

Building the CRM App: User Activities

Pre-read



Things I need to know before this session

Nowadays, customers have lots of queries and concerns when they use any application. This needs to be tracked and managed at the same time. We need to manage those queries and feedback in an efficient way to provide them with a better experience.

Tickets are one of the ways where we can track customer complaints and feedback. Tickets can be raised on multiple channels and it is easier to manage them.



What will be taught in this session?

In this session, we are going to implement the handling of tickets raised by the customers in the CRM Application. We will focus on the below operations –

1. Ticket Creation
2. Fetch tickets
3. Update tickets



What is a Ticket?

A Ticket can be raised by the customer -

- Whenever a customer face any issue while using the application
- When the customer wants to share some feedback to add a change in the application and so on.



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

There are multiple companies that are handling customer complaints using CRM systems

- Salesforce CRM - Handle issues using Case management, provide portals where customers can log the issue
- HubSpot CRM - Support activity logging to handle the customer issues
- Capsule CRM - Support contact management where customers can be contacted easily to solve there issues

