WEB-BASED ASSISTANCE CRM SYSTEM FOR PERFORMANCE MONITORING AND IMPROVEMENT.

1. Introduction

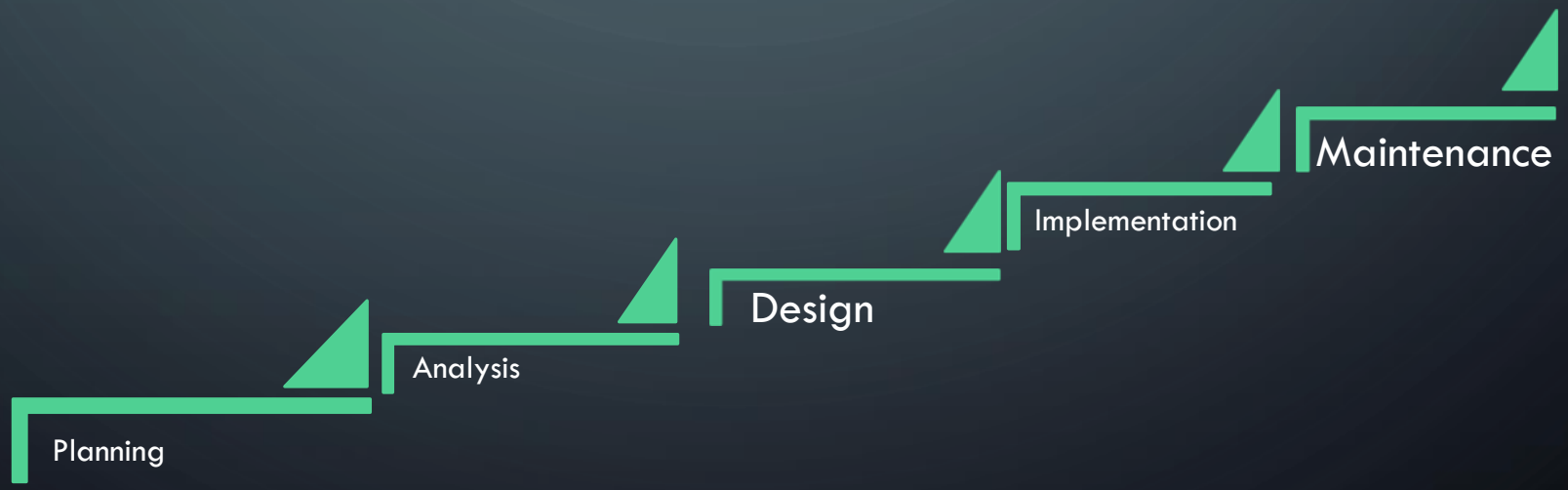
In today's global trading environment, from the traditional way of selling products or services, to auctioning anything on-line, companies big or small typically have customers or partners from all over the world. Companies need to keep track of their customers, interact with them, prospect potential customers, and try to forecast what their customers will be buying in the future.

We describe here some aspects of recording information about customers for an organization in a trading community that sells products or services to its customers, which can be other organizations or individuals (parties).

The problem we try to solve here...

Unfortunately, there are still many companies that utilize Internet-based Customer Relationship Management or known as E-CRM well, customers have difficulty obtaining information and also convey complaints to the company. Many companies just use social media as a media for the delivery of information, complaints and criticism from its customers, and also took a long time for the employee to respond to complaints from the customer. Employee performance is also an important factor in maintaining customer relationships, with an adequate number of employees and good competence, employees are able to serve customers well.

Based on Mind map can be concluded that the solution that can be used in solving problems in this research is a Customer Relationship Management information system that has an advantage that is, can be accessed online, can be Manage data so that data storage can be more neat, and can be done anywhere and anytime, but there are disadvantages in this system that is when the user does not have Internet network then the system can not be used. The purpose of this mind map is to assist the author in conducting analysis.



Stage – The development stage of waterfall model is:

1. Planning

This stage emphasizes the collection of user needs and illustrates the concept on relationship between user Design interface. That will generate a specification of the system of Web-based customer relationship management.

2. Analysis

At this stage conducting analysis of the data needed in designing the system from the existing concept.

3. The design

At this stage, the results of the analysis that has been done will be created as a draft system in the form of a diagram Use-Case, class diagram, and sequence diagram.

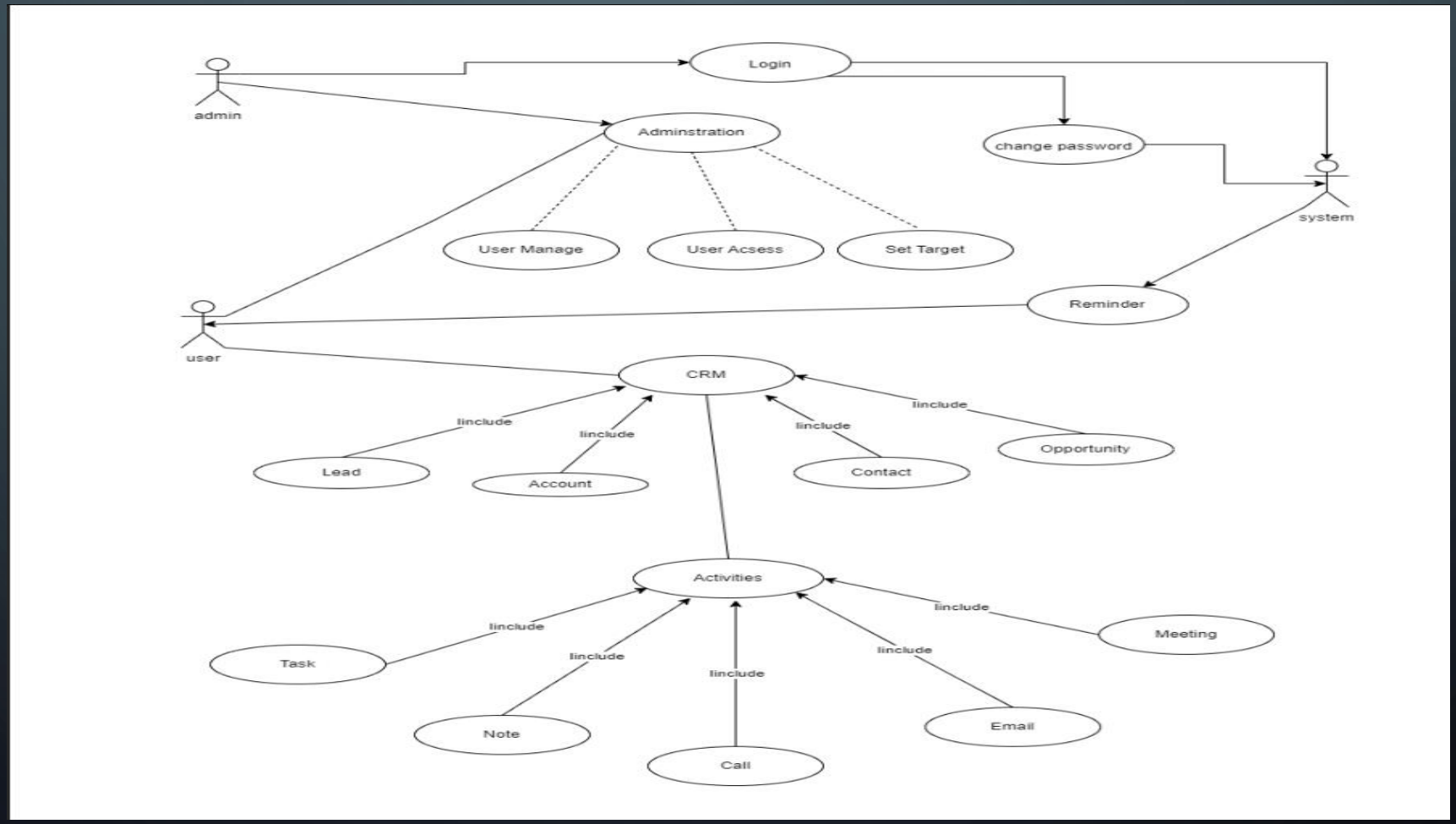
4. Implementation

At this stage, system design is realized with a series of programs or program units. Then the program unit is tested to see if the unit of the program is in accordance with its specifications. Designing a program unit at this stage uses the PHP programming language, and still uses the local server.

5. Maintenance

At this stage it takes the longest time, this maintenance is done after the system is implemented (applied) and used. Maintenance includes checking of some errors that were not found at the previous stage, improvements to system implementation and system service development.

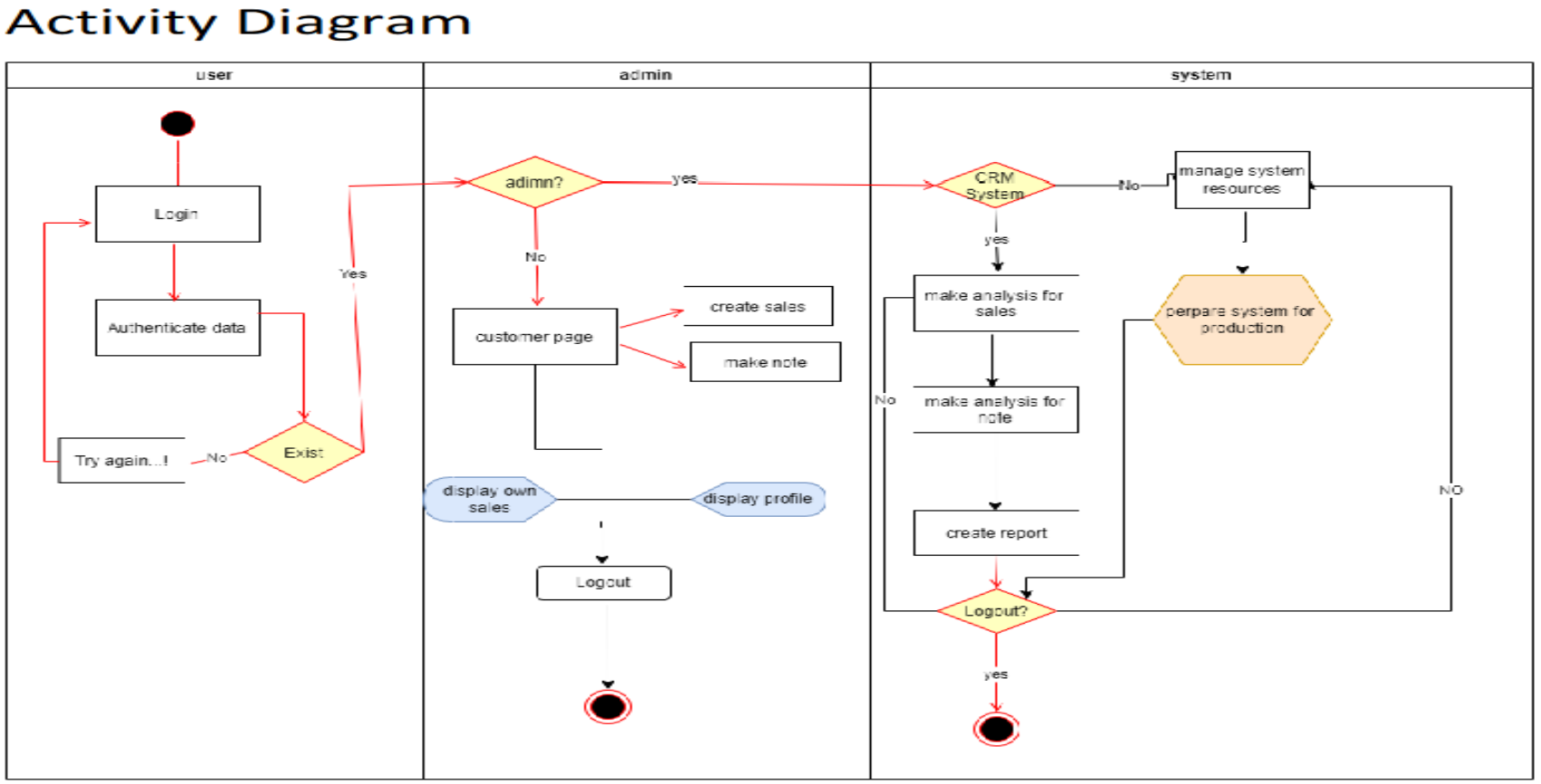
Diagrams
1- Use-case



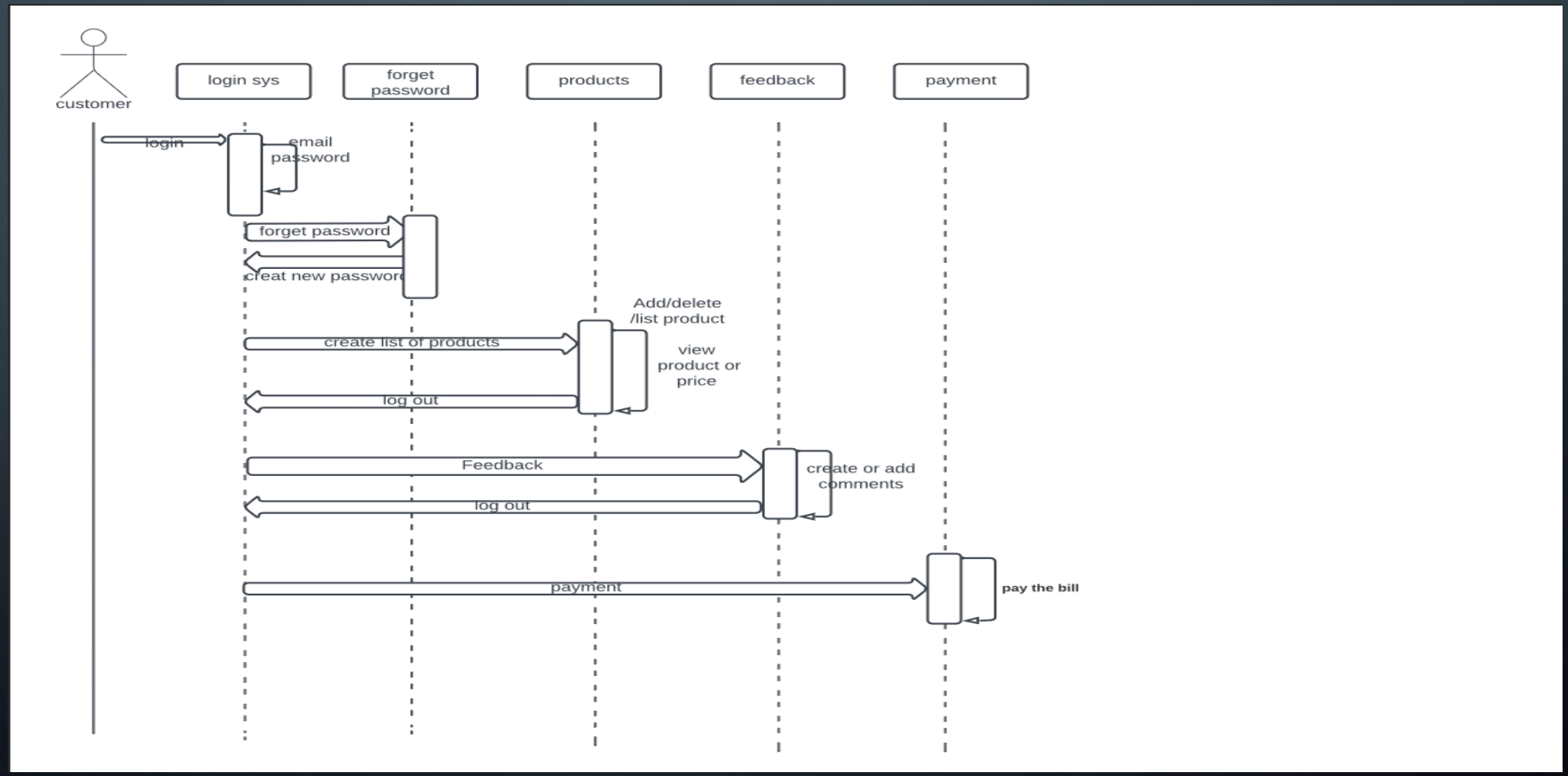
Usecase name :	Change password
Actor:	Admin , CRM User
Pre-condition:	Login
Primary path:	1-Enter old password 2-Enter New password 3-Confirm New password 4-Click ”change password” Butten
Exceptional Path:	3.1 Please enter the same value 4.1 Your password is correct

Usecase name :	account
Actor:	CRM User
Pre-condition:	Login
Primary path:	1-Enter account information 2-Select account catagory 3-Click “OK” Button to search 4-Select Number list 5- Click “Edit” Icon to Update account 6- Click “Delete” Icon to Delete account 7- Click “ADDNew” Icon to Create anew account

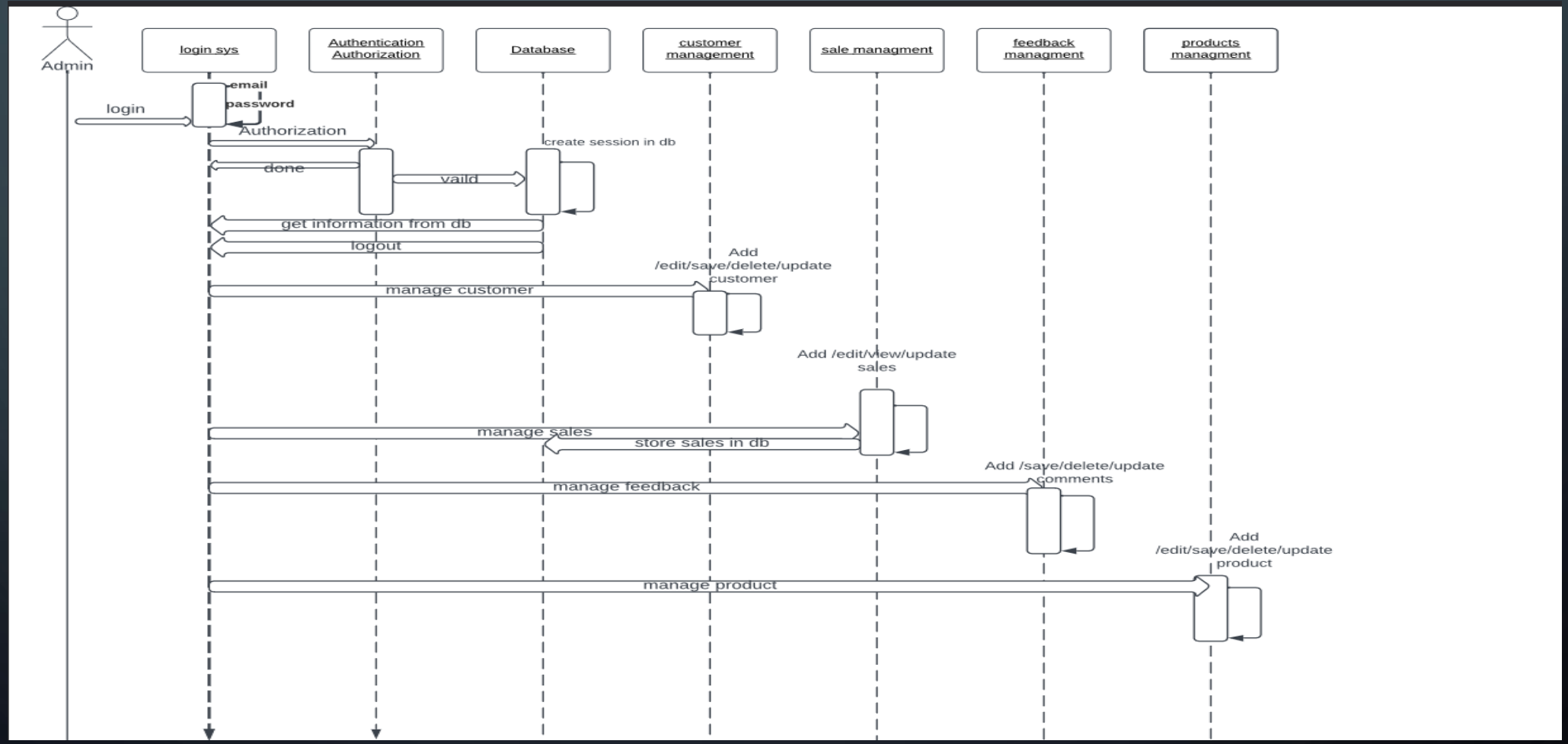
2- Activity diagram



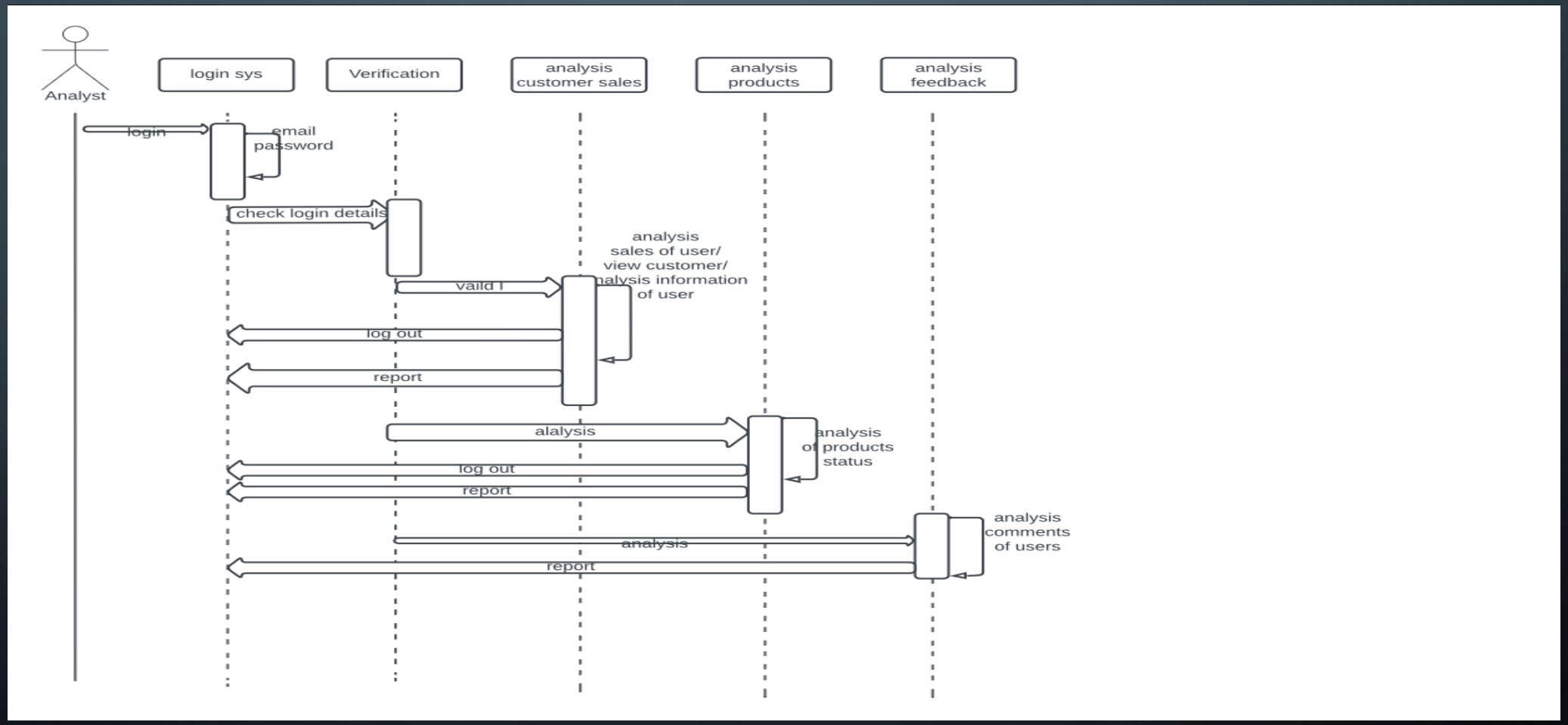
3- Sequence diagram for customer



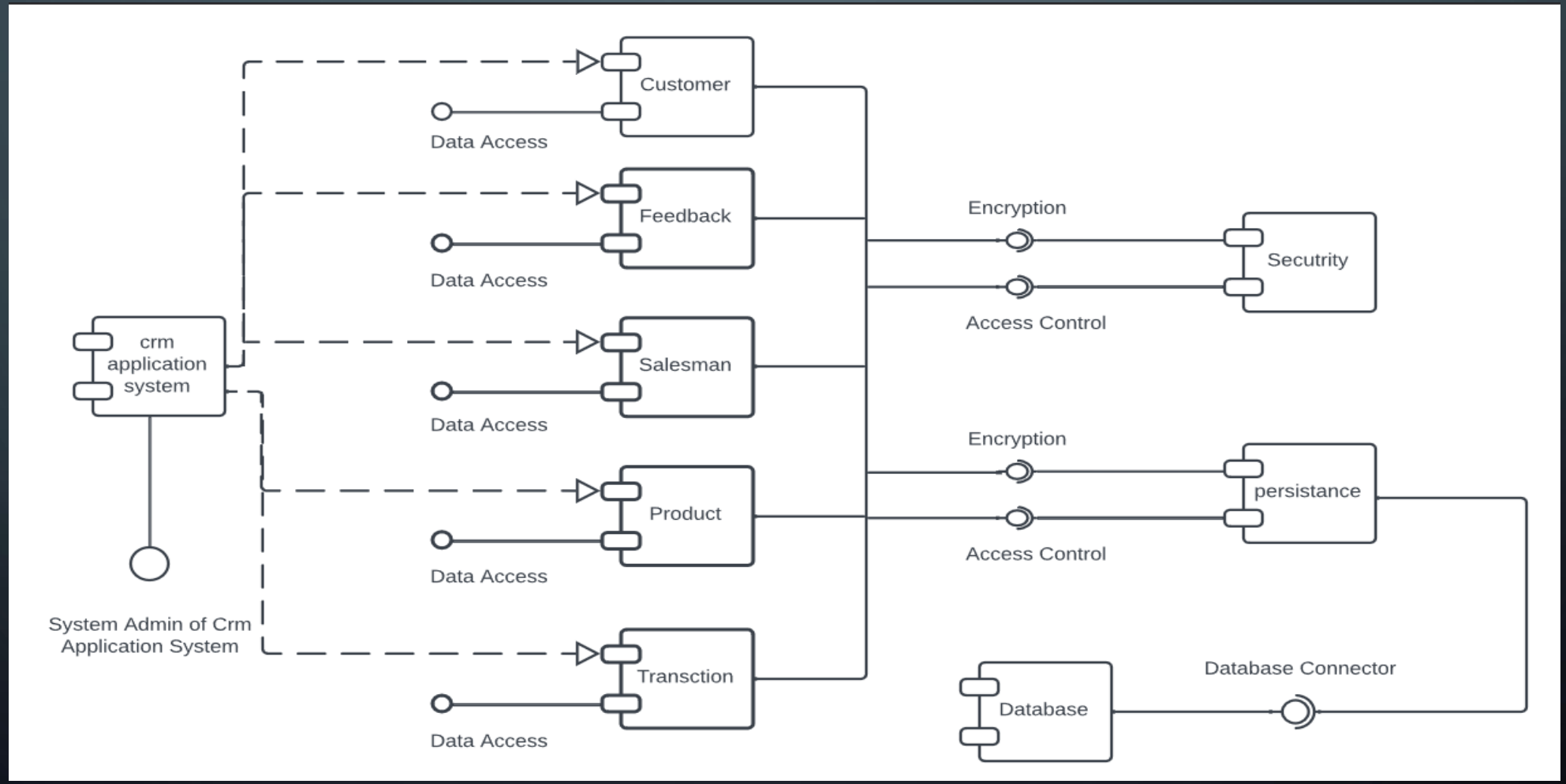
3- Sequence diagram for admin



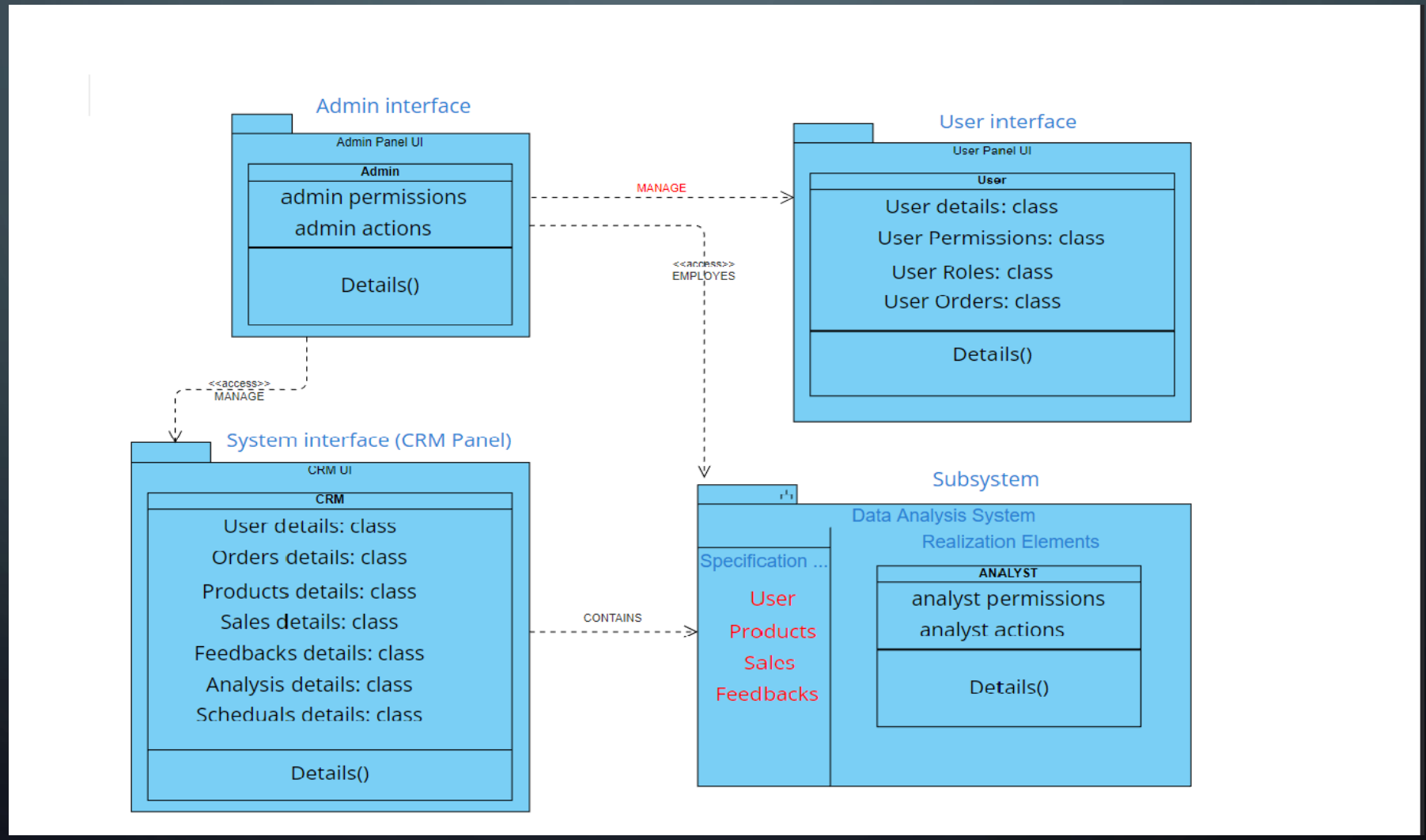
3- Sequence diagram for analyst



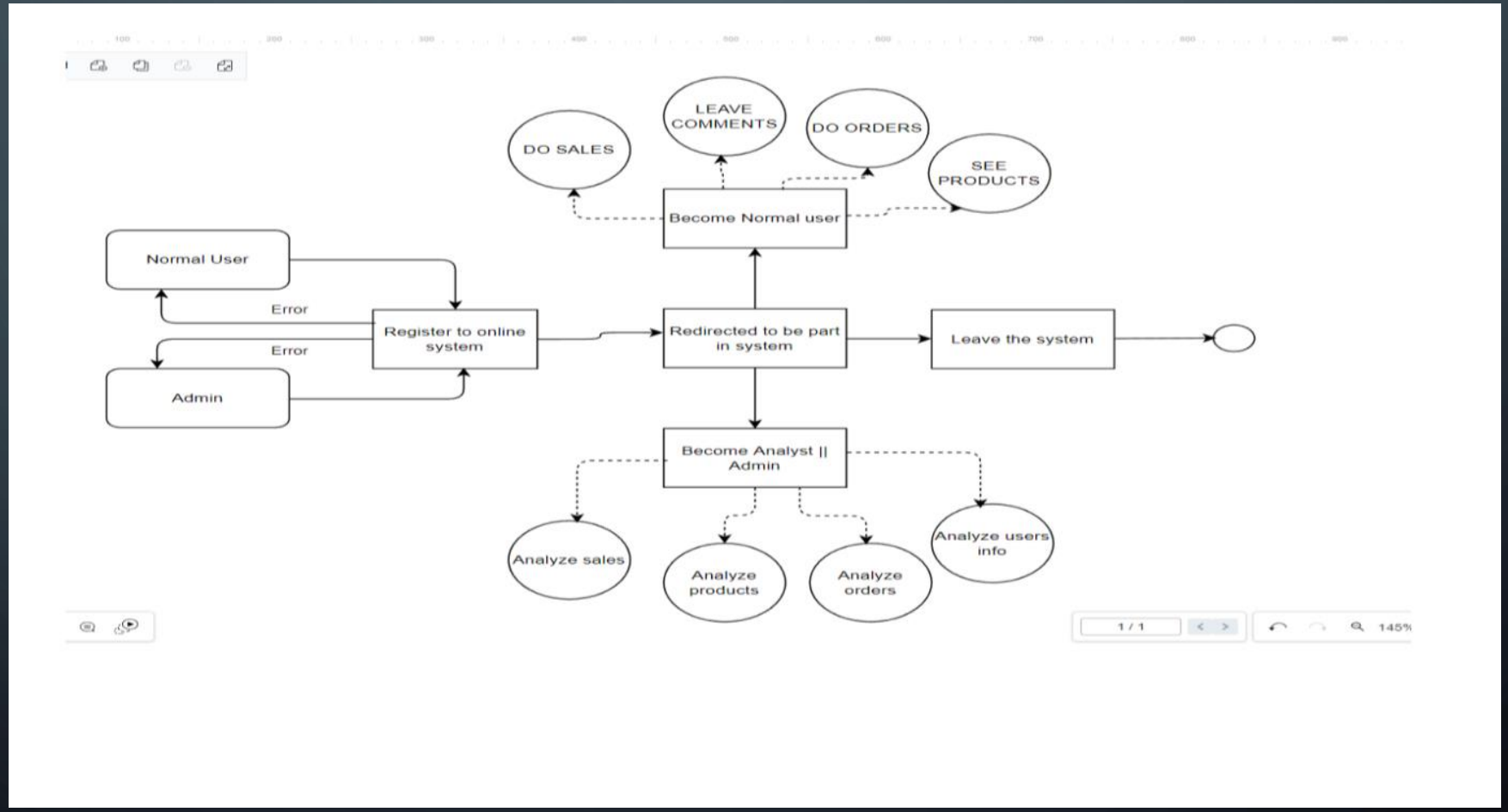
4- Component diagram



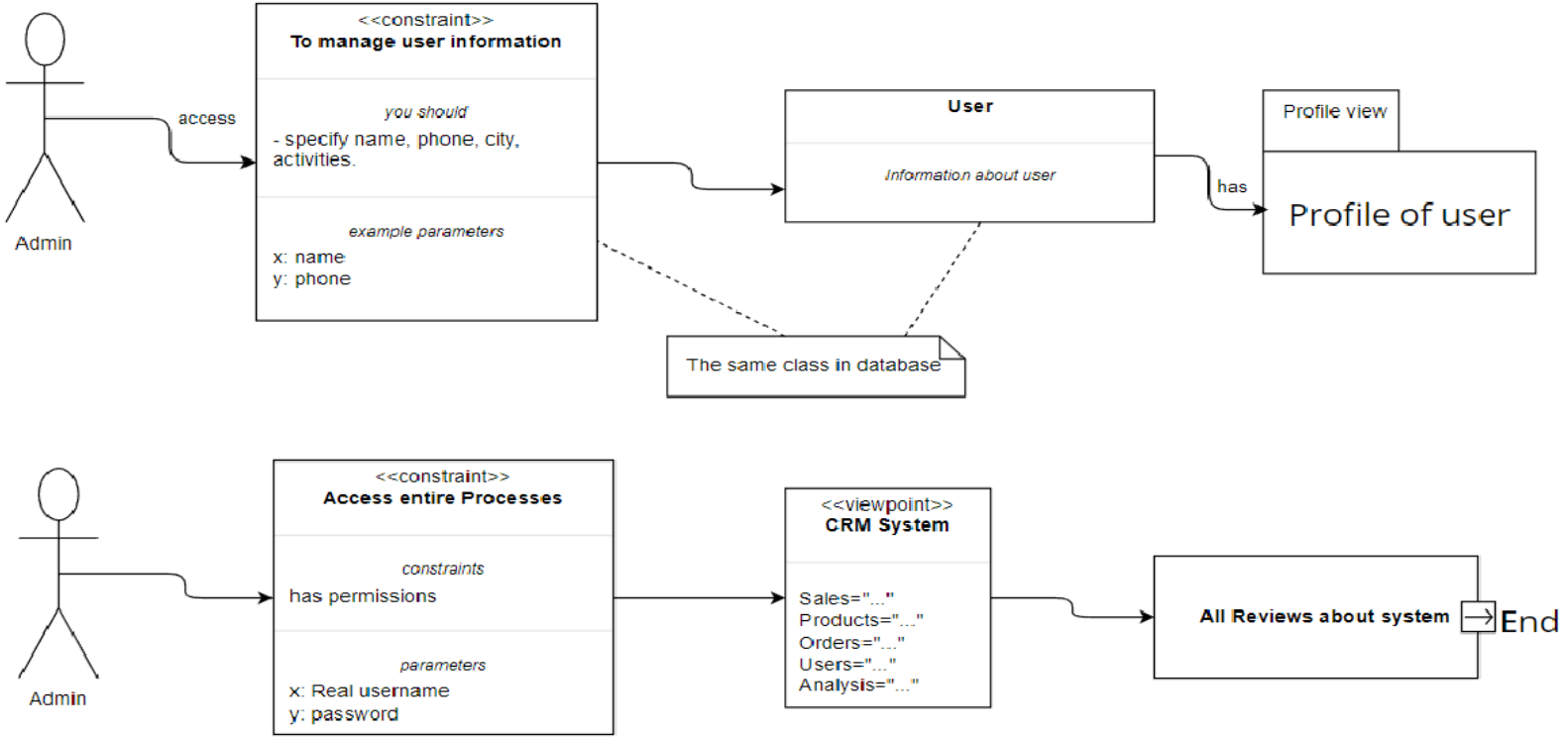
5- Package diagram



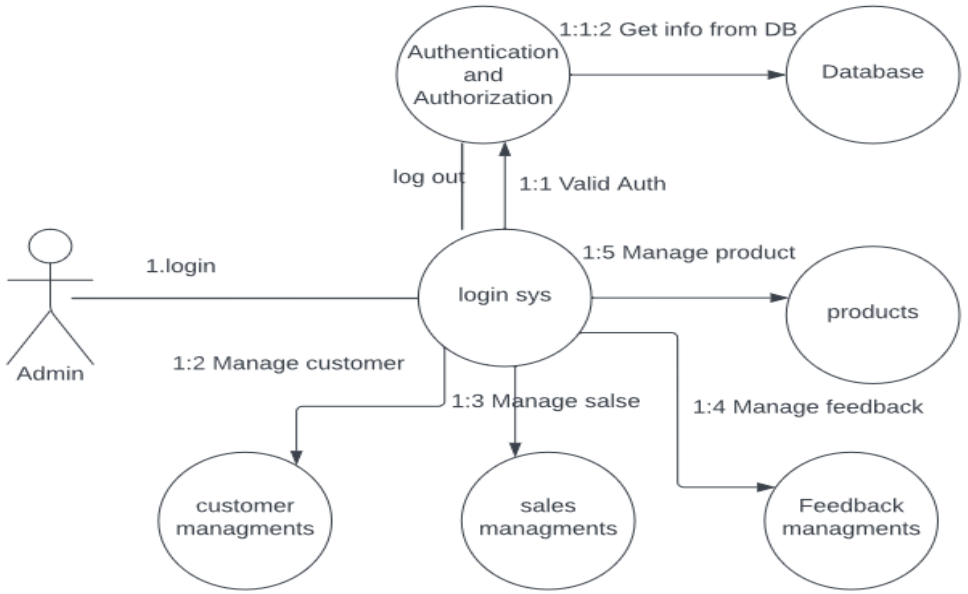
6- Arrow diagram



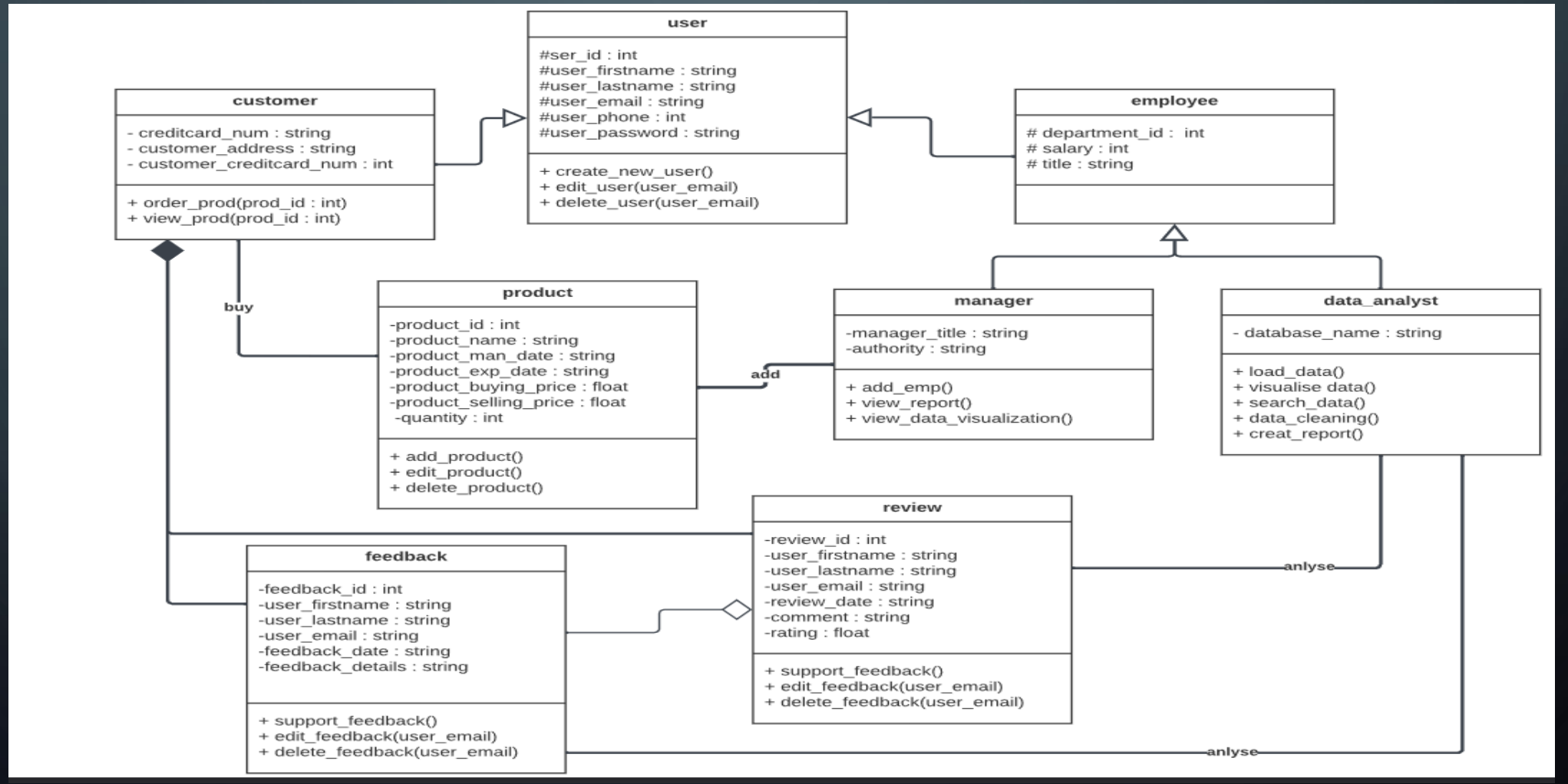
7- Constraints Block Diagram for Admin functionalities.



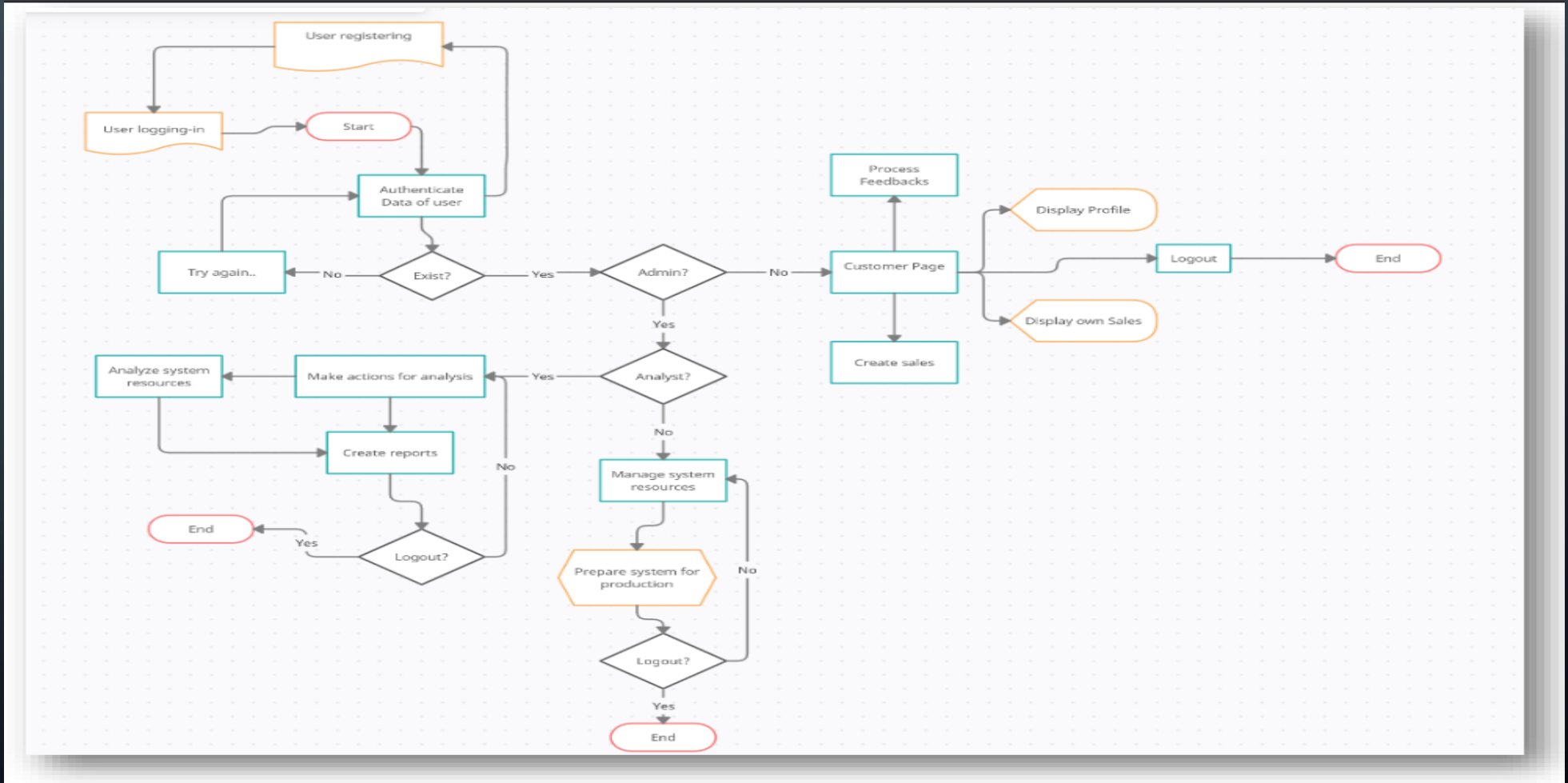
8- Communication diagram



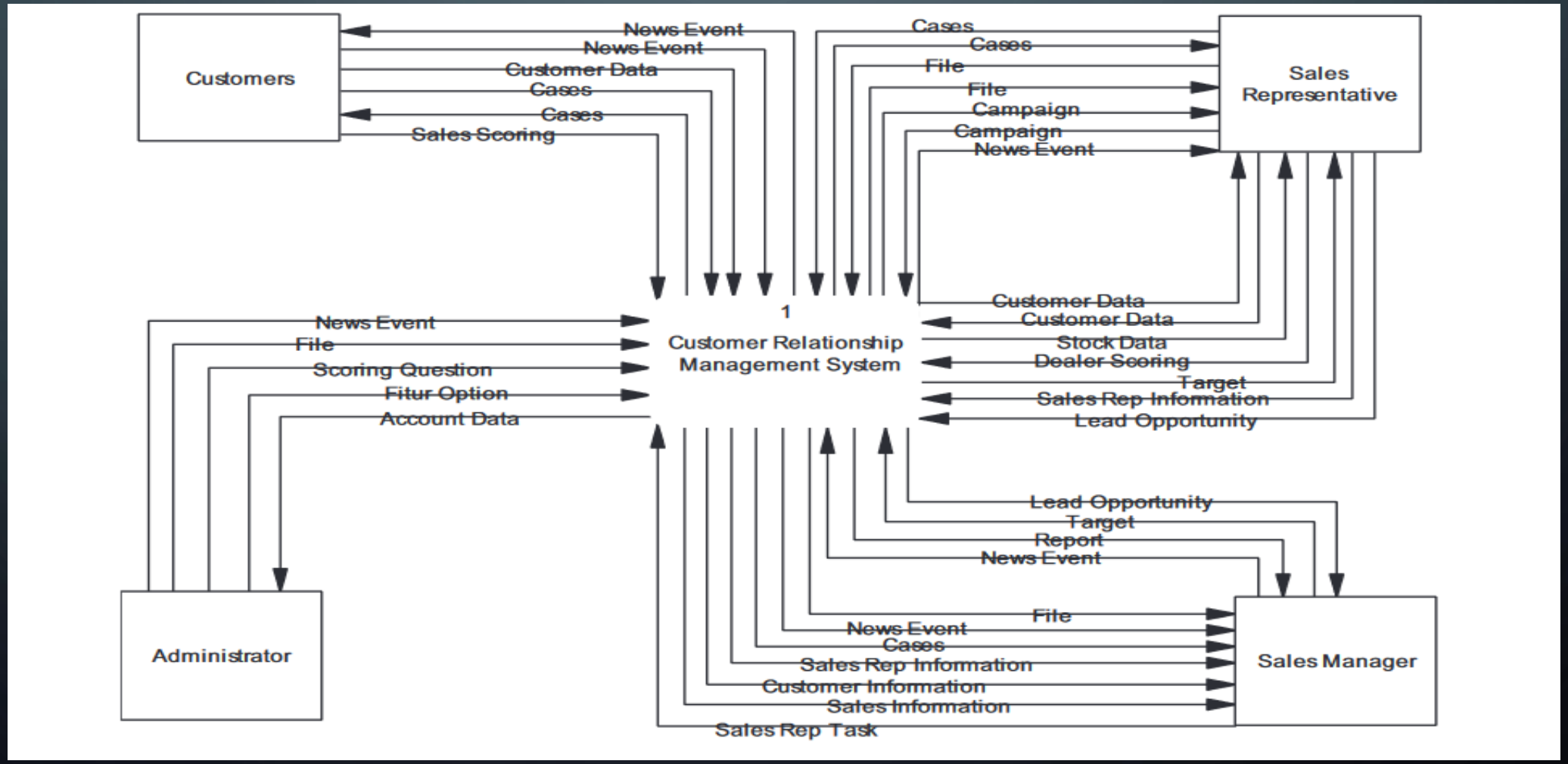
9- Class diagram



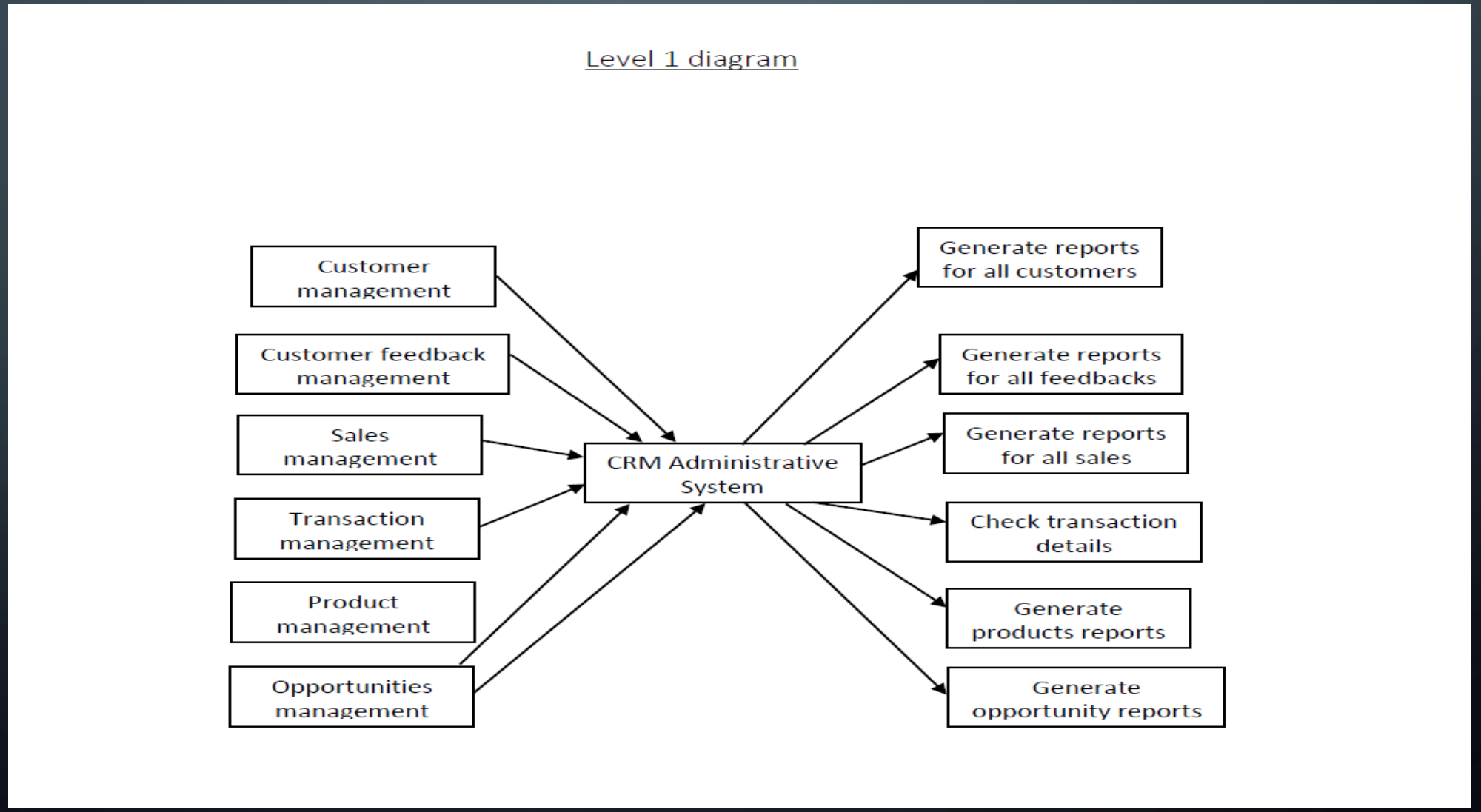
10- Flow-chart diagram



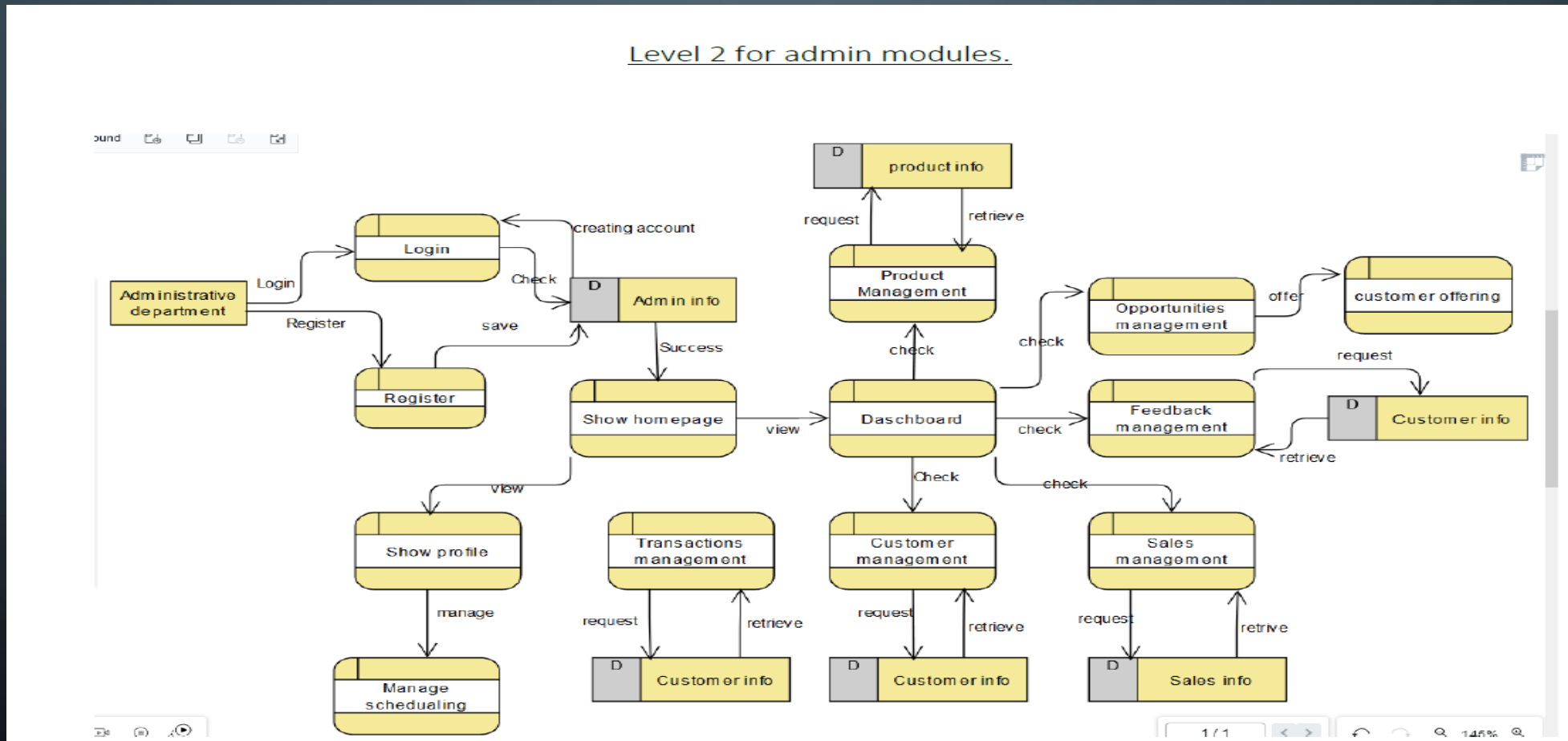
11- Data-flow diagram
11.1- Context diagram



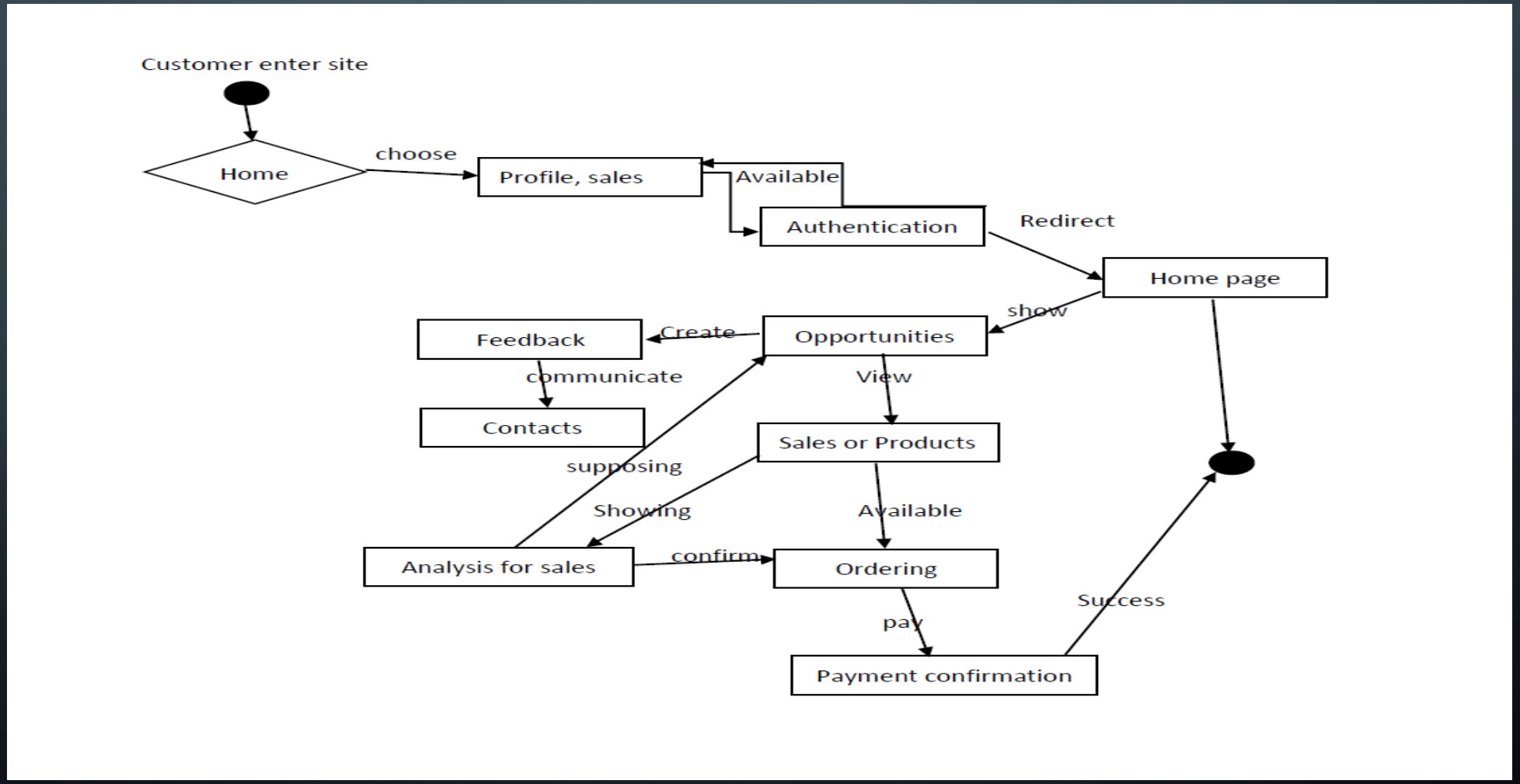
11.2- DFD level 1



11.3- DFD level 2



12- STATE-MACHINE DIAGRAM



13- Timing diagram

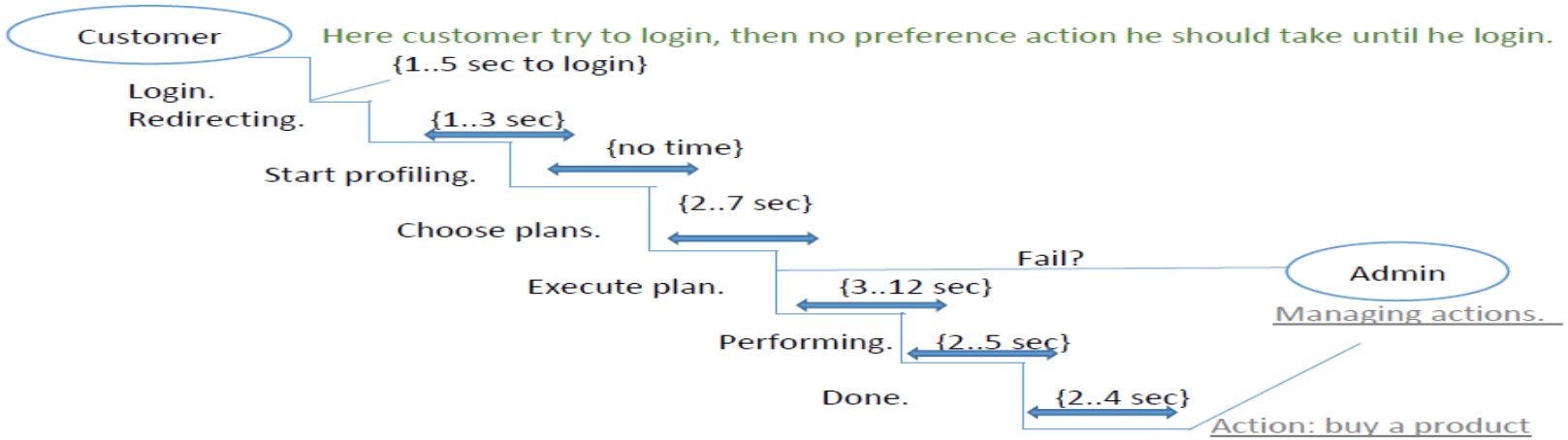
Timing diagram.

Advantage?

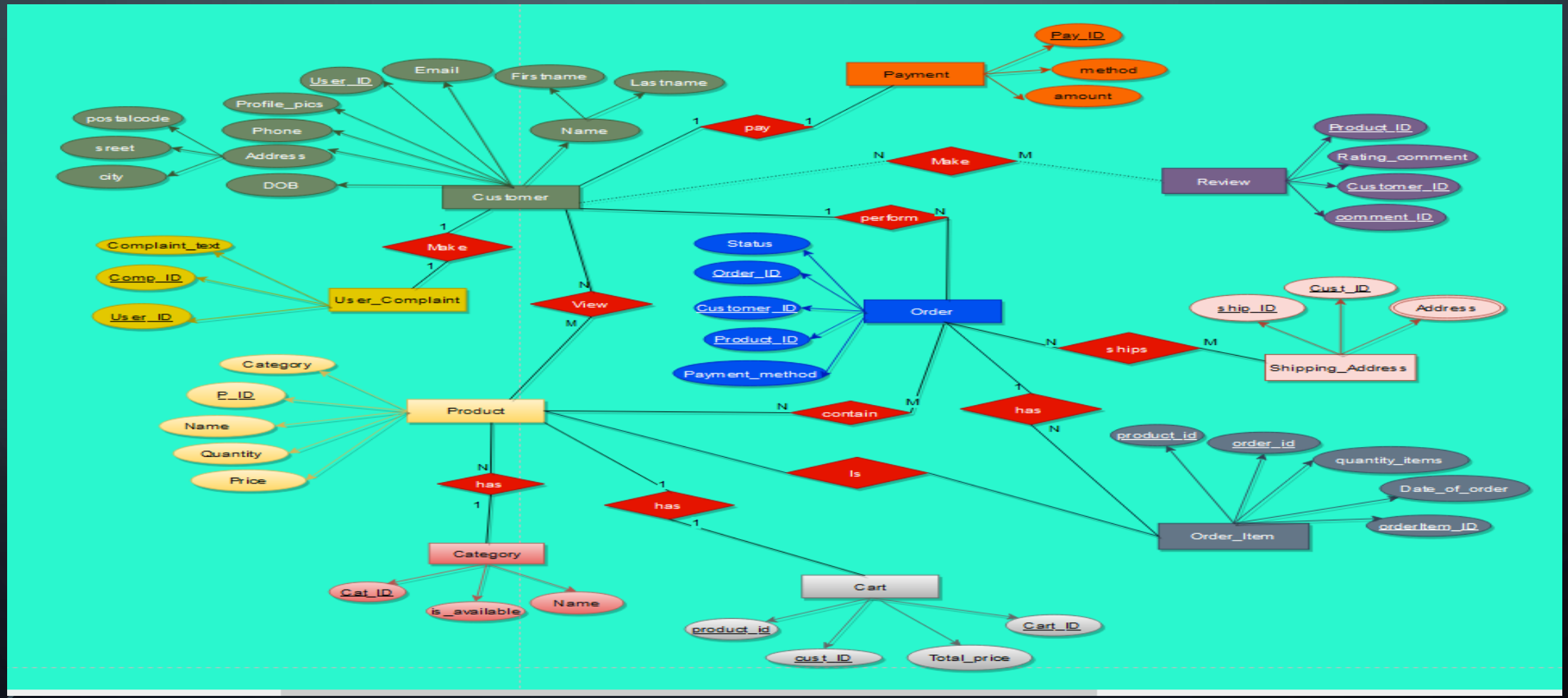
1- Timing diagrams keep track of every change that occurs in the system.
2- It explains the time processing of an object in detail.
3- The diagram easily explains the graphical representation of a lifeline state.
4- It describes the modification object bears in its form over the lifeline.

Chart?

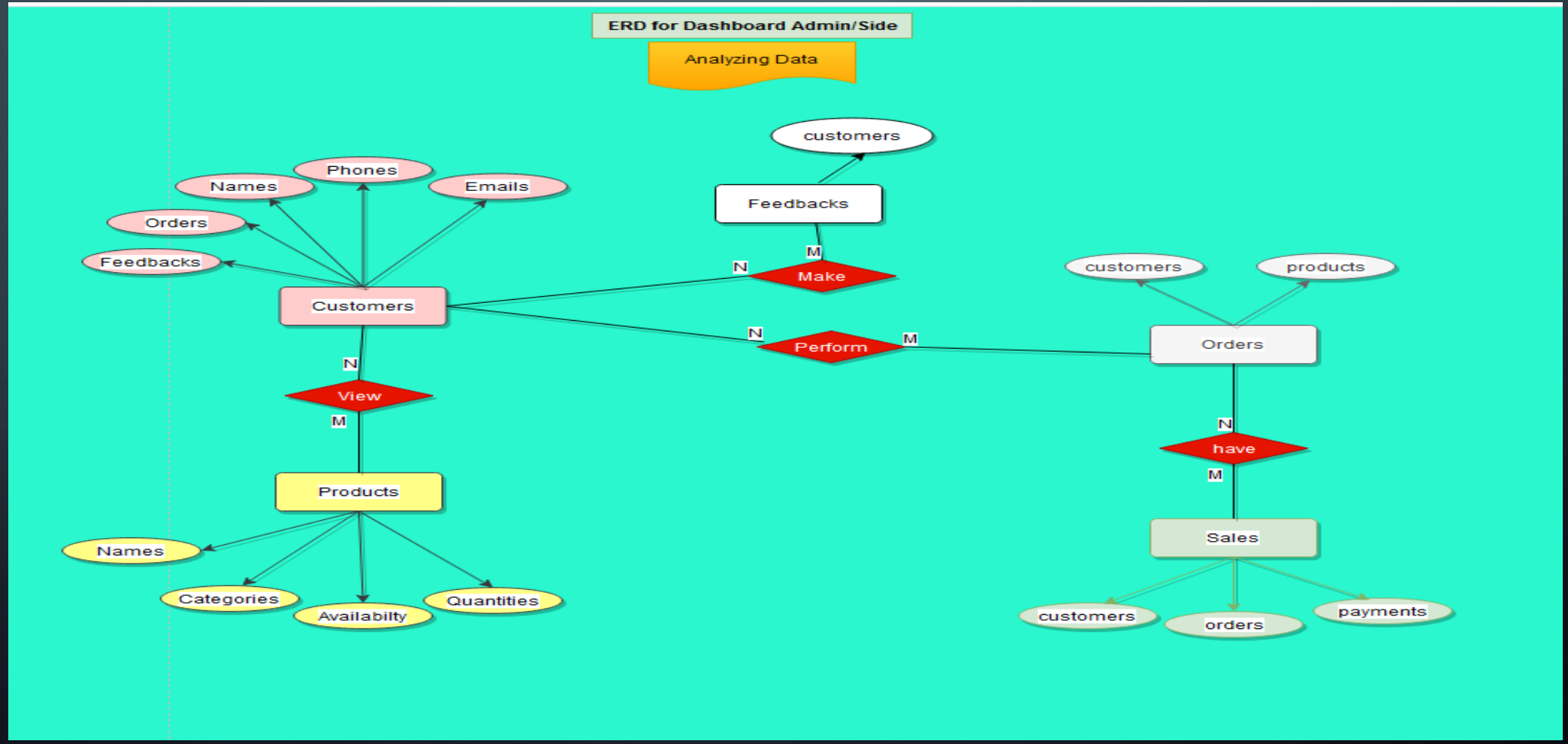
Active for customer.



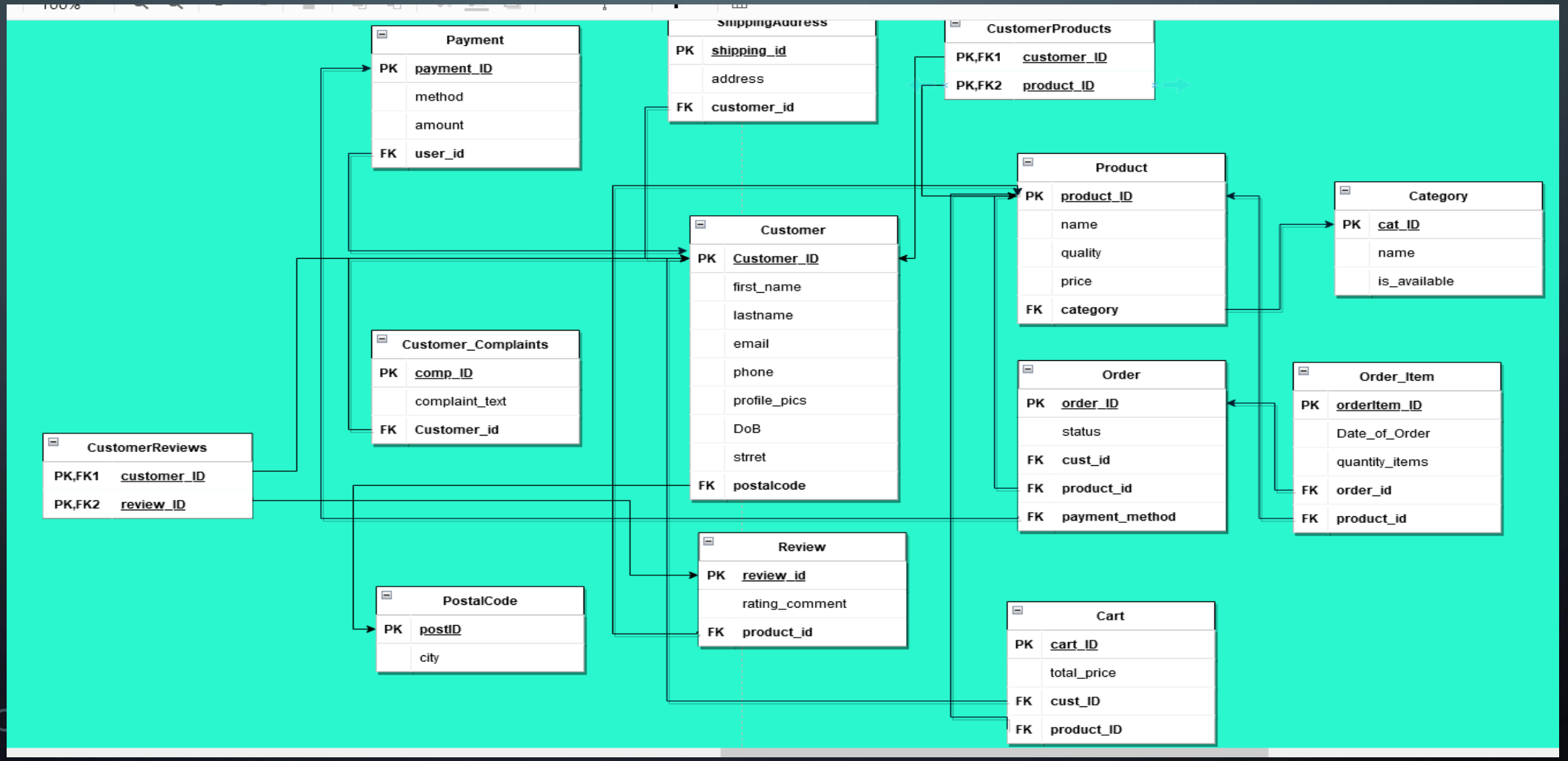
14- ERD for E-shopping Website



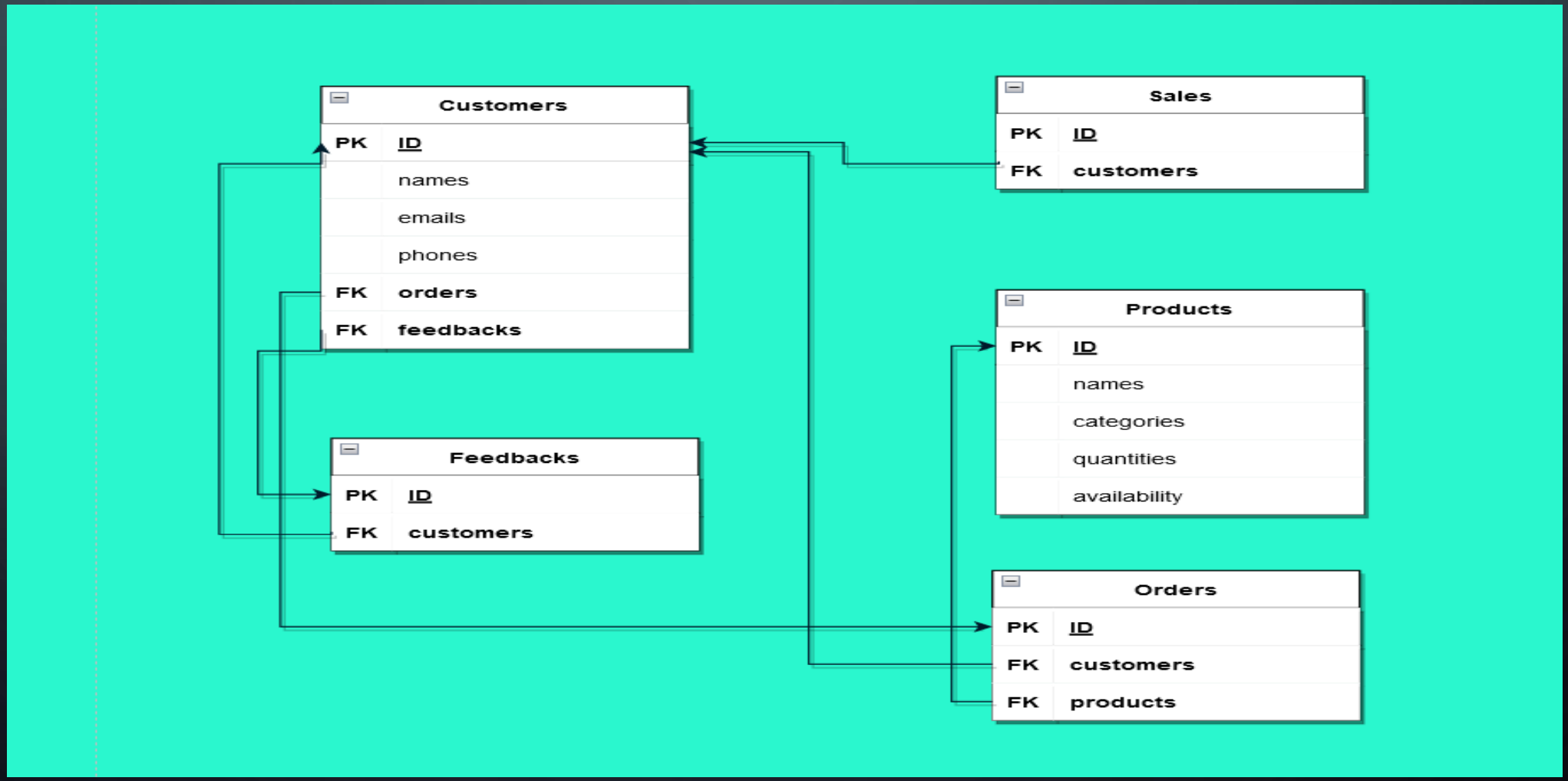
15- ERD For Analyzing Data



16- Relational Data Models



17- Relational (cont..)



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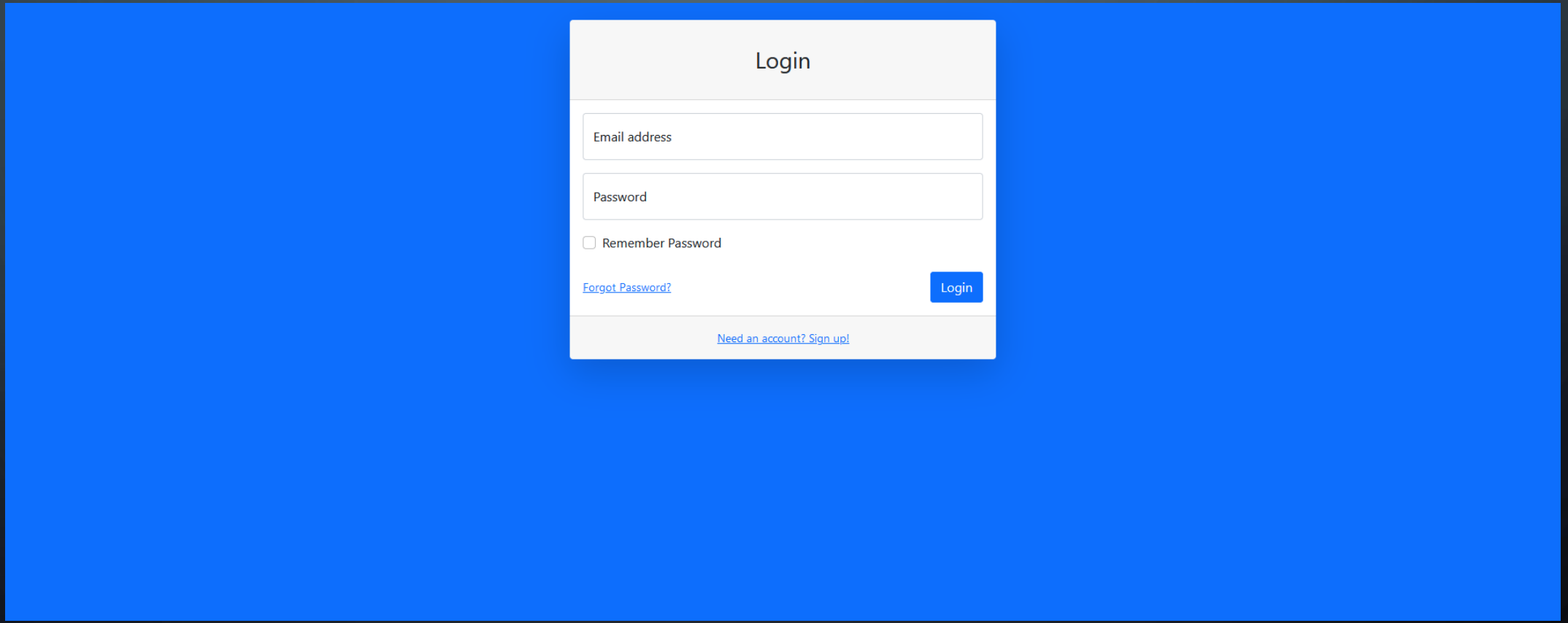
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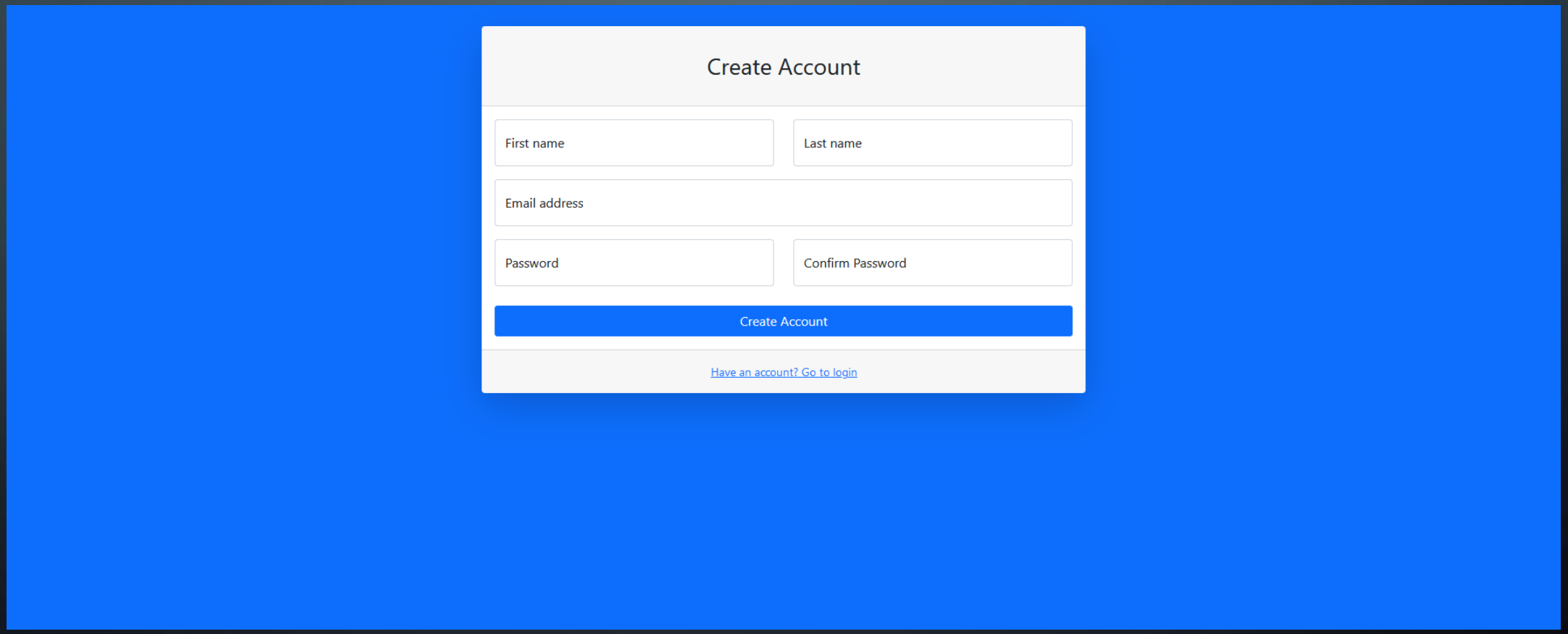

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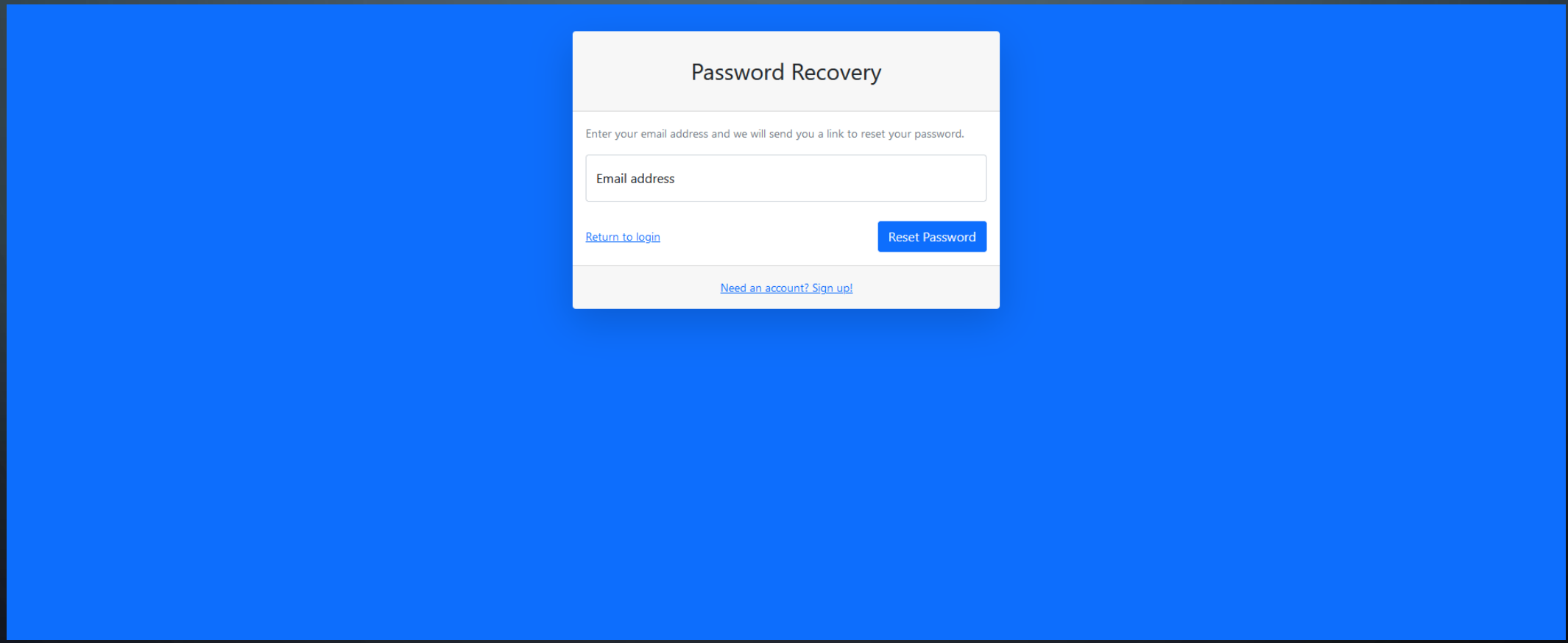

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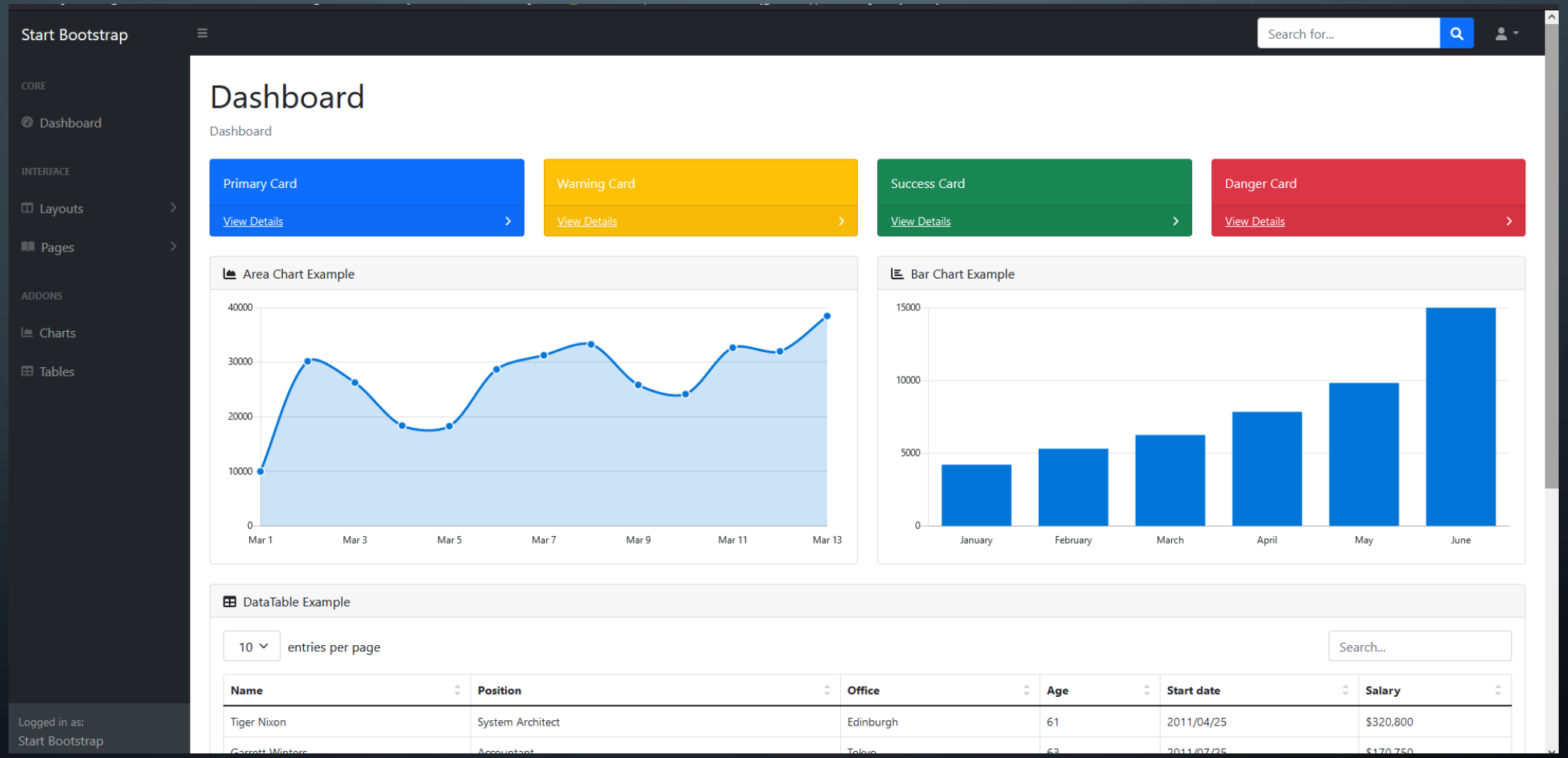
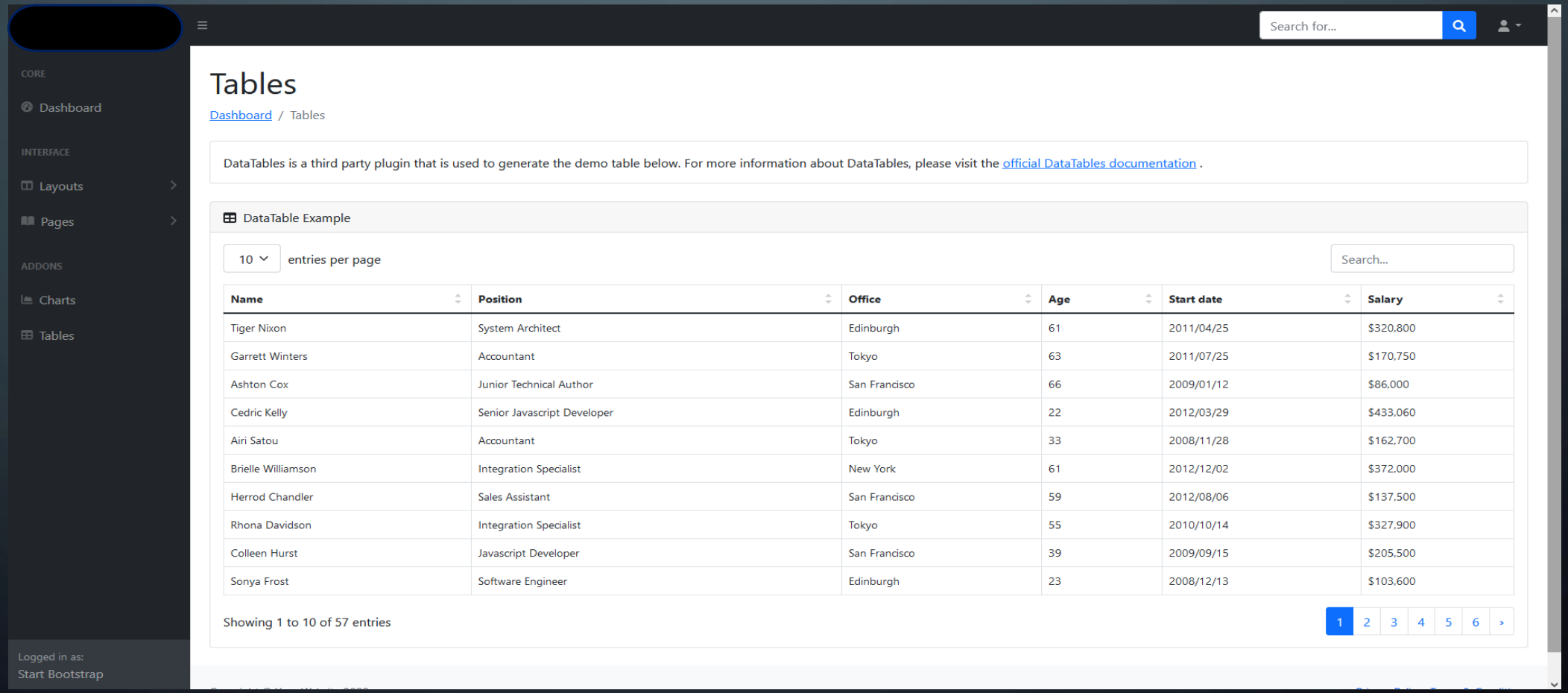


FAKE TABLE FOR USERS



Ending..