CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM (CRMS)

PROJECT ID: GIH091

PROJECT NAME: CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM (CRMS)

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INDEX

CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM (CRMS)

➢ ABSTRACT:

CRMS (CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM) is a web portal specially designed and developed to manage company's interaction with their customer on a single platform. In real scenario most of the customers are not technically sound, so we have designed it very handy and easy to operate. In our portal no login system needed, only the serial number will be required at the time of complaint. Security will be maintained by one time verification. After this, all the details regarding the product will be displayed to him/her and at the bottom of the screen a complaint box will be there, to drop his/her complaint related to the product. Our portal contains the pickup facility which will facilitate the customer by picking up the product from home and also an approximate expenditure will be shown. After registering the complaint, tracking of the product will be displayed graphically and finally total expenditure will be shown which would be either paid online or cash on delivery.

➢ EXISTING SYSTEM SURVEY:

o There is no such system which can be accessed without login.
o All the existing CRMS sites are complex and not so handy to operate, as they ask too many details related to the customer and his/her product.
o Mostly existing CRMS Systems are paid version / Trial Version Systems or license to access.
o There is no such system which can be accessed only by a Serial number of the product.
o The existing system has focused on many things but still not much importance is given to the complaint after selling of the product due to which customer relationship is not maintained properly or we can say it is lacking.

➢ APPROACHES TO SOLVE THE PROBLEM:

o We make our system user friendly by graphical representation due to which it become handy and easy to operate.
o All the product registration through admin or H/R is done online in the web.
o In our portal we remove login system, only the serial number of the product will be required at the time of complaint sometimes a login system becomes headache because at the time of complain maybe the customer is already tensed/frustrated and if he/she forgot the username or password he is unable to complain.
o We can display all the details regarding the product by just dropping the serial number by mapping serial number with each product details.
o We will provide the pickup facility which will facilitate the customer by picking up the product from home if service center is not available in nearby location.
o We also provides an approximate estimation expenditure of the product before registering the complaint by getting this a customer can get the approximate amount he/she will pay.
o Security will maintained through one time verification.

➤ TOOLS AND TECHNOLOGY:

- ### FRONT END:

  - → Html
  - → Html5
  - → CSS
  - → CSS3
  - → JavaScript
  - → Php
  - → Microsoft Office
  - → Notepad++

- ### BACKEND:

  - → PhpMyAdmin
  - → SQL Database

- ### HARDWARE REQUIREMENTS:

  - → **Device: -** Any Mobile Device, Laptop or Personal Computer

- ### SOFTWARE REQUIREMENT
  - → **Front End: -** WAMP/ XAMM
  - → **Language: -** Php
  - → **Back End: -** PhpMyAdmin
  - → **Os: -** Windows XP Or Above
  - → **Browser: -** Any Latest Browser

➤ CHALLENGES:

- If a person's mobile number changed then he/she cannot able to drop complain because the verification is done by using mobile number which is register prior with the product.

➤ POSSIBLE OUTCOMES:
- Our system will be user friendly i.e. simple and easy for everyone to access.
- In our portal no login system needed, only the serial number of the product will be required at the time of complaint and if serial number is not known then he/she have to login with mobile no. and find the serial no.
- Our web will display all the details regarding the product by just dropping the serial number.
- Our portal contains the pickup facility which will facilitate the customer by picking up the product from home.
- Our system also provides an approximate estimation expenditure of the product before registering the complaint.
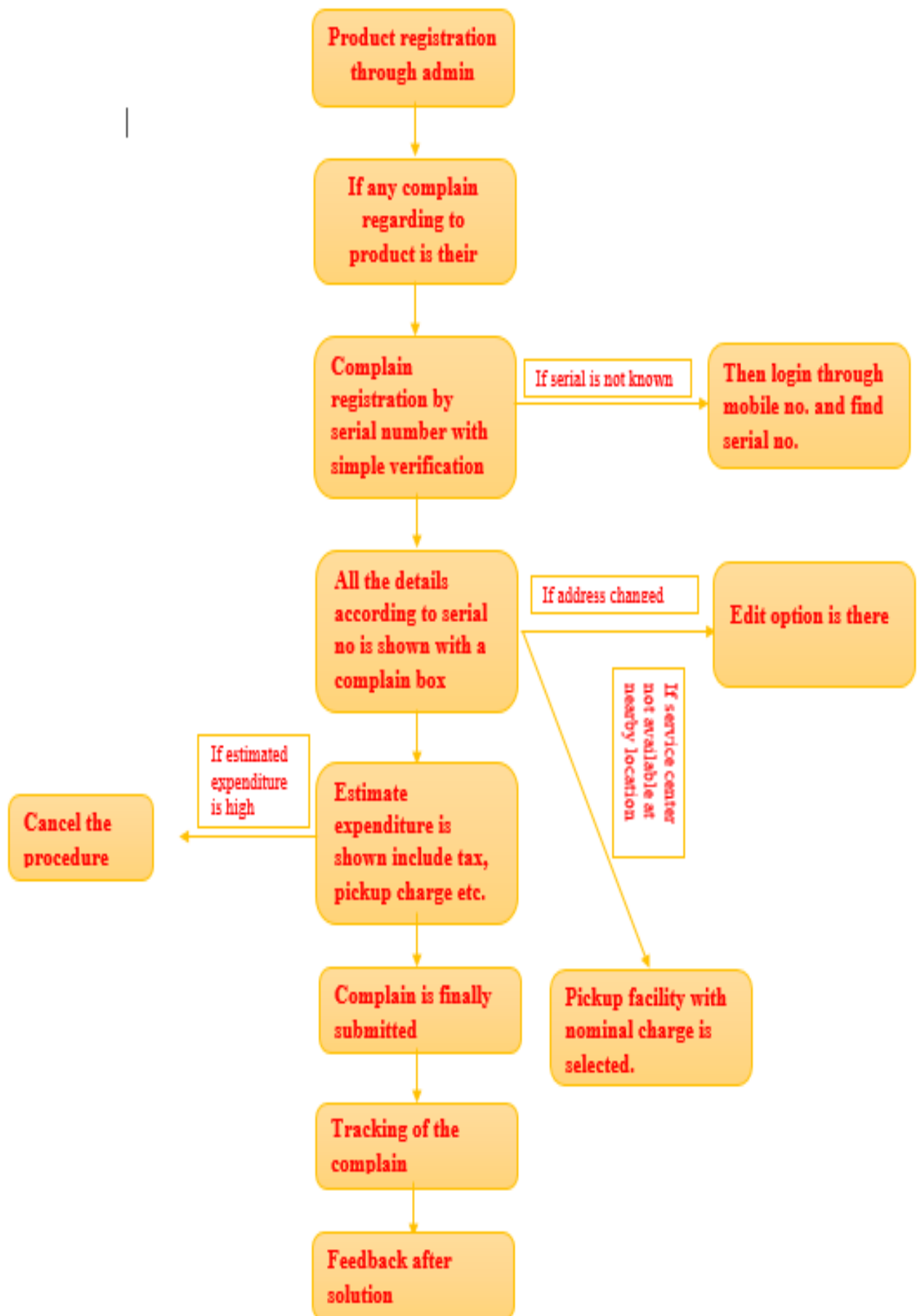
- o Our web will provide a graphical complain tracking system.
- o Security will also be maintained by one time verification.

➢ CONCLUSION:
- o All the things from production registration, complain registration, claim settlement and service center management is available at simple platform.

➢ SOLUTION:

```
                    ┌─────────────────────┐
                    │ Product registration │
                    │   through admin      │
                    └──────────┬──────────┘
                               │
                               ▼
                    ┌─────────────────────┐
                    │  If any complain     │
                    │  regarding to        │
                    │  product is their    │
                    └──────────┬──────────┘
                               │
                               ▼
      ┌─────────────────────┐   If serial is not known   ┌─────────────────────┐
      │  Complain            │ ────────────────────────▶  │  Then login through  │
      │  registration by     │                            │  mobile no. and find │
      │  serial number with  │                            │  serial no.          │
      │  simple verification │                            └─────────────────────┘
      └──────────┬──────────┘
                 │
                 ▼
      ┌─────────────────────┐   If address changed   ┌─────────────────────┐
      │  All the details     │ ─────────────────────▶ │  Edit option is there│
      │  according to serial │                        └─────────────────────┘
      │  no is shown with a  │
      │  complain box        │
      └──────────┬──────────┘
                 │
                 ▼
 ┌──────────┐  If estimated  ┌─────────────────────┐
 │ Cancel   │  expenditure   │  Estimate            │     If service center
 │ the      │  is high       │  expenditure is      │     not available at
 │procedure │◀────────────── │  shown include tax,  │     nearby location
 └──────────┘                │  pickup charge etc.  │
                             └──────────┬──────────┘
                                        │
                                        ▼
                             ┌─────────────────────┐   ┌─────────────────────┐
                             │  Complain is finally │   │  Pickup facility with│
                             │  submitted           │   │  nominal charge is   │
                             └──────────┬──────────┘   │  selected.           │
                                        │              └─────────────────────┘
                                        ▼
                             ┌─────────────────────┐
                             │  Tracking of the     │
                             │  complain            │
                             └──────────┬──────────┘
                                        │
                                        ▼
                             ┌─────────────────────┐
                             │  Feedback after      │
                             │  solution            │
                             └─────────────────────┘
```

➢ IMPLEMENTATION: