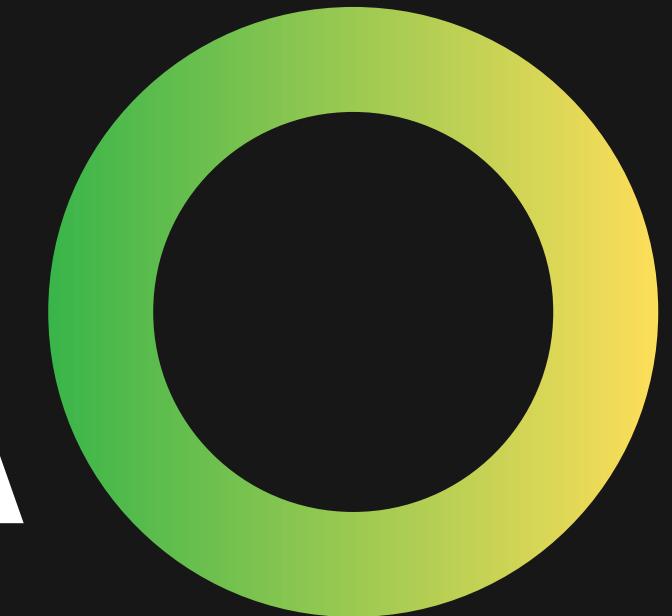
Ahmed Soliman Mansour





CRM CLOTHS BRAND

PROFILE OUR IDEA



AGENDA



2023



OVERVIEW



MAIN IDEA **01**

DEFINE IDEA **02**

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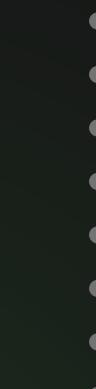
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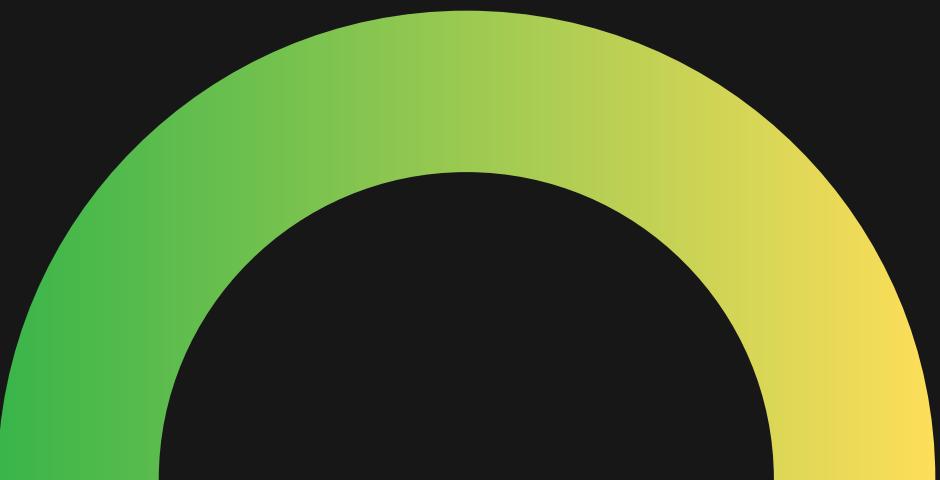
LET'S WORK
TOGETHER **08**



MAIN IDEA

AN E-COMMERCE WEBSITE USING CRM (CUSTOMER RELATIONSHIP MANAGEMENT) TECHNIQUE PROVIDES AN EXCEPTIONAL SHOPPING EXPERIENCE FOR CUSTOMERS. CRM HELPS TO GATHER AND ANALYZE CUSTOMER DATA AND INTERACTIONS THROUGHOUT THEIR JOURNEY WITH THE WEBSITE. THIS INFORMATION IS THEN USED TO CREATE PERSONALIZED EXPERIENCES FOR EACH CUSTOMER, MAKING THEM FEEL VALUED AND APPRECIATED.

THE WEBSITE HAS A USER-FRIENDLY INTERFACE THAT ALLOWS CUSTOMERS TO EASILY NAVIGATE AND FIND THE PRODUCTS THEY ARE LOOKING FOR. THE WEBSITE ALSO HAS A POWERFUL SEARCH ENGINE THAT SUGGESTS PRODUCTS BASED ON CUSTOMER BEHAVIOR, PREVIOUS PURCHASES, AND SEARCH HISTORY.



VISION & MISSION

VISION

OUR VISION IS TO BE THE LEADING E-COMMERCE BRAND THAT PROVIDES EXCEPTIONAL CUSTOMER EXPERIENCES THROUGH THE USE OF INNOVATIVE CRM TECHNOLOGY. WE STRIVE TO CREATE A PERSONALIZED AND SEAMLESS SHOPPING EXPERIENCE FOR OUR CUSTOMERS THAT SETS US APART FROM THE COMPETITION.

MISSION

OUR MISSION IS TO EMPOWER OUR CUSTOMERS BY USING CRM TO UNDERSTAND THEIR NEEDS AND PREFERENCES. WE WILL USE THIS INFORMATION TO CREATE PERSONALIZED EXPERIENCES AND OFFER TAILORED PRODUCTS AND SERVICES THAT MEET THEIR UNIQUE NEEDS. OUR GOAL IS TO BUILD LONG-LASTING RELATIONSHIPS WITH OUR CUSTOMERS BY PROVIDING EXCEPTIONAL CUSTOMER SERVICE AND CONTINUOUSLY IMPROVING THE CUSTOMER EXPERIENCE.

OUR PROBLEMS



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PROBLEM 1

CUSTOMER RETENTION: BY USING CRM TO UNDERSTAND CUSTOMER BEHAVIOR AND PREFERENCES, E-COMMERCE WEBSITES CAN TAILOR THEIR OFFERINGS AND IMPROVE THE OVERALL CUSTOMER EXPERIENCE, WHICH CAN LEAD TO INCREASED CUSTOMER LOYALTY AND HIGHER CUSTOMER RETENTION.

PROBLEM 2

CUSTOMER SERVICE: BY TRACKING CUSTOMER INTERACTIONS AND HISTORY, E-COMMERCE WEBSITES CAN USE CRM TO RESOLVE CUSTOMER ISSUES MORE EFFICIENTLY AND EFFECTIVELY, WHICH CAN IMPROVE CUSTOMER SATISFACTION AND INCREASE POSITIVE WORD-OF-MOUTH RECOMMENDATIONS.

PROBLEM 3

TARGETED MARKETING: BY USING CRM TO SEGMENT CUSTOMERS INTO SPECIFIC GROUPS, E-COMMERCE WEBSITES CAN TARGET THEIR MARKETING AND PROMOTIONAL EFFORTS MORE EFFECTIVELY, WHICH CAN LEAD TO INCREASED SALES AND HIGHER CONVERSION RATES.

GOALS



- 1. IMPROVED CUSTOMER RETENTION:** ONE OF THE MAIN GOALS OF AN E-COMMERCE WEBSITE USING CRM IS TO IMPROVE CUSTOMER RETENTION BY PROVIDING A PERSONALIZED AND SEAMLESS CUSTOMER EXPERIENCE.
- 2. ENHANCED CUSTOMER SERVICE:** ANOTHER GOAL IS TO ENHANCE CUSTOMER SERVICE BY USING CRM TO QUICKLY AND EFFECTIVELY RESOLVE CUSTOMER ISSUES AND IMPROVE OVERALL CUSTOMER SATISFACTION.
- 3. INCREASED SALES AND REVENUE:** ANOTHER GOAL IS TO INCREASE SALES AND REVENUE BY USING CRM TO TARGET MARKETING AND PROMOTIONAL EFFORTS MORE EFFECTIVELY AND DRIVE CONVERSION RATES.
- 4. DATA-DRIVEN DECISION-MAKING:** ANOTHER GOAL IS TO USE CUSTOMER DATA COLLECTED THROUGH CRM TO MAKE DATA-DRIVEN DECISIONS ABOUT OPERATIONS, PRODUCT OFFERINGS, AND CUSTOMER EXPERIENCE. THIS CAN HELP TO OPTIMIZE THE OVERALL CUSTOMER EXPERIENCE AND DRIVE BUSINESS GROWTH.
- 5. CUSTOMER INSIGHTS:** ANOTHER GOAL IS TO GAIN DEEPER INSIGHTS INTO CUSTOMER BEHAVIOR AND PREFERENCES THROUGH THE USE OF CRM, WHICH CAN INFORM FUTURE DECISION-MAKING AND DRIVE INNOVATION.

OUR + BEST TEAM



AHMED SOLIMAN
ML DEVELOPER



AHMED EMAD
FRONTEND DEVELOPER



AHMED SHAHAT
FRONTEND DEVELOPER



AHMED ELSAYED
FRONTEND DEVELOPER



AHMED FATHY
BACKEND DEVELOPER



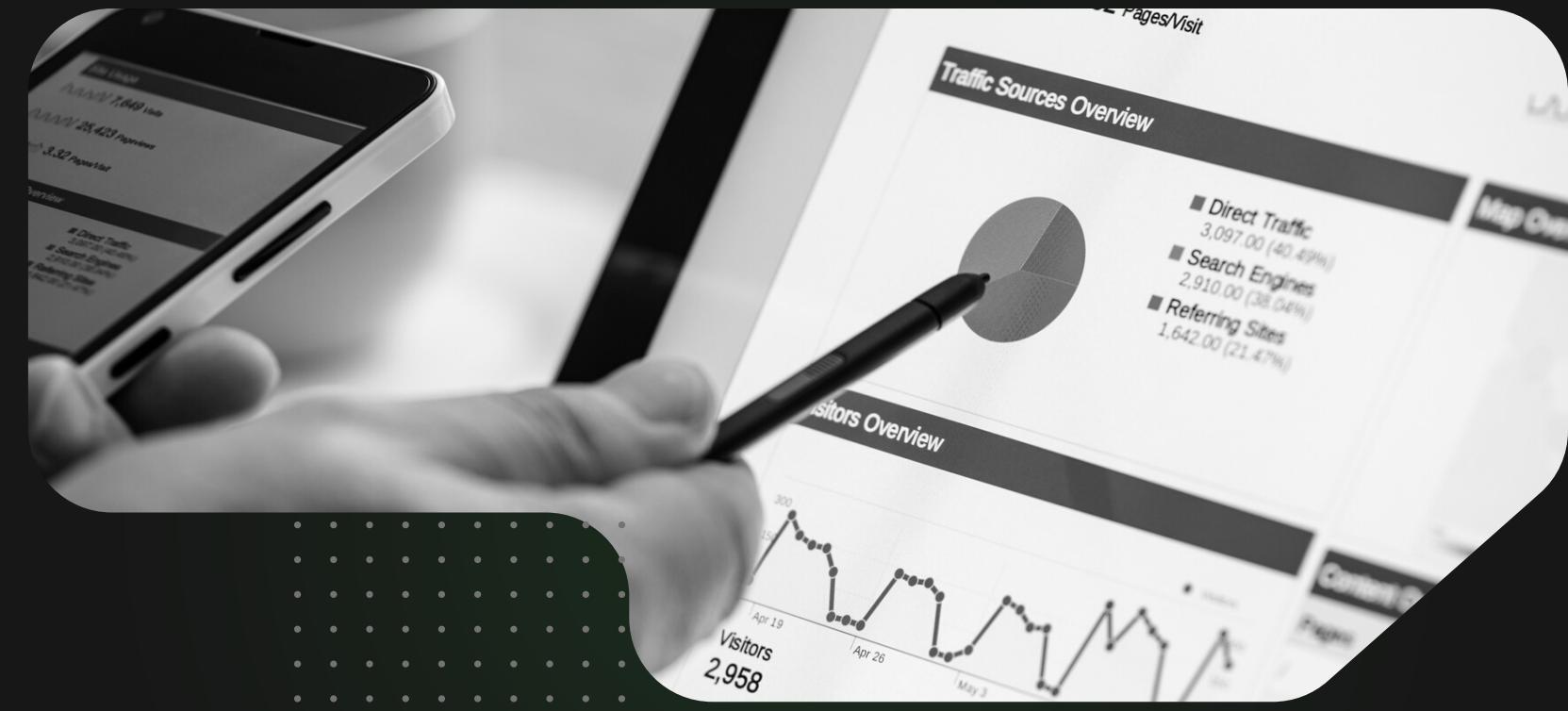
AHMED KHALED
BACKEND DEVELOPER



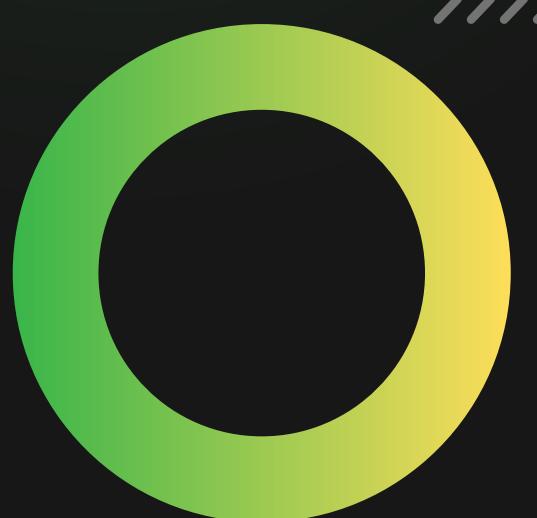
AHMED REDA
BACKEND DEVELOPER

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- **PERSONALIZED PRODUCT RECOMMENDATIONS:** BY USING CRM TO ANALYZE CUSTOMER DATA, E-COMMERCE WEBSITES CAN OFFER PERSONALIZED PRODUCT RECOMMENDATIONS TO CUSTOMERS BASED ON THEIR INDIVIDUAL PREFERENCES AND BEHAVIORS.
- **SEAMLESS CUSTOMER SERVICE:** BY TRACKING CUSTOMER INTERACTIONS AND HISTORY, E-COMMERCE WEBSITES CAN USE CRM TO PROVIDE CUSTOMERS WITH A SEAMLESS CUSTOMER SERVICE EXPERIENCE, QUICKLY RESOLVING ANY ISSUES AND IMPROVING OVERALL CUSTOMER SATISFACTION.
- **TARGETED MARKETING AND PROMOTIONS:** BY USING CRM TO SEGMENT CUSTOMERS INTO SPECIFIC GROUPS, E-COMMERCE WEBSITES CAN TARGET THEIR MARKETING AND PROMOTIONAL EFFORTS MORE EFFECTIVELY, WHICH CAN DRIVE SALES AND IMPROVE CONVERSION RATES. THIS CAN BE DONE THROUGH PERSONALIZED EMAIL CAMPAIGNS, TARGETED ADVERTISEMENTS, AND CUSTOM PRODUCT OFFERINGS BASED ON CUSTOMER PREFERENCES.



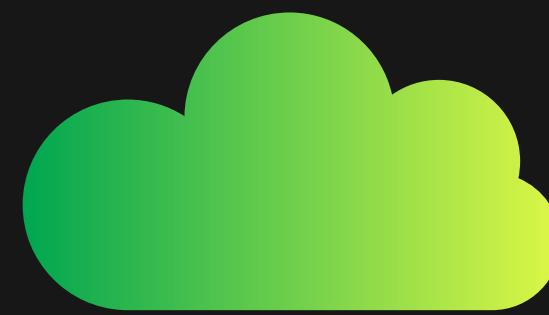
OUR SERVICES



||||>

CRM

<<<<



LET'S WORK
TOGETHER



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123-456-7890



HELLO@REALLYGREATSITE.COM



@REALLYGREATSITE

Web Development

<<<<

Front-end side

HTML

CSS

JS

>>>>

TailWind_CSS

UI/UX

Back-end side

Python

Django

PostgreSQL

Mockarooe Database

Machine Learning

NLP

Data Analysis

Image Recognition

CRM365

CLOTHS BRAND

LET'S
START

INTRO

An e-commerce website that uses CRM techniques offers a unique and personalized shopping experience for customers. The website uses data and customer interactions to create a seamless and efficient shopping experience, from browsing products to receiving support. This helps to build customer loyalty, increase customer retention, and drive sales growth.

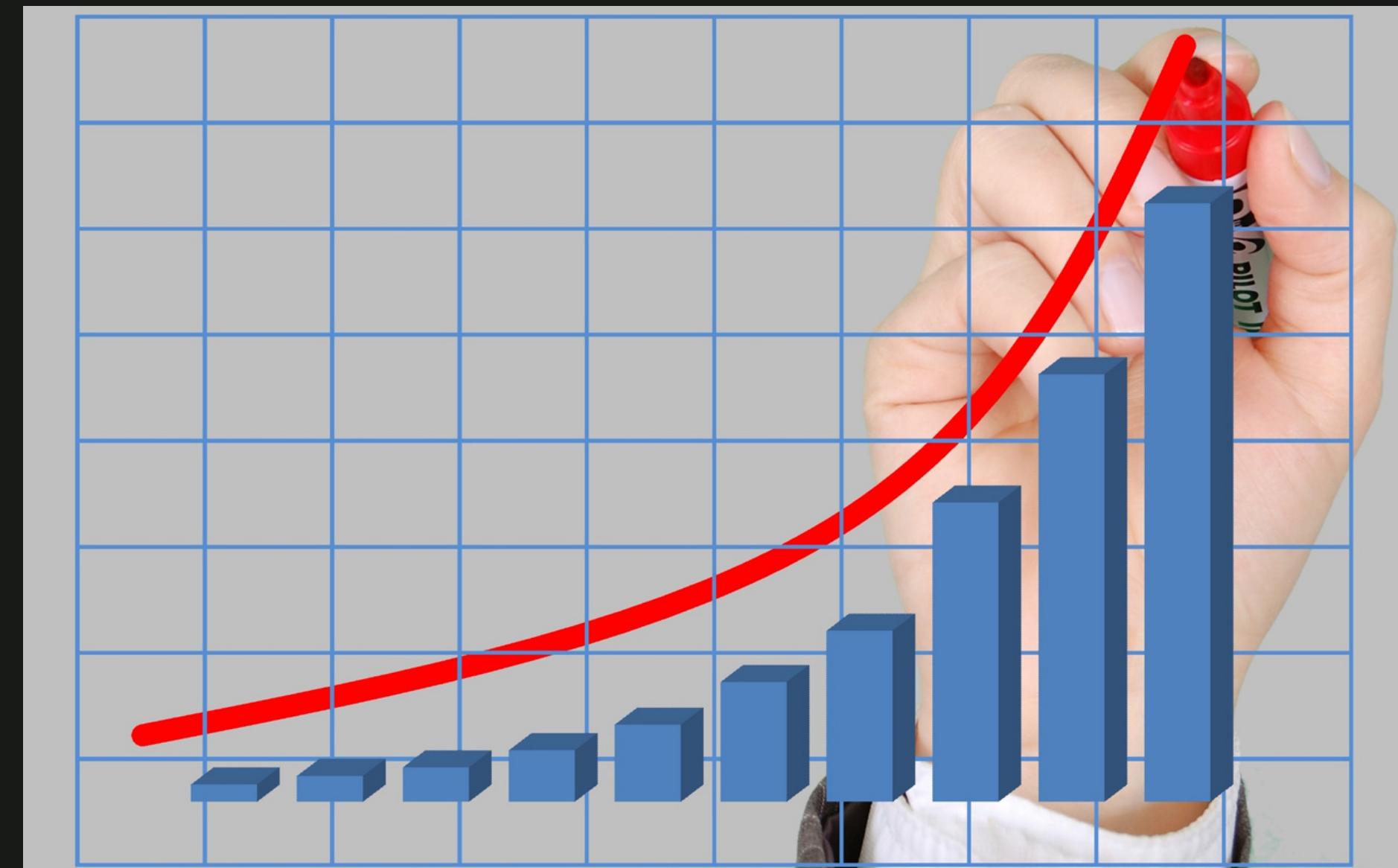
ADVANTAGES

One of the biggest advantages of using CRM is the ability to track customer interactions and history, which can be used to improve customer service. E-commerce brands can use this information to resolve customer issues more efficiently and effectively, which can lead to higher customer satisfaction and a better overall customer experience.



INCREASED SALES AND REVENUE

Increase sales and revenue by using CRM to target marketing and promotional efforts more effectively and drive conversion rates.



ML IDEAS TO ADD

Recommendation systems: Use machine learning algorithms to recommend products to customers based on their previous purchases, browsing history, and search queries.

Personalized pricing: Use AI algorithms to dynamically adjust prices based on the customer's location, browsing history, and purchase history, among other factors.

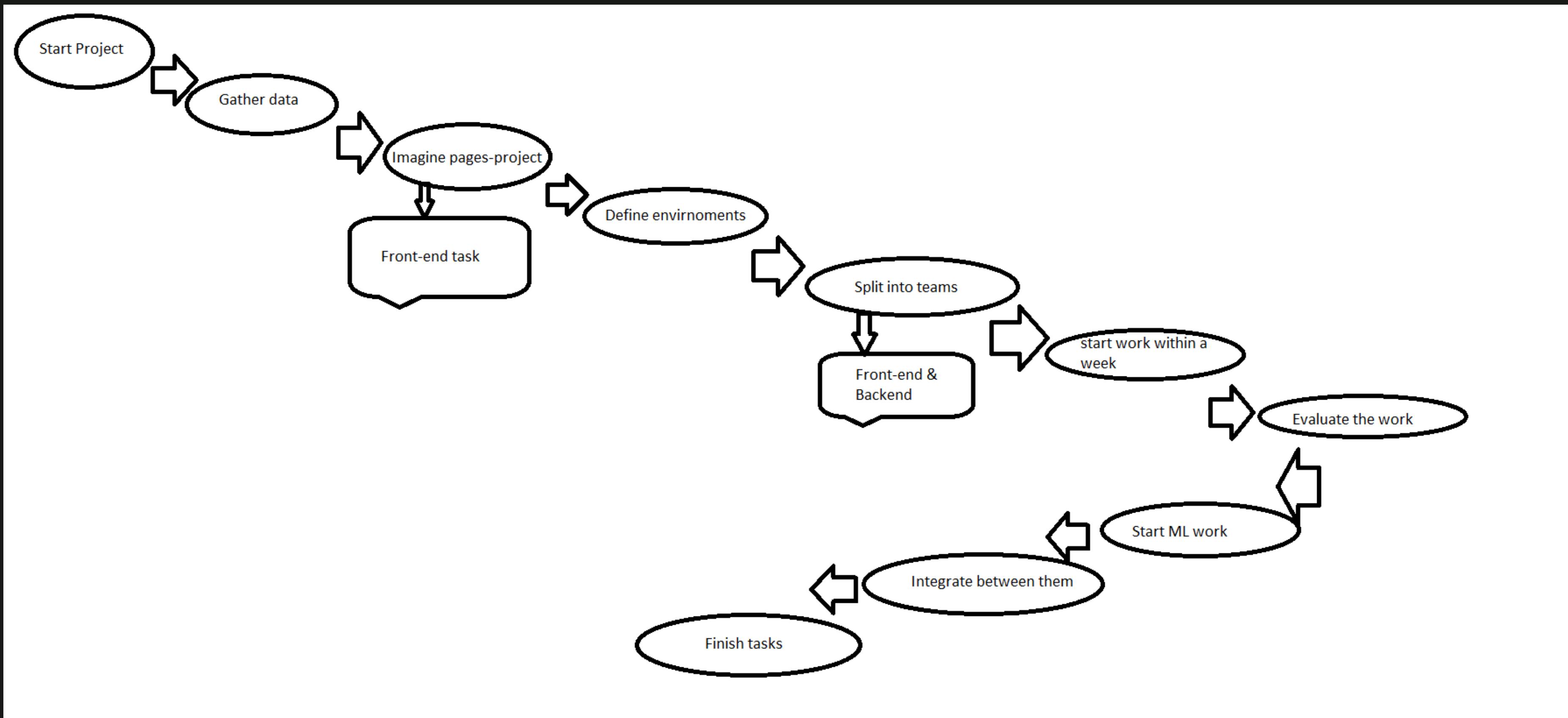
Image recognition: Implement image recognition technology to allow customers to search for products by taking a photo or uploading an image.

Fraud detection: Use machine learning algorithms to detect and prevent fraudulent transactions.

Chatbots: Implement a chatbot to provide customers with 24/7 support, answer common questions, and even process orders.

Predictive analysis: Use predictive analytics to analyze customer behavior and anticipate their needs, allowing you to make proactive recommendations and offer personalized promotions.

LIFETIME WORKFLOW



SOME PAGES OF CRM SYSTEM

DASHBOARD Page

127.0.0.1:5500/pages/dashboard.html

Getting Started how to save tabs in ch... New folder ...ترجمة مجاناً بجودة عالية Machine Learning On... What is Backup as a S... YouTube WhatsApp Using TabLayouts in y...

Material Dashboard 2

Dashboard

Tables

Billing

Virtual Reality

RTL

Notifications

ACCOUNT PAGES

UPGRADE TO PRO

ONLINE BUILDER

Sign In

Type here...

Today's Money **\$53k**

+55% than last week

Today's Users **2,300**

+3% than last month

New Clients **3,462**

-2% than yesterday

Sales **\$103,430**

+5% than yesterday

Website Views
Last Campaign Performance

⌚ campaign sent 2 days ago

Daily Sales
(+15%) increase in today sales.

⌚ updated 4 min ago

Completed Tasks
Last Campaign Performance

⌚ just updated

RECORDED TABLES

127.0.0.1:5500/pages/tables.html

Getting Started how to save tabs in ch... New folder ترجمة مجاناً بجودة عالية Machine Learning Onr... What is Backup as a S... YouTube WhatsApp Using TabLayouts in y...

Material Dashboard 2

Pages / Tables

Tables

Type here...

ONLINE BUILDER

Sign In

Dashboard

Tables

Billing

Virtual Reality

RTL

Notifications

AUTHOR

FUNCTION

STATUS

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Organization

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Developer

OFFLINE

14/09/20

Edit

UPGRADE TO PRO

SETTINGS

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Miriam Eric miriam@creative-tim.com	Programator Developer	OFFLINE	14/09/20

BILLING INFORMATION

FRIENDLY VIRTUAL REALITY

A screenshot of a Material Dashboard 2 template on a web browser. The dashboard has a dark blue background with red and white highlights. On the left is a sidebar with a header 'Material Dashboard 2' and a list of items: Dashboard, Tables, Billing, Virtual Reality (which is highlighted with a red background), RTL, and Notifications. Below this is a 'ACCOUNT PAGES' section with three icons: a user profile, a house, and a search. At the bottom of the sidebar is a red 'UPGRADE TO PRO' button. The main content area features a large weather card with '28°C' and 'CLOUDY' status, a calendar card with events like 'Sync up with Mark Hangouts' at 08:00 and 'Gym World Class' at 09:30, a to-do list card with 7 items including 'Shopping' and 'Meeting', a music player card for 'Night Jazz' by Gary Coleman, and communication cards for 'Emails (21)' and 'Messages' with four small profile pictures. A red 'ONLINE BUILDER' button is in the top right, along with 'Sign In', 'Settings', and 'Notifications' icons. A search bar at the top right says 'Type here...'. The browser's address bar shows '127.0.0.1:5500/pages/virtual-reality.html'.

E-COMMERCE STORE PAGES

That's what we implemented the idea for

LET'S SHOW THEM

WELCOME PAGE

CRM365 SMART & EASY

Home Categories Features About Reviews Blogs

Search icon

Cart icon

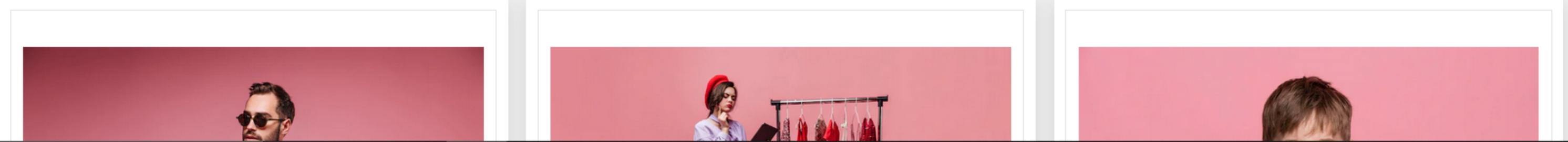
User icon

Join To CRM365 Get Rewarded Today.

As A Member Of The AdiClub Team, You Get Rewarded For What You Love To Do. After You Got This Next Option: A Voucher For 20% Off Your Next Purchase Get Instant Access To All Membership Benefits Limited Edition Products And Collections Special Offers And Offers

Register Now

Our Categories



CATEGORIES WE OFFER

Getting Started how to save tabs in ch... New folder ترجمة مجاناً بجودة عالية Machine Learning On... What is Backup as a S... YouTube WhatsApp Using TabLayouts in y...



Home Categories Features About Reviews Blogs



Our Categories



Men

Lorem Ipsum Dolor Sit Amet Consectetur
Adipisicing Elit. Tempore, Numquam!

Shop Now



Women

Lorem Ipsum Dolor Sit Amet Consectetur
Adipisicing Elit. Tempore, Numquam!

Shop Now



Children

Lorem Ipsum Dolor Sit Amet Consectetur
Adipisicing Elit. Tempore, Numquam!

Shop Now

ABOUT US

Getting Started | how to save tabs in ch... | New folder | ترجمة مجاناً بجودة عالية | Machine Learning Onr... | What is Backup as a S... | YouTube | WhatsApp | Using TabLayouts in y...



Home Categories Features About Reviews Blogs



About Us



Best Customer Experience

[About Us](#)

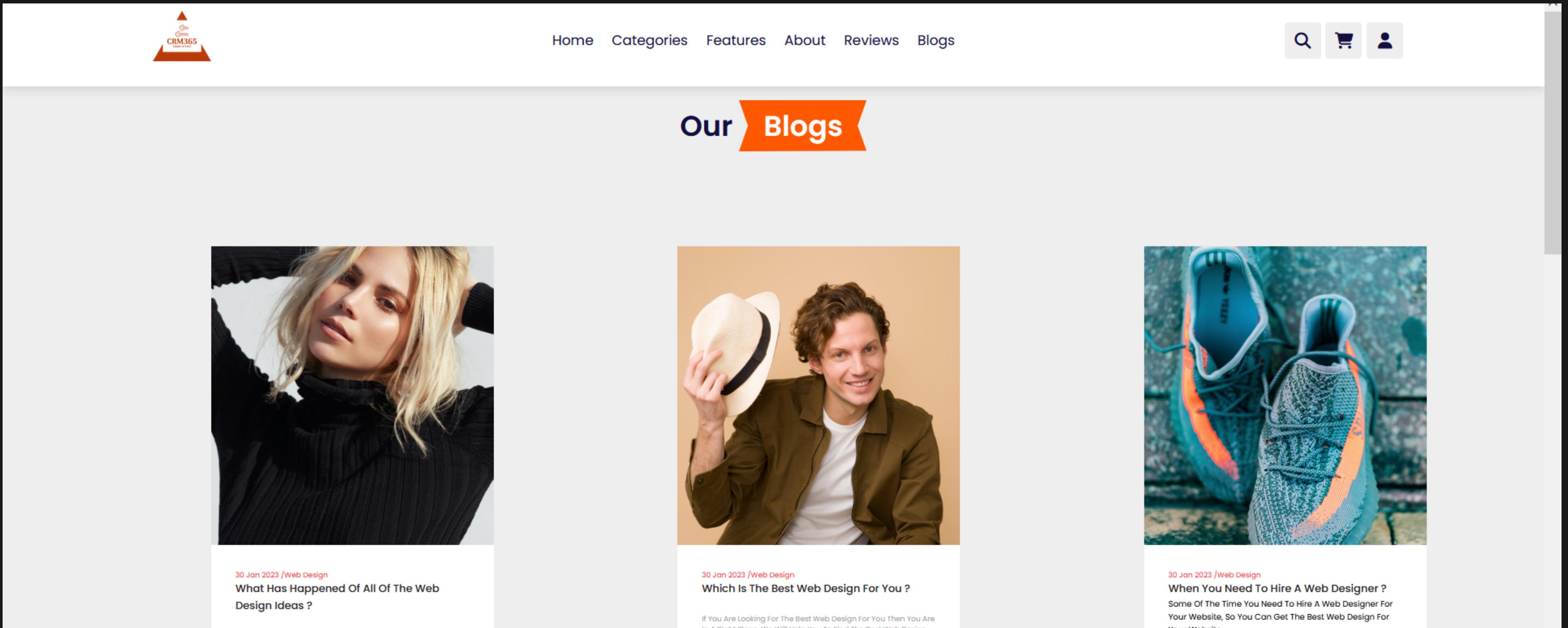
Lorem Ipsum Dolor Sit Amet Consectetur Adipisicing Elit. Obcaecati Amet Qui Voluptas In Praesentium Doloremque Voluptate Provident Quod Debitis Aliquam Unde Sequi Suscipit Accusantium Error, Magni Ex Quaerat Perferendis Voluptates Quam Cumque Optio? Ad, Debitis!

Lorem, Ipsum Dolor Sit Amet Consectetur Adipisicing Elit. Qui Non Rem Perspiciatis Expedita Veniam Tenetur Voluptates Aliquid Minima.

[Learn More](#)

BLOGS

What did the customers say about our brand to analyze their feelings



CRM365
Satisfied

Home Categories Features About Reviews Blogs

Our Blogs

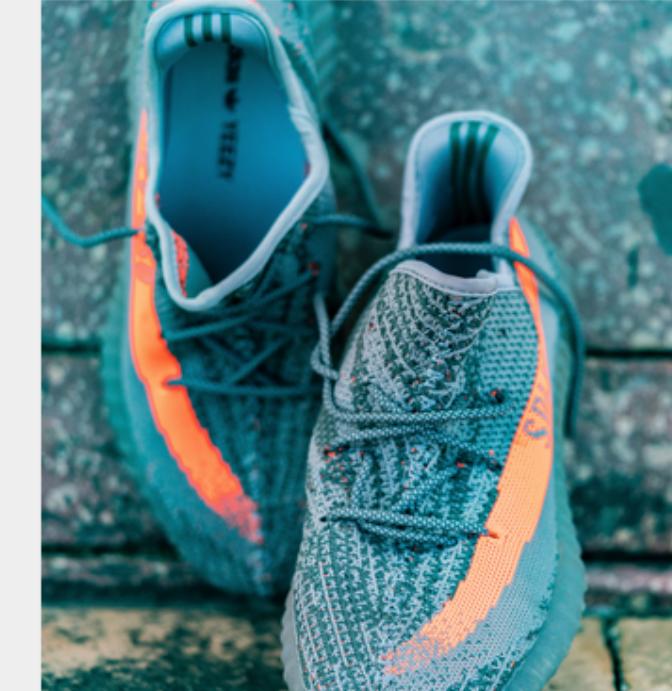


30 Jan 2023 /Web Design
What Has Happened Of All Of The Web Design Ideas ?



30 Jan 2023 /Web Design
Which Is The Best Web Design For You ?

If You Are Looking For The Best Web Design For You Then You Are In A Right Place. We Will Help You To Find The Best Web Design.



30 Jan 2023 /Web Design
When You Need To Hire A Web Designer ?

Some Of The Time You Need To Hire A Web Designer For Your Website, So You Can Get The Best Web Design For Your Website.

REVIEWS OF THE CUSTOMERS

Analyze these reviews empower the brand to grow-up



Home Categories Features About Reviews Blogs



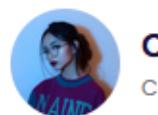
Customer's Reviews



John Mark
@Johnmarkweb



Lorem Ipsum Dolor Sit, Amet Consectetur Adipisicing Elit. Explicabo, Possimus Sunt Excepturi Alias Nisi Magni Veniam Cupiditate Inventore Molestiae Odio Ea Perferendis Tempora. Autem Voluptate Esse Iure, Culpa Modi Doloribus Aspernatur Id Excepturi! Veniam Molestias, Repellendus Dolore Illum Expedita Tempore Libero Necessitatibus Distinctio Ducimus Odit Alias Quia Voluptate Magnam Accusantium.



Chong Song
Chong Song



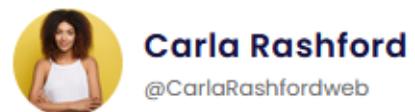
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John Mark
@Johnmarkweb



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Carla Rashford
@CarlaRashfordweb



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John Mark
@Johnmarkweb



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John Mark
@Johnmarkweb



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Thank
you!