

VISVESVARAYA TECHNOLOGICAL UNIVERSITY

“Jnana Sangama”, Belagavi-560014



Data Base Management System

Mini Project Report

On

“Customer Relationship Management System”

Submitted in partial fulfillment of the requirement of V Semester

Data Base Management System Laboratory(18CSL58)

Submitted by,

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**1RF20IS040
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DEPARTMENT OF INFORMATION SCIENCE AND ENGINEERING

RV INSTITUTE OF TECHNOLOGY AND MANAGEMENT®
Chaitanya Layout, JP Nagar 8th Phase, Kothanur, Bengaluru-560076

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DEPARTMENT OF INFORMATION SCIENCE & ENGINEERING



Certificate

This is to certify that the mini-project work entitled **“Customer Relationship Management System”** is carried out by R Dhanesh (1RF20IS040) and Mohammed Sameer(1RF20IS031) in partial fulfillment for the requirement of V Semester Data Base Management System Laboratory(18CSL58) in **Information Science and Engineering** of the **Visvesvaraya Technological University, Belagavi** during the year 2022-2023. It is certified that all the corrections/ suggestions indicated for the given internal assessment have been incorporated in the report. This report has been approved as it satisfies the academic requirements with respect to the mini-project work.

Signature of the Guide

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Asst. Professor
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Signature of the Project

Coordinators

**Prof. Deepak D J/
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RVITM, Bangalore.

Name of the Examiners

- 1.
- 2.

Signature with date

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ABSTRACT

Our project Customer Relationship Management system is designed to record and resolve user's problems based on their orders and to request the services of a company. The aim of the project is to provide a one stop solution to raise a ticket, request a quote and to resolve problems in an efficient and an organized way.

It includes maintenance of User details, ticket details, quote details along with User login check details. The system allows the user to check the status of the ticket and quote that are raised by the user. This system allows the admin to resolve the problem and to delete a user entirely from the system. The system asks the user to enter his details such as name, password(pwd), email and contact number to register.

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CHAPTER 1

INTRODUCTION

Considering the volumes of data that needs to be tracked and accessed, it would be very difficult to manage the accuracy and quality of data manually and deliver them accordingly.

It would be almost impossible to get the details required in case of manual maintenance of data. The CRMS helps keep a track of all the tickets and quotes raised by the user and the admin can resolve them in an efficient manner.

This project is aimed to reduce the manual work involved in data maintenance in the Ticket details, quotes details and automates the Customer Relationship Management System. This project is developed mainly to simplify the manual work and allows smooth administration of the operations of customer relationship management. The purpose of the project is to computerize the administrative operations of tickets and quotes and to develop software which is user friendly, simple, fast, and cost

– effective. It deals with the collection of tickets, quotes, user login check etc. Traditionally, it was done manually. The main function of the system is to raise a ticket or request for a quote and let the admin resolve the problem

CHAPTER 2

REQUIREMENTS ANALYSIS

The requirements can be broken down into 2 major categories namely hardware and software requirements. The former specifies the minimal hardware facilities expected in a system in which the project has to be run. The latter specifies the essential software needed to build and run the project.

2.1 SOFTWARE REQUIREMENTS:

- Technology Implemented : Apache Server, MySQL Server
- Language Used : PHP
- Database : My SQL
- User Interface Design : HTML, CSS, Bootstrap, JS
- Web Browser : Google Chrome

2.2 HARDWARE REQUIREMENTS

- Processor – Intel 486/Pentium processor or better
- RAM – 64MB or above
- Hard disk – 20 GB or more

2.3 FUNCTIONAL REQUIREMENTS

These should help you overcome specific challenges, efficiently manage business processes, and increase quantitative and qualitative indicators. Hence various tools on various domains are required that is

Sales Tool

Sales features help increase chances of success in deal closure, leading to increased profit.

These include:

- Lead Management
- Task Management
- Sales Pipelines and Forecasting

- Sales Performance Management
- Contact Management

Marketing Tool

The right marketing strategy enables you to market key offerings to your target audience. You can track interaction progress, run specific campaigns and respond to your client's needs more efficiently. A CRM platform with the following built-in marketing features help in promotion:

- Marketing Automation
- Campaign Management
- Social Media Marketing
- Marketing Lead Management
- Event Marketing
- Email Management and Segmentation
- Client Interaction Tracking

2.2 NON-FUNCTIONAL REQUIREMENTS

As functional requirements define what a system should do; non-functional requirements describe how efficiently one should function.

It includes many parameters such as

- Performance
- Reliability
- Scalability
- Usability
- Security

CHAPTER 3

DESIGN

3.1 ER DIAGRAM

An **Entity – Relationship model (ER model)** describes inter-related things of interest in a specific domain of knowledge. An ER model is composed of entity types (which classify the things of interest) and specifies relationships that can exist between instances of those entity types.

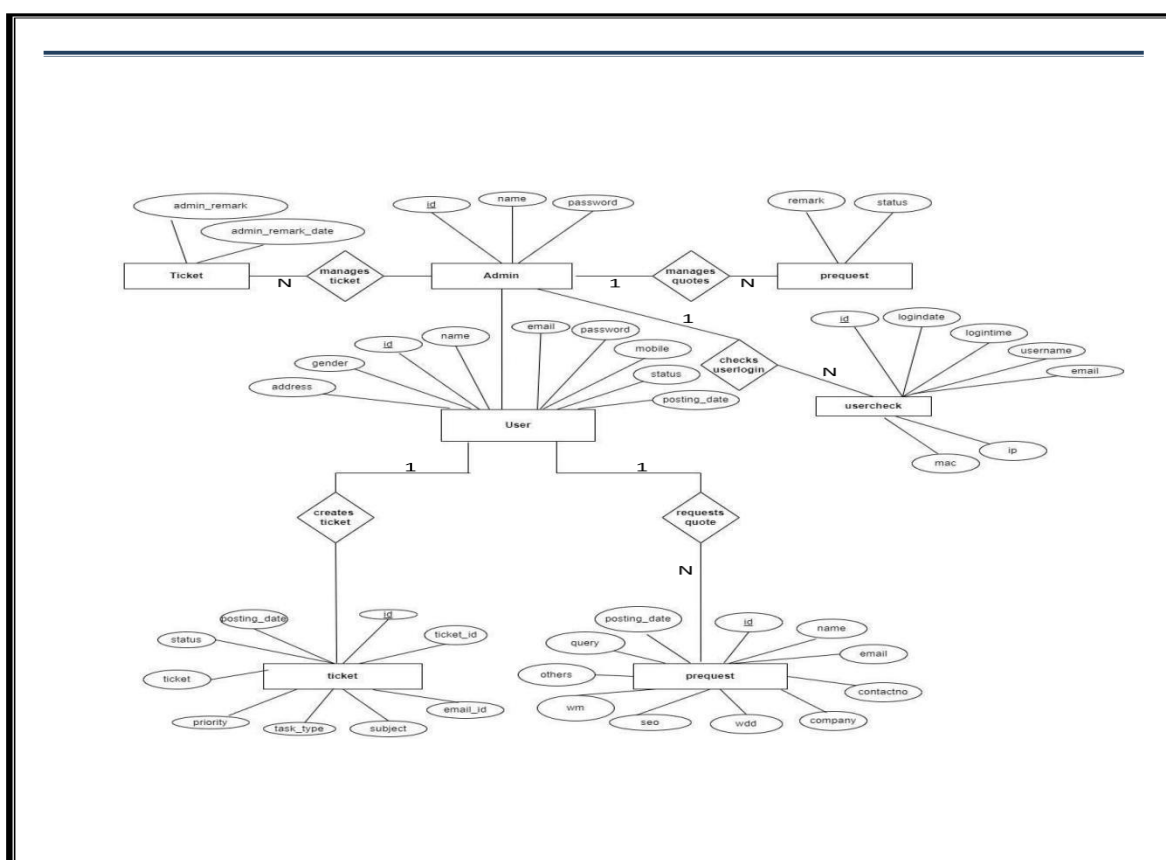


Figure
3.1

The figure 3.1 describes that this ER Diagram consists of 5 tables that are admin,user,prequest,ticket,usercheck

3.2 SCHEMA DIAGRAM

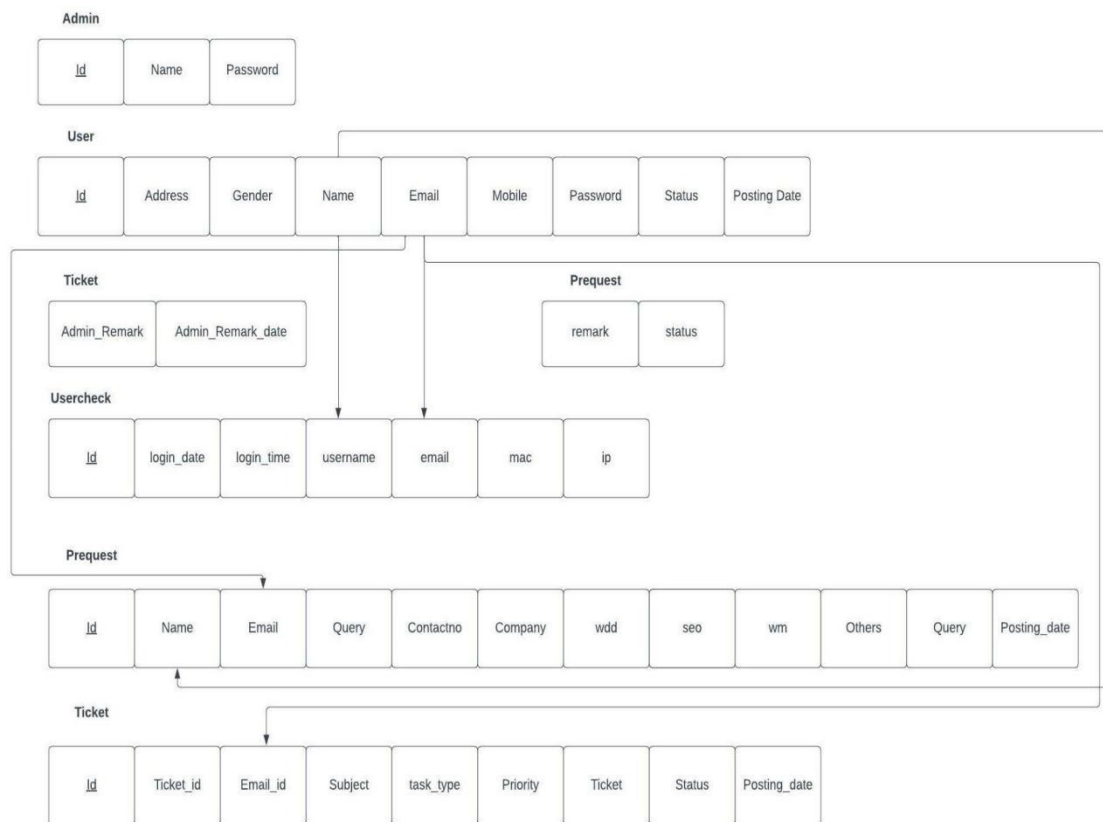


Figure
3.2

The Figure Schema Diagram contains 5 tables and several relations. These include Admin, User, Usercheck, Prequest, Ticket.

Every table here has a primary key named id, with email used as a foreign key for the user and usercheck.

There's a separate relation between the Admin and the Prequest and Ticket.

3.3 USE CASE DIAGRAM

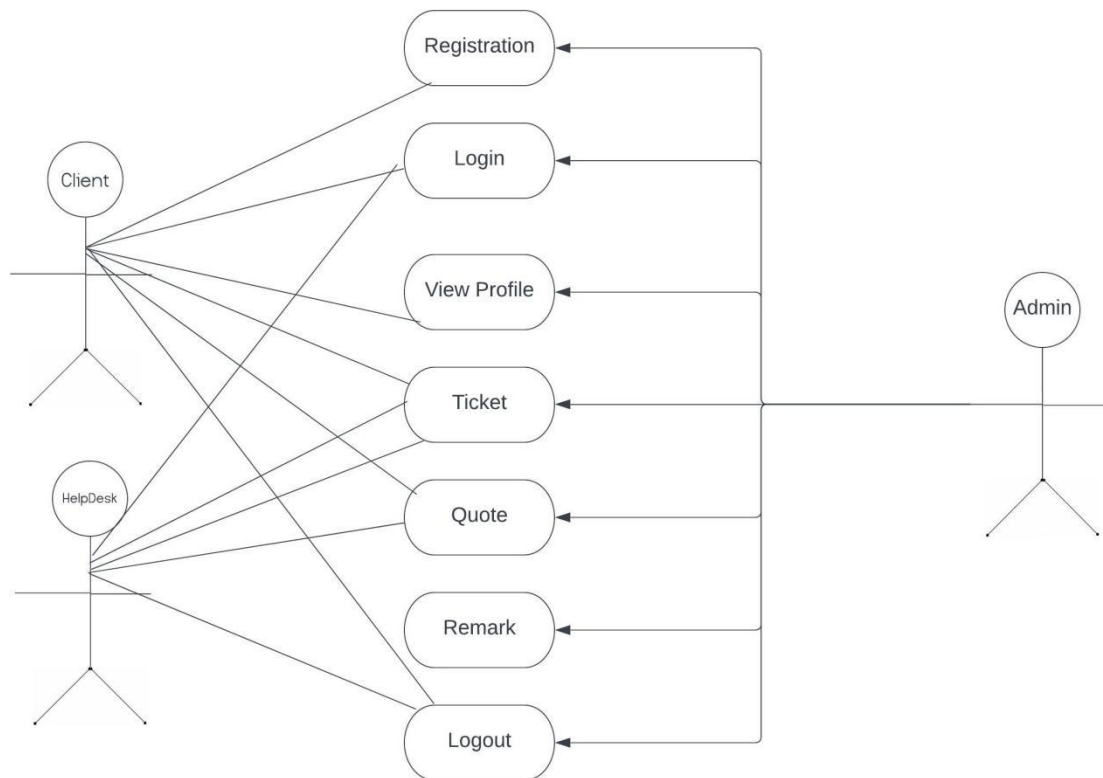


Figure 3.3

Figure 3.3 describes

Although there are many example's of use case's, this is a sample use case diagram.

Here consists of 3 users the Admin,Client and Helpdesk

The helpdesk is for the benfit of user when the client faces any problem.

The admin has access to all the services and information of Client and as there is a ticket raised only the admin can solve the ticket.

CHAPTER 4

IMPLEMENTATION

4.1 INTRODUCTION TO FRONT END TOOL

4.1.1 HTML 5

HTML stands for Hyper Text Markup Language. It is used to design web pages using markup language. HTML is the combination of Hypertext and Markup language. Hypertext defines the link between the web pages. Markup language is used to define the text document within tag which defines the structure of web pages. HTML 5 is the fifth and current version of HTML. It has improved the markup available for documents and has introduced application programming interfaces(API) and Document Object Model(DOM).

4.1.1 CSS

Cascading Style Sheets, fondly referred to as **CSS**, is a simply designed language intended to simplify the process of making web pages presentable. CSS allows you to apply styles to web pages. More importantly, CSS enables you to do this independent of the HTML that makes up each web page.

CSS is easy to learn and understood but it provides powerful control over the presentation of an HTML document.

4.2 INTRODUCTION TO BACK END TOOL

4.2.1 Node.js

Node.js is an application runtime environment that allows you to write server-side applications in JavaScript. Thanks to its unique I/O model, it excels at the sort of scalable and real-time situations we are increasingly demanding of our servers. It's also lightweight, efficient, and its ability to use JavaScript on both frontend and backend opens new avenues for development. It comes as no surprise that so many big companies have leveraged Node.js in production. First of all, using Node.js as your server technology gives your team a great boost that comes from using the same language on both the front end and the back end. This, means that your team is more efficient and cross-functional, which, in turn, leads to lower development costs. In addition to that, it's

worth mentioning that JavaScript is the most popular programming language, so your application's codebase will be easier to understand for more engineers. You can also reuse and share the code between the frontend and the backend parts of your application, which speeds up the development process. On top of that, the Node.js community is constantly growing – the number of Stack Overflow questions is steadily increasing, so the knowledge base for the technology is widely available. The fact that the whole Node.js technology stack is open-source and free is also great news. Finally, Node offers a great package manager, npm, and the amount of available open-source tools in npm's registry is massive and growing fast.

4.3 DATABASE CONCEPT USED

A database connection is a facility in computer science that allows client software to talk to database serversoftware, whether on the same machine or not. A connection is required to send commands and receive answers, usually in the form of a result set. Connections are a key concept in data-centric programming.

4.4 CONNECTIVITY OF THE DATABASE

4.2.1 DB Connectivity

<?php

```
$con=mysqli_connect("localhost", "root", "", "crm");  
if(mysqli_connect_errno()){ echo "Connection Fail".mysqli_connect_error(); }
```

?>

*Localhost: Localhost is often used in Web scripting languages like PHP and ASP when defining what server the code should run from or where a database is located.

*mysqli_connect(): The connect() / mysqli_connect() function opens a new connection to the MySQL server.

*root: The PHP document root is the folder where a PHP script is running. When installing a script, web developers often need to know the document root. Although many pages scripted with PHP run on an Apache server, some run under Microsoft IIS on Windows.

*crm: it is the project folder name.

4.4 MODULES

Login Page

```
<?php
session_start();
error_reporting(0);
include("dbconnection.php");
if(isset($_POST['login']))
{
$ret=mysqli_query($con,"SELECT * FROM user WHERE
email='".$_POST['email']."' and
password='".$_POST['password']."'");
$num=mysqli_fetch_array($ret);
if($num>0)
{
$_SESSION['login']=$_POST['email'];
$_SESSION['id']=$num['id'];
$_SESSION['name']=$num['name'];
$val3 =date("Y/m/d");
date_default_timezone_set("Asia/Calcutta");
$time=date("h:i:sa");
$tim = $time;
$ip_address=$_SERVER['REMOTE_ADDR'];
$geopluginURL='http://www.geoplugin.net/php.gp?ip='.$ip_add
ress;
$addrDetailsArr =
unserialize(file_get_contents($geopluginURL));
$city = $addrDetailsArr['geoplugin_city'];
```

```
$country = $addrDetailsArr['geoplugin_countryName'];
ob_start();
system('ipconfig /all');
$mycom=ob_get_contents();
ob_clean();
$findme = "Physical";
$pmac = strpos($mycom, $findme);
$mac=substr($mycom, ($pmac+36),17);
$ret=mysqli_query($con,"insert into
usercheck(logindate,logintime,user_id,username,email,ip,mac,
city,country)values('".$val3."','".$tim."','".$_SESSION['id
']."'."','".$_SESSION['name']."'."','".$_SESSION['login']."'','$ip
_address','$mac','$city','$country')");

$extra="dashboard.php";
echo "<script>window.location.href='".$extra."</script>";
exit();
}
else
{
$_SESSION['action1']="Invalid username or password";
$extra="login.php";
```

```
echo "<script>window.location.href='".$extra."</script>";
exit();
}
}
?>
<!DOCTYPE html>
<html>
<head>
<meta http-equiv="content-type"
content="text/html; charset=UTF-8" />
<meta charset="utf-8" />
<title>CRM | Login</title>
<meta name="viewport" content="width=device-width, initial-
scale=1.0, maximum-scale=1.0, user-scalable=no" />
<meta content="" name="description" />
<meta content="" name="author" />
```

```
<link href="assets/plugins/pace/pace-theme-flash.css"
rel="stylesheet" type="text/css" media="screen"/>
<link
href="assets/plugins/bootstrapv3/css/bootstrap.min.css"
rel="stylesheet" type="text/css"/>
<link href="assets/plugins/bootstrapv3/css/bootstrap-
theme.min.css" rel="stylesheet" type="text/css"/>
<link href="assets/plugins/font-awesome/css/font-
awesome.css" rel="stylesheet" type="text/css"/>
<link href="assets/css/animate.min.css" rel="stylesheet"
type="text/css"/>
<link href="assets/css/style.css" rel="stylesheet"
type="text/css"/>
<link href="assets/css/responsive.css" rel="stylesheet"
type="text/css"/>
<link href="assets/css/custom-icon-set.css"
rel="stylesheet" type="text/css"/>
```

```
</head>
<body class="error-body no-top">
<div class="container">
<div class="row login-container column-seperation">
<div class="col-md-5 col-md-offset-1">
<h2>Sign in to CRM</h2>
<p>
<a href="registration.php">Sign up Now!</a> for a webarch
account,It's free and always will be..</p>
<br>
```

```
</div>
<div class="col-md-5 "> <br>
<p style="color:#F00"><?php echo
$_SESSION['action1'];?><?php echo
$_SESSION['action1']="";?></p>
<form id="login-form" class="login-form" action=""
method="post">
<div class="row">
<div class="form-group col-md-10">
<label class="form-label">Email</label>
<div class="controls">
```



```
<div class="input-with-icon right">
<i class=""></i>
<input type="email" name="email" id="txtusername"
class="form-control" required="true">
</div>
</div>
</div>
</div>
<div class="row">
<div class="form-group col-md-10">
<label class="form-label">Password</label>
<span class="help"></span>
<div class="controls">
<div class="input-with-icon right">
<i class=""></i>
<input type="password" name="password" id="txtpassword"
class="form-control" required="true">
</div>
</div>
</div>
</div>
<div class="row">
<div class="control-group col-md-10">
<div class="checkbox checkbox check-success"> <a
href="forgot-password.php">Forgot Password </a>&nbsp;&nbsp;&nbsp;
</div>
</div>
</div>
<div class="row">
<div class="col-md-10">
<button class="btn btn-primary btn-cons pull-right"
name="login" type="submit">Login</button>
</div>
</div>
</form>
</div>
</div>
</div>
```

```
<script src="assets/plugins/jquery-1.8.3.min.js"
type="text/javascript"></script>
<script src="assets/plugins/bootstrap/js/bootstrap.min.js"
type="text/javascript"></script>
<script src="assets/plugins/pace/pace.min.js"
type="text/javascript"></script>
<script src="assets/plugins/jquery-
validation/js/jquery.validate.min.js"
type="text/javascript"></script>
<script src="assets/js/login.js"
type="text/javascript"></script>
</body>
</html>
```

Dashboard

```
<?php
session_start();
include("checklogin.php");
check_login();
include("dbconnection.php");
?>
<!DOCTYPE html>
<html>
<head>
<meta http-equiv="content-type"
content="text/html; charset=UTF-8" />
<meta charset="utf-8" />
<title>CRM | Dashboard </title>
<meta name="viewport" content="width=device-width, initial-
scale=1.0, maximum-scale=1.0, user-scalable=no" />
<meta content="" name="description" />
<meta content="" name="author" />
<link href="assets/plugins/pace/pace-theme-flash.css"
rel="stylesheet" type="text/css" media="screen"/>
<link
href="assets/plugins/bootstrapv3/css/bootstrap.min.css"
rel="stylesheet" type="text/css"/>
```

```
<link href="assets/plugins/bootstrapv3/css/bootstrap-
theme.min.css" rel="stylesheet" type="text/css"/>
<link href="assets/plugins/font-awesome/css/font-
awesome.css" rel="stylesheet" type="text/css"/>
<link href="assets/css/animate.min.css" rel="stylesheet"
type="text/css"/>
<link href="assets/plugins/jquery-
scrollbar/jquery.scrollbar.css" rel="stylesheet"
type="text/css"/>
<link href="assets/css/style.css" rel="stylesheet"
type="text/css"/>
<link href="assets/css/responsive.css" rel="stylesheet"
type="text/css"/>
<link href="assets/css/custom-icon-set.css"
rel="stylesheet" type="text/css"/>
</head>
<body class="">
<?php include("header.php");?>
<div class="page-container row-fluid">
<?php include("leftbar.php");?>
<div class="clearfix"></div>
</div>
</div>
<a href="#" class="scrollup">Scroll</a>
<div class="footer-widget">
<div class="progress transparent progress-small no-radius
no-margin">
<div data-percentage="79%" class="progress-bar progress-
bar-success animate-progress-bar" ></div>
</div>
<div class="pull-right">
</div>
</div>
<div class="page-content">
<div id="portlet-config" class="modal hide">
<div class="modal-header">
<button data-dismiss="modal" class="close"
type="button"></button>
<h3>Widget Settings</h3>
```

```
</div>
<div class="modal-body"> Widget settings form goes here
</div>
</div>
<div class="clearfix"></div>
<div class="content">
<div class="page-title">
<h3>Dashboard</h3>
<div class="row 2col">
<div class="col-md-3 col-sm-6 spacing-bottom-sm spacing-
bottom">
<div class="tiles blue added-margin">
<div class="tiles-body">
<div class="controller"> <a href="javascript:;"
class="reload"></a> <a href="javascript:;"
class="remove"></a> </div>
<?php $ret=mysqli_query($con,"select * from ticket where
email_id='".$$_SESSION['login']."'");
$num=mysqli_num_rows($ret);
?>
<div class="heading"> <span class="animate-number" data-
value="<?php echo $num;?>" data-animation-
duration="1200">0</span>| <a href="view-tickets.php"
style="color:#FFF"> View Tickets </a></div>
<div class="progress transparent progress-small no-radius">
<div class="progress-bar progress-bar-white animate-
progress-bar" data-percentage="26.8%"></div>
</div>
</div>
</div>
</div>
<div class="col-md-3 col-sm-6 spacing-bottom-sm spacing-
bottom">
<div class="tiles green added-margin">
<div class="tiles-body">
<div class="controller"> <a href="javascript:;"
class="reload"></a> <a href="javascript:;"
class="remove"></a> </div>
<div class="heading"> <span class="fa fa-ticket"></span>
```

```
<a href="get-quote.php" style="color:#FFF">Get Quote</a>
</div>
<div class="progress transparent progress-small no-radius">
<div class="progress-bar progress-bar-white animate-
progress-bar" data-percentage="79%" ></div>
</div>
</div>
</div>
</div>
<div class="col-md-3 col-sm-6 spacing-bottom">
<div class="tiles red added-margin">
<div class="tiles-body">
<div class="controller"> <a href="javascript:;"
class="reload"></a> <a href="javascript:;"
class="remove"></a> </div>
<div class="heading"> <span class="fa fa-user"></span>
<a href="profile.php" style="color:#FFF">My Profile</a>
</div>
<div class="progress transparent progress-white progress-
small no-radius">
<div class="progress-bar progress-bar-white animate-
progress-bar" data-percentage="45%" ></div>
</div>
</div>
</div>
</div>
<div class="col-md-3 col-sm-6">
<div class="tiles purple added-margin">
<div class="tiles-body">
<div class="controller"> <a href="javascript:;"
class="reload"></a> <a href="javascript:;"
class="remove"></a> </div>
<div class="row-fluid">
<div class="heading"> <span class="fa fa-ticket"></span>
<a href="create-ticket.php" style="color:#FFF">Create </a>
</div>
<div class="progress transparent progress-white progress-
small no-radius">
```

```
<div class="progress-bar progress-bar-white animate-
progress-bar" data-percentage="12%"></div>
</div>
</div>
</div>
</div>
</div>
</div>
</div>
</div>
</div>
</div>
</div>
</div>
</div>
<script src="assets/plugins/jquery-1.8.3.min.js"
type="text/javascript"></script>
<script src="assets/plugins/jquery-ui/jquery-ui-
1.10.1.custom.min.js" type="text/javascript"></script>
<script src="assets/plugins/bootstrap/js/bootstrap.min.js"
type="text/javascript"></script>
<script src="assets/plugins/breakpoints.js"
type="text/javascript"></script>
<script src="assets/plugins/jquery-
unveil/jquery.unveil.min.js"
type="text/javascript"></script>
<script src="assets/plugins/jquery-block-
ui/jqueryblockui.js" type="text/javascript"></script>
<script src="assets/plugins/jquery-
scrollbar/jquery.scrollbar.min.js"
type="text/javascript"></script>
<script src="assets/plugins/pace/pace.min.js"
type="text/javascript"></script>
<script src="assets/plugins/jquery-
numberAnimate/jquery.animateNumbers.js"
type="text/javascript"></script>
<script src="assets/js/core.js"
type="text/javascript"></script>
<script src="assets/js/chat.js"
type="text/javascript"></script>
```

```
<script src="assets/js/demo.js"
type="text/javascript"></script>

</body>
</html>
```

Get Quote

```
<?php
session_start();
include("dbconnection.php");
include("checklogin.php");
check_login();
error_reporting(0);
if(isset($_POST['submit']))
{
$name=$_POST['name'];
$email=$_POST['email'];
$contact=$_POST['contact'];
$company=$_POST['company'];
$wdd=$_POST['wdnd'];
$seo=$_POST['seo'];
$swd=$_POST['swd'];
$fwd=$_POST['fwd'];
$whs=$_POST['whs'];
$ed=$_POST['ed'];
$opi=$_POST['opi'];
$dba=$_POST['dba'];
$nd=$_POST['nd'];
$cms=$_POST['cms'];
$smo=$_POST['smo'];
$dwd=$_POST['dwd'];
$dr=$_POST['dr'];
$wm=$_POST['wm'];
$wta=$_POST['wta'];
$ld=$_POST['ld'];
$osc=$_POST['osc'];
$other=$_POST['other'];
$query=$_POST['query'];
```

```
$pd=date('Y-m-d');
mysqli_query($con,"insert into
prequest(name,email,contactno,company,wdd,cms,seo,smo,swd,d
wd,fwd,dr,whs,wm,ed,wta,opi,ld,da,osc,nd,others,query,posti
ng_date)
values('$name','$email','$contact','$company','$wdd','$cms',
'$seo','$smo','$swd','$dwd','$fwd','$dr','$whs','$wm','$ed',
'$wta','$opi','$ld','$dba','$osc','$nd','$other','$query','$
$pd')");
echo "<script>alert('Query received. We will contact you
soon.');
```

```
<!DOCTYPE html>
<html>
<head>
<meta http-equiv="content-type"
content="text/html; charset=UTF-8" />
<meta charset="utf-8" />
<title>CRM | Request Quote</title>
<meta name="viewport" content="width=device-width, initial-
scale=1.0, maximum-scale=1.0, user-scalable=no" />
<meta content="" name="description" />
<meta content="" name="author" />
```

```
<link href="assets/plugins/pace/pace-theme-flash.css"
rel="stylesheet" type="text/css" media="screen"/>
<link
href="assets/plugins/bootstrapv3/css/bootstrap.min.css"
rel="stylesheet" type="text/css"/>
<link href="assets/plugins/bootstrapv3/css/bootstrap-
theme.min.css" rel="stylesheet" type="text/css"/>
<link href="assets/plugins/font-awesome/css/font-
awesome.css" rel="stylesheet" type="text/css"/>
<link href="assets/css/animate.min.css" rel="stylesheet"
type="text/css"/>
```



```
<link href="assets/plugins/jquery-
scrollbar/jquery.scrollbar.css" rel="stylesheet"
type="text/css"/>
<link href="assets/css/style.css" rel="stylesheet"
type="text/css"/>
<link href="assets/css/responsive.css" rel="stylesheet"
type="text/css"/>
<link href="assets/css/custom-icon-set.css"
rel="stylesheet" type="text/css"/>
</head>
<body class="">
<?php include("header.php");?>
<div class="page-container row-fluid">
<?php include("leftbar.php");?>
<div class="clearfix"></div>
<!-- END SIDEBAR MENU -->
</div>
</div>
<a href="#" class="scrollup">Scroll</a>
<div class="footer-widget">
<div class="progress transparent progress-small no-radius
no-margin">
<div data-percentage="79%" class="progress-bar progress-
bar-success animate-progress-bar" ></div>
</div>
<div class="pull-right">
</div>
</div>
<!-- END SIDEBAR -->
<!-- BEGIN PAGE CONTAINER-->
<div class="page-content">
<!-- BEGIN SAMPLE PORTLET CONFIGURATION MODAL FORM-->
<div id="portlet-config" class="modal hide">
<div class="modal-header">
<button data-dismiss="modal" class="close"
type="button"></button>
<h3>Widget Settings</h3>
</div>
```

```
<div class="modal-body"> Widget settings form goes here
</div>
</div>
<div class="clearfix"></div>
<div class="content">
<div class="page-title">
<h3>Request a Quote</h3>
<div class="row">
<div class="col-md-12">
<form class="form-horizontal" method="post"
enctype="multipart/form-data">
<div class="panel panel-default">
<div class="panel-body">
<p>Please click below mention services of your interest to
receive quotation for the same:</p>
</div>
<div class="panel-body">
<div class="row">
<div class="col-md-6">
<?php
$uid=$_SESSION['id'];
$query=mysqli_query($con,"select email,name,mobile from
user where id='$uid'");
while($row=mysqli_fetch_array($query)){
?>
```

```
<div class="form-group">
<label class="col-md-3 control-label">Name </label>
<div class="col-md-9">
<div class="input-group">
<span class="input-group-addon"><span class="fa fa-
pencil"></span></span>
<input type="text" name="name" class="form-control"
value="<?php echo $row['name'];?>" readonly="true" />
</div>
</div>
</div>
<div class="form-group">
<label class="col-md-3 control-label">Contact no</label>
<div class="col-md-9 col-xs-12">
```

```
<div class="input-group">
<span class="input-group-addon"><span class="fa fa-
pencil"></span></span>
<input type="text" name="contact" class="form-control"
value="<?php echo $rw['mobile'];?>" readonly="true"/>
</div>
</div>
</div>
<div class="form-group">
<label class="col-md-3 control-label">Service
Required :</label>
<div class="col-md-9">
<label class="check">
<input type="checkbox" class="checkbox" name="wdnd"
value="Website Design & Development" checked="checked"/>
Website Design & Development</label><br>
<label class="check">
<input type="checkbox" class="checkbox" name="seo"
value="SEO (Search Engine Optimization)" />SEO (Search
Engine Optimization) </label><br>
<label class="check">
<input type="checkbox" class="checkbox" name="swd"
value="Static Website Design" /> Static Website
Design</label><br>
<label class="check">
<input type="checkbox" class="checkbox" name="fwd"
value="Flash Website Development" /> Flash Website
Development</label><br>
<label class="check">
<input type="checkbox" class="checkbox" name="whs"
value="Web Hosting Services" /> Web Hosting
Services</label><br>
<label class="check">
<input type="checkbox" class="checkbox" name="ed"
value="Ecommerce Development"/> Ecommerce
Development</label><br>
<label class="check">
```

```
<input type="checkbox" class="icheckbox" name="opi"
value="Online Payment Integration" /> Online Payment
Integration</label><br>
<label class="check">
<input type="checkbox" class="icheckbox" name="dba"
value="Dash board Application" /> Dash board
Application</label><br>
<label class="check">
<input type="checkbox" class="icheckbox" name="nd"
value="NewsLetter Design" /> NewsLetter Design</label>
</div>
</div>
</div>
<div class="col-md-6">
<div class="form-group">
<label class="col-md-3 control-label">Email</label>
<div class="col-md-9">
<div class="input-group">
<span class="input-group-addon"><span class="fa fa-
pencil"></span></span>
<input type="email" name="email" class="form-control"
value="<?php echo $rw['email'];?>" readonly="true">
</div>
</div>
</div>
<div class="form-group">
<label class="col-md-3 control-label">Company</label>
<div class="col-md-9">
<div class="input-group">
<span class="input-group-addon"><span class="fa fa-
pencil"></span></span>
<input type="text" name="company" class="form-control
datepicker" value="" required>
</div>
</div>
</div>
<div class="form-group">
<label class="col-md-3 control-label"></label>
<div class="col-md-9">
```

```
<label class="check">
<input type="checkbox" class="icheckbox" name="cms"
value="CMS (Content Management System)" />CMS (Content
Management System)</label><br>
<label class="check">
<input type="checkbox" class="icheckbox" name="smo"
value="SMO (Social Media Optimization) " />SMO (Social
Media Optimization) </label><br>
<label class="check">
<input type="checkbox" class="icheckbox" name="dwd"
value="Dynamic Website Design" /> Dynamic Website
Design</label><br>
<label class="check">
<input type="checkbox" class="icheckbox" name="dr"
value="Domain Registration" /> Domain Registration
</label><br>
<label class="check">
<input type="checkbox" class="icheckbox" name="wm"
value="Website Maintenance" /> Website
Maintenance</label><br>
<label class="check">
<input type="checkbox" class="icheckbox" name="wta"
value="Walk Through Animation" /> Walk Through
Animation</label><br>
<label class="check">
<input type="checkbox" class="icheckbox" name="ld"
value="Logo Design" /> Logo Design</label><br>
<label class="check">
<input type="checkbox" class="icheckbox" name="osc"
value="Open Source Customization" /> Open Source
Customization</label><br>
<label class="check">
<input type="checkbox" class="icheckbox" name="other"
value="Others" /> Others </label>
</div>
</div>
</div>
<div style="margin-top:20px;" class="col-md-6">
<div class="form-group">
```

```
<label class="col-md-3 control-label">Query</label>
<div class="col-md-9 col-xs-12">
<textarea class="form-control" rows="5" name="query"
required></textarea>
</div>
</div></div>
</div>
<?php } ?>
</div>
<div class="panel-footer">
<button class="btn btn-default">Clear Form</button>
<input value="Submit" type="submit" name="submit"
class="btn btn-primary pull-right">
</div>
</div>
</form>
</div>
</div>
</div>
</div>
</div>
<!-- BEGIN CHAT -->
```

```
</div>
<script src="assets/plugins/jquery-1.8.3.min.js"
type="text/javascript"></script>
<script src="assets/plugins/jquery-ui/jquery-ui-
1.10.1.custom.min.js" type="text/javascript"></script>
<script src="assets/plugins/bootstrap/js/bootstrap.min.js"
type="text/javascript"></script>
<script src="assets/plugins/breakpoints.js"
type="text/javascript"></script>
<script src="assets/plugins/jquery-
unveil/jquery.unveil.min.js"
type="text/javascript"></script>
<script src="assets/plugins/jquery-block-
ui/jqueryblockui.js" type="text/javascript"></script>
<script src="assets/plugins/jquery-
scrollbar/jquery.scrollbar.min.js"
type="text/javascript"></script>
```

```
<script src="assets/plugins/pace/pace.min.js"
type="text/javascript"></script>
<script src="assets/plugins/jquery-
numberAnimate/jquery.animateNumbers.js"
type="text/javascript"></script>
<script src="assets/js/core.js"
type="text/javascript"></script>
<script src="assets/js/chat.js"
type="text/javascript"></script>
<script src="assets/js/demo.js"
type="text/javascript"></script>
```

```
</body>
</html>
```

CHAPTER 5

TESTING

5.1 TESTING

Testing is the process of executing a program to find the errors. A good test has the high probability of finding a yet undiscovered error. A test is vital to the success of the system. System test makes a logical assumption that if all parts of the system are correct, then goal will be successfully achieved.

- **TYPES OF TESTING**

- 5.2.1 Module Testing.

- 5.2.2 Integration Testing.

Module Testing

Module testing is the testing of complete code objects as produced by the compiler when built from source.

As a result of modules being more self-contained, module testing will likely require less testing infrastructure such as test harness and test stubs. The testing of modules could perhaps even be automated so that they can be included in regression test suites or a acceptance test suites.

As we tested each module, everything was working alright except there were some unexpected issues were occurring while tickets were being raised

Integration Testing

Integration testing (sometimes called integration and testing, abbreviated I&T) is the phase in software testing in which individual software modules are combined and tested as a group. It occurs after unit testing and before validation testing. Integration testing takes as its input modules that have been unit tested, groups them in larger aggregates, applies tests defined in an integration test plan to those aggregates, and delivers as its output the integrated system ready for system testing.

| Test Case Id | Description | Input Data | Expected Output | Actual Output | Status |
|--------------|--------------------|------------------------------|---|--|--------|
| I | HomePage | Click on Buttons | Redirect to the Expected page | Button working | Pass |
| II | User,Admin Login | Login Details | Redirects you to the User,Admin Dashboard | Success Dashboard shown | Pass |
| III | Creating Ticketing | Add Input details,Sumit | Ticket has been sucessfully sent | Localhost ran into an unexpected error | Fail |
| IV | Requesting Quote | Add Required details ,Submit | Quote Sucessfully Requested | Quote Sucessfully Requested | Pass |
| V | User,Admin Logout | Add Input Details | Logout Successful | Logout Successful | Pass |

CHAPTER 6

FigureS

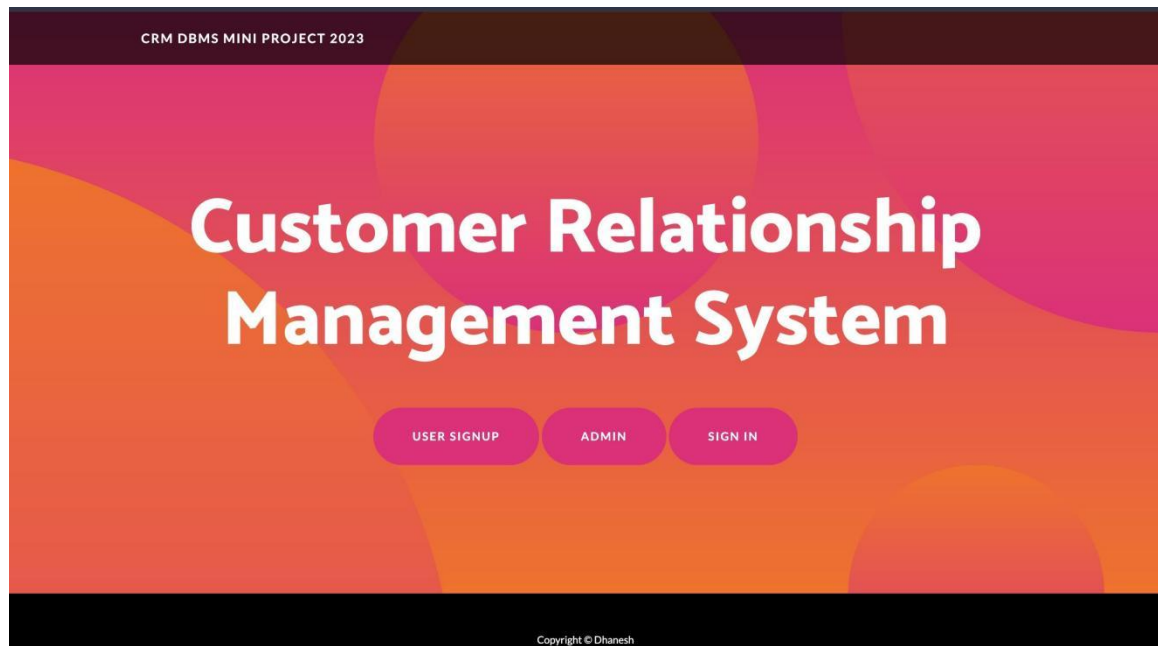


Fig 6.1 : “Home Page”

The Figure 6.1 which represents the first glance of our website. It redirects to three pages which are the sign up page, Admin login page and the user login page.

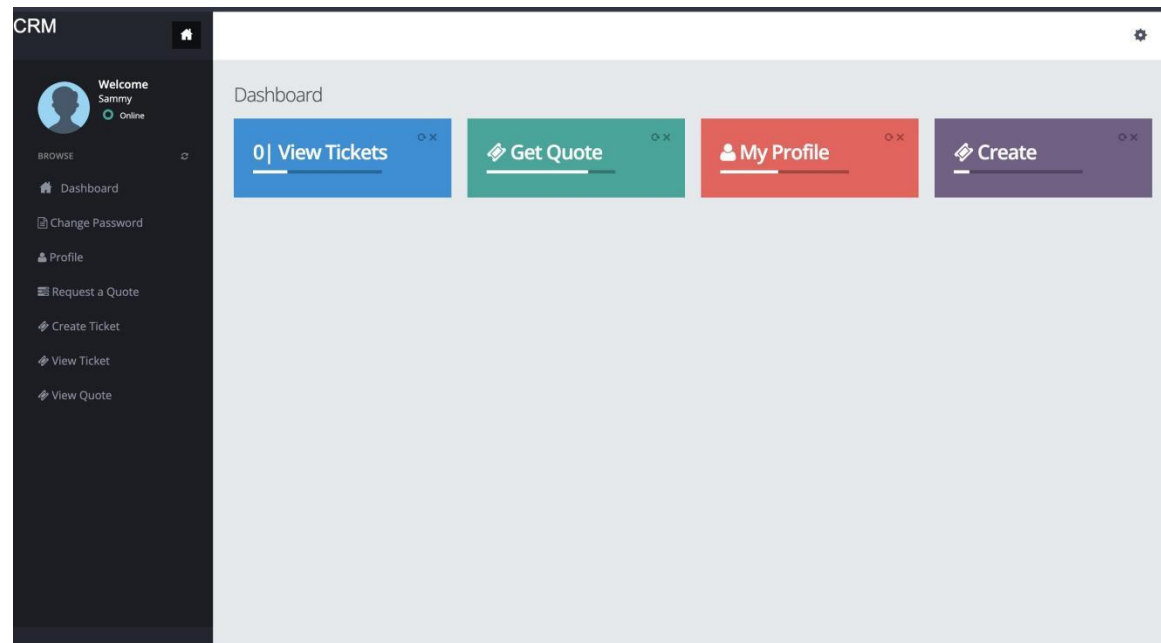


Figure 6.2: “User Login”

The Figure 6.2 shows the main page when the client/user of a company log's in and can avail the services which are in the left bar.

He can change his password , Edit the details of his profile too.

The main services the user can use in this system are to create Ticket, for any problems and to request a quote for additional services requested.

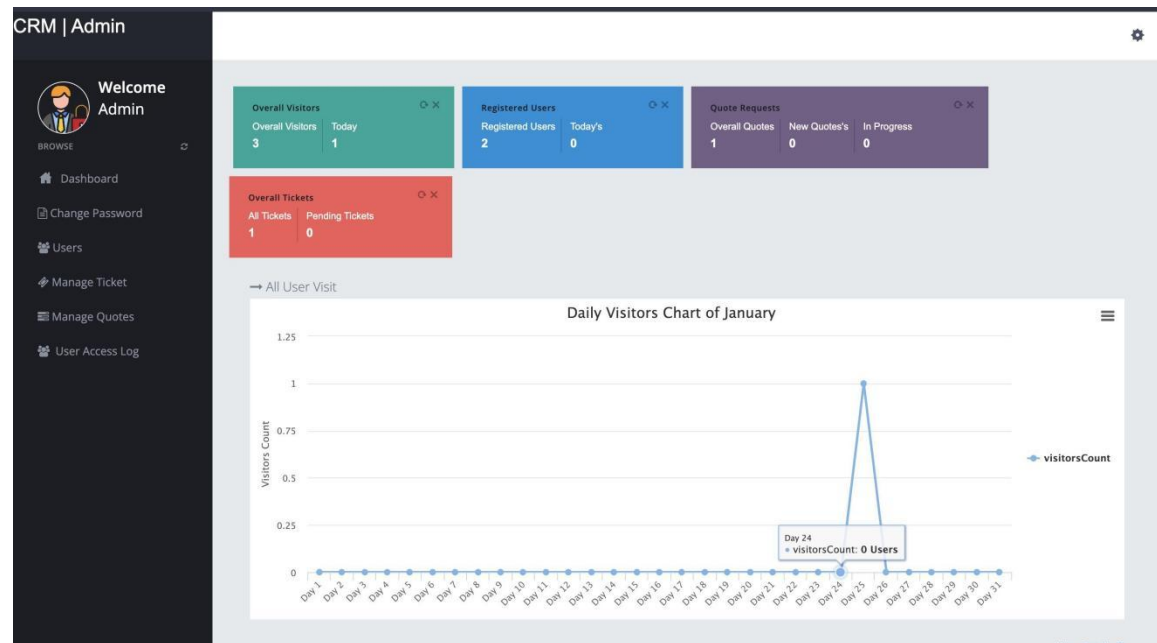


Figure 6.3: “Admin Login”

The Figure 6.3t shows the Admin’s dashboard once they are logged in.

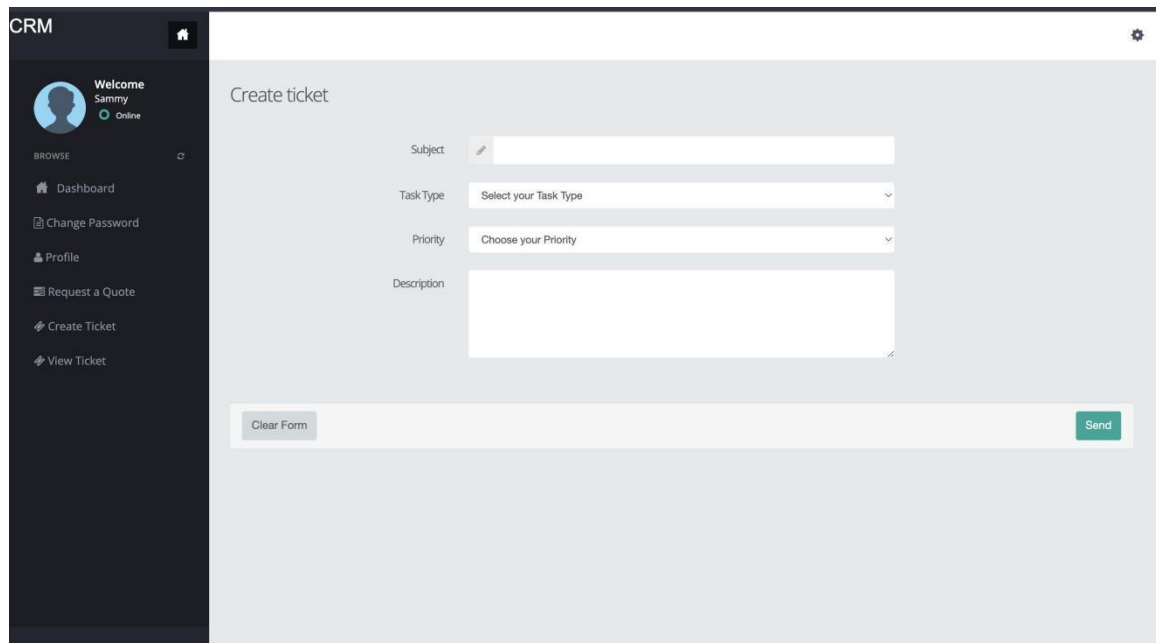
It also provides various visualisations such as no of registered users, Query requests, Tickets raised with options to manage users, solve the tickets and access the user log.

The screenshot shows a CRM interface with a dark sidebar on the left and a main content area. The sidebar contains a 'Welcome Sammy' header with a profile icon and 'Online' status, followed by a 'BROWSE' section with links: Dashboard, Change Password, Profile, Request a Quote, Create Ticket, and View Ticket. The main content area is titled 'Requesting a Quote' and contains a form. The form has fields for Name (Sammy), Email (sammy@gmail.com), and Contact no (1234567890). Below these is a 'Service Required' section with a list of services: Website Design & Development (checked), SEO (Search Engine Optimization), Static Website Design, Flash Website Development, Web Hosting Services, Ecommerce Development, Online Payment Integration, Dash board Application, NewsLetter Design, CMS (Content Management System), SMO (Social Media Optimization), Dynamic Website Design, Domain Registration, Website Maintenance, Walk Through Animation, Logo Design, Open Source Customization, and Others. At the bottom is a 'Query' text area.

Figure 6.4: “Requesting a Quote”

This Figure 6.4 shows the facility of the user raising a quote so that he/she can request anyservice needed.

It asks the user the company it s working for and the type of service needed with any query for more specific request which the admin can resolve when he logs in.



The screenshot displays the 'Create ticket' interface within a CRM system. On the left, a dark sidebar contains the 'CRM' logo, a user profile for 'Sammy' (Online), and a 'BROWSE' menu with options: Dashboard, Change Password, Profile, Request a Quote, Create Ticket, and View Ticket. The main content area is titled 'Create ticket' and features a form with the following fields: 'Subject' (text input), 'Task Type' (dropdown menu with 'Select your Task Type'), 'Priority' (dropdown menu with 'Choose your Priority'), and 'Description' (text area). At the bottom of the form, there are two buttons: 'Clear Form' and 'Send'.

Figure 6.5: “Raise Ticket”

The Figure 6.5 shows the most critical part of our Customer Relationship Management System. It allows us to create and raise a ticket whenever a client has a problem with the company it is getting service from.

The raising of ticket allows us to present the priority and asks us the description of it.

CONCLUSION AND FUTURE ENHANCEMENTS

The Customer Relationship Management System is a great improvement over the manual system which uses lots of manual work. The computerization of the system speeds up the process. This system was thoroughly checked and tested with dummy data and found to be a very reliable way to handle tickets and quotes efficiently.

The Customer Relationship Management System can be **enhanced** by including more functionalities like:

Sales Management Integration of the CRM software with accounting software can be a big gamechanger for small enterprises. Both the software will analyze past data of your business and generate sales forecasts automatically. Thus, you can easily have 42% better forecasts than that of non-CRM applications. As all the sales data are available in a centralized location, accessibility improves. You can then utilize this data and boost the overall productivity of your business.

Customer Interaction Customer is always the important aspect irrespective of the size, type, and nature of business. Therefore, you can retain your business growth by attracting new customers and retaining the old ones. The Customer Database feature of CRM system compiles all customer-related data in a central place. Therefore, you can facilitate better customer interaction by analyzing emails, forms, and records of past communications. It not only helps you to improve your customer relationship but also nurture it for the future.

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