

"App Feature: Intro to the CRM App" Pre Read



Things I need to know before this session



Nowadays, we have millions of users who concurrently access different applications. To deal with multiple users at the same time, we need to manage our system in such a robust way so that it could work flawlessly without any failure and with better performance.

Customers are key points to every business and hence, we need to maintain a good relationship with them.

What will be taught in this session?



In this session, we are going to focus on below points –

1. What is CRM?
2. Operations of CRM
3. Advantages of CRM
4. High level tech Stack discussion of the CRM App
5. Features to be developed in CRM Application -
 - User Authentication Authorization APIs
 - Ticket creation
 - Ticket Manipulations and ADMIN capabilities
 - Creation of the Notification Service
 - Integrating the Notification Service with CRM application

What is CRM?



CRM i.e. Customer Relationship Management refers to creating, developing, and maintaining a relationship with customers. Customers are valuable assets to the business and to maintain a healthy relationship with them, we need to implement CRM.

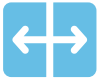
Why is CRM needed?



CRM is used to manage profitable relationships with multiple customers. CRM includes below operations -

- Authentication of users
- Update User profile
- Get Users
- Manage customer complaints
- Fix customer complaints and many more

Use of CRM



CRM is used to manage profitable relationships with multiple customers. CRM includes below operations -

- Identify potential customers
- Increase the number of customers
- Maintain profitable relationships with customers
- Provide insights into the customers

How are these concepts being used in the industry for building applications?



There are multiple companies that are implementing CRM systems

- Apple CRM
- Amazon CRM
- Tesco CRM
- Coca-Cola CRM and so on

In this session, we will learn about CRM and an overview of the next sessions where we will implement a CRM application from scratch.