Customer Relationship Management (CRM)

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Project Guide
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Introduction

- CRM is the development and maintenance of mutually beneficial long-term relationships with strategically significant customers.

- CRM is a shift from traditional marketing as it focuses on the retention of customers in addition to the acquisition of new customers.

- CRM enables organizations to gain 'competitive advantage' over competitors that supply similar products or services.

- CRM is a business philosophy based on upon individual customers and customised products and services supports by open lines of communication and feedback from the participating firms that mutually benefit both buying and selling organisations.

- CRM is ultimately what the company defines it to be depending on their business objectives.

Problem Identified :

      1. Not very much Centralized

      2. Irregular workflow.

      3. Low user adoption.

      4. Perspective.

Solution Proposed:

- A CRM solution will centralize all your data and make it easier for you to find what you need, exactly when you need it.

- CRM will help the seller to run their business efficiently with using our technology and also help them to improve good business sense.

Objectives

➢ To Improve the customer's journey.

➢ To Improve operational efficiency.

➢ To Generate more opportunities for the Companies.

➢ To provide analysis through web application

➢ To Expand the customer base.

➢ To improve customer Profitability.

Scope

➢ A CRM system is huge and important, which can be used by small and large companies as the main aim is to provide effective customer service..

➢ The ideal CRM system is a single repository for all data sources within a company that gives an atomistic real-time view of client data.

➢ CRM is a sound idea or approach for strengthening or retaining customer relationships while lower costs and increasing productivity and profitability in the workplace.

➢ A CRM system is important not just for dealing with existing clients, but also for obtaining new ones.

Literature Survey

➢ Customer relationship management has been defined as "a business approach that integrates people, processes, and technology to maximise relationships with customers" Goldenberg (2008, p.3).

➢ As per Mueller (2010) characterises customer relationship management aspect of the business as a highly dynamic, and convincingly argues that businesses have to adopt a proactive approach in devising relevant programs and initiatives in order to remain competitive in their industries.

➢ According to Peppers and Rogers (2011), there is global tendency in customer relationship management that relates to the shift from transactional model towards the relationship model. In other words, Peppers and Rogers (2011) argue that satisfying customer needs as a result of on-time transaction is not sufficient today in order to ensure the long-term growth of the businesses.

➢ On the other hand Khurana (2010), discusses the concept of customer relationship management in a great detail, and also addresses advantages and disadvantages associated with a range of relevant software applications.
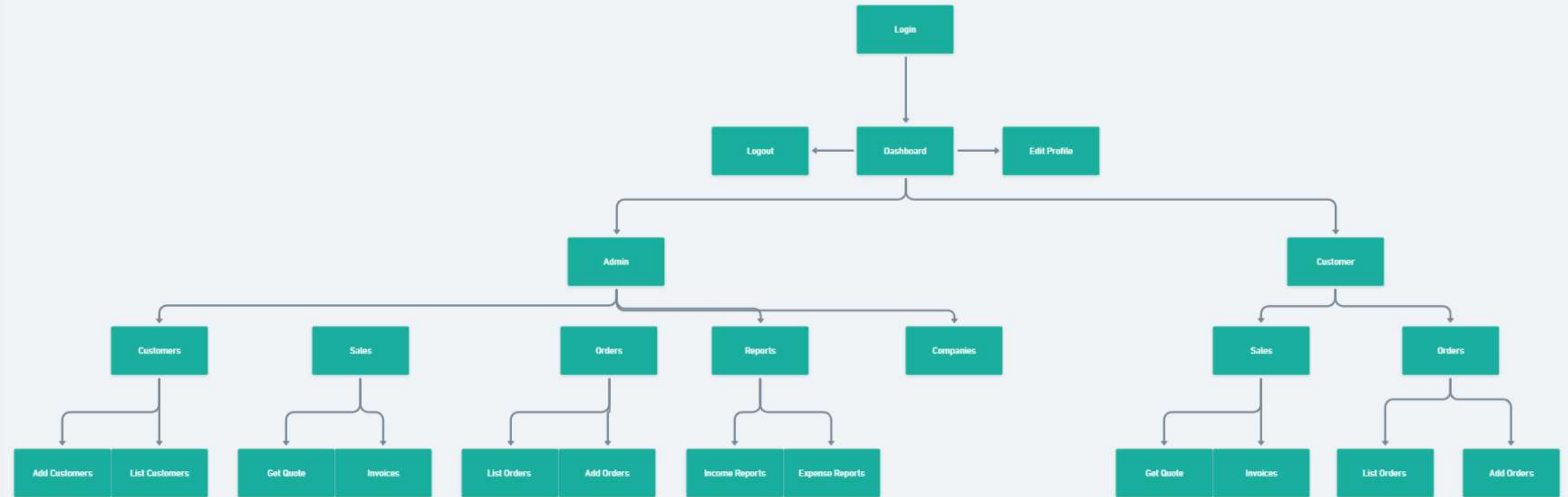
Proposed System

Features and Functionality

- ➢ **Feature 1: Providing Dashboard**

- ➢ **Feature 2: Option for Creating A new Ticket**
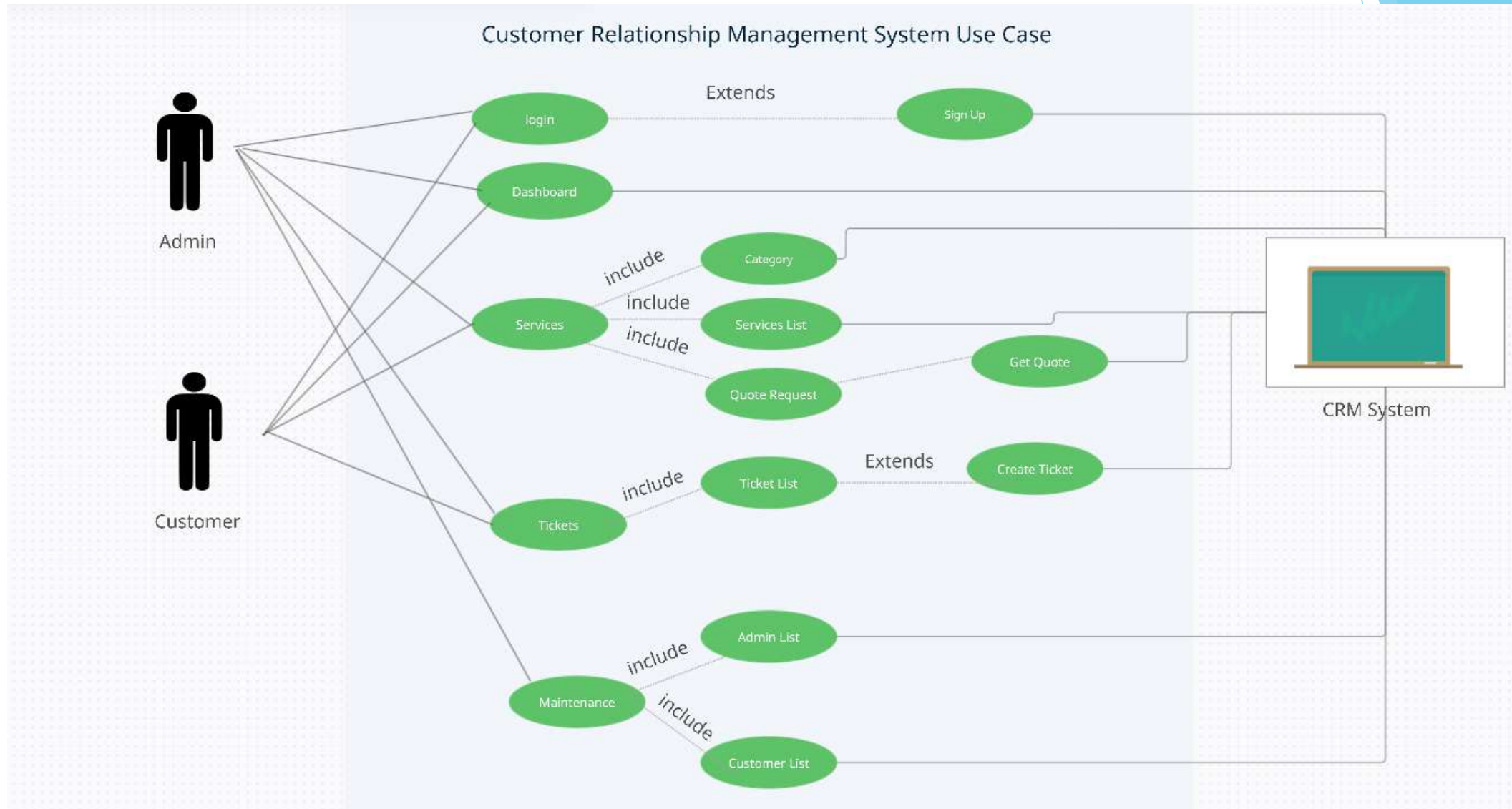
- ➢ **Feature 3: Creating a Quote Request**

Outcomes of Project

- ➢ Customer Relationship Management enables a company to align its strategy with the needs of the customer in order to best meet those needs and thus ensure long-term customer loyalty.

- ➢ However, in order to be successful in these aims, the different company departments have to work together and use measures in a coordinated fashion.

- ➢ This purpose is achieved via a customer database which is analysed and updated using CRM software.

- ➢ This approach will be of particular interest to companies operating in highly competitive markets with less small company where it is difficult to attract new customers.

Block Diagram

Use Case Diagram

Customer Relationship Management System Use Case

DFD Diagram
(Level 0)

Customer Mnagement

Customer Feedback Management

Customer Relationship Management

Service Management

Generate Invoices

Product Management

ZERO LEVEL DFD: Customer Relationship Management

DFD Diagram
(Level 1)

FIRST LEVEL DFD: Customer Relationship Management

DFD Diagram
(Level 2)

SECOND LEVEL DFD: Customer Relationship Management
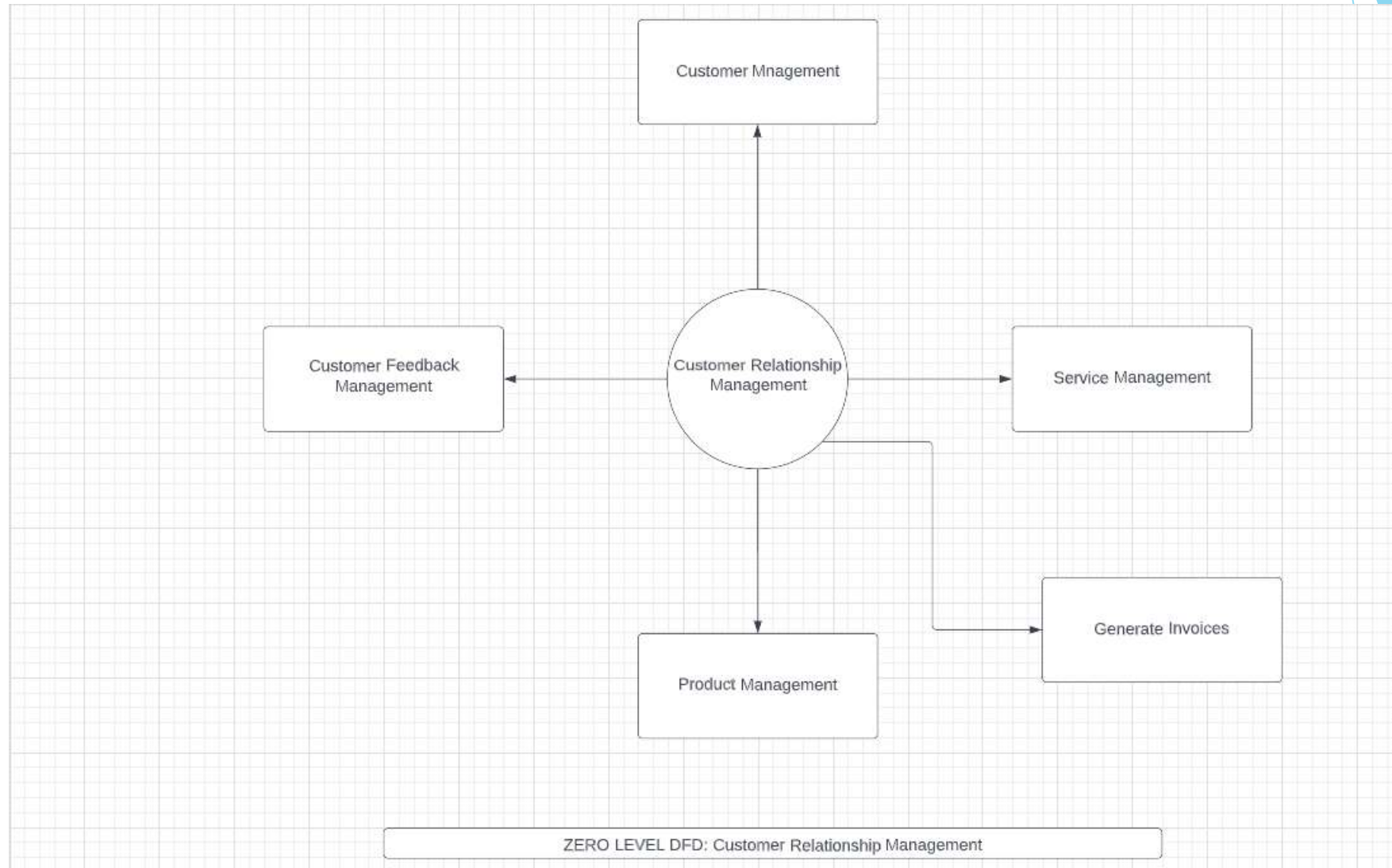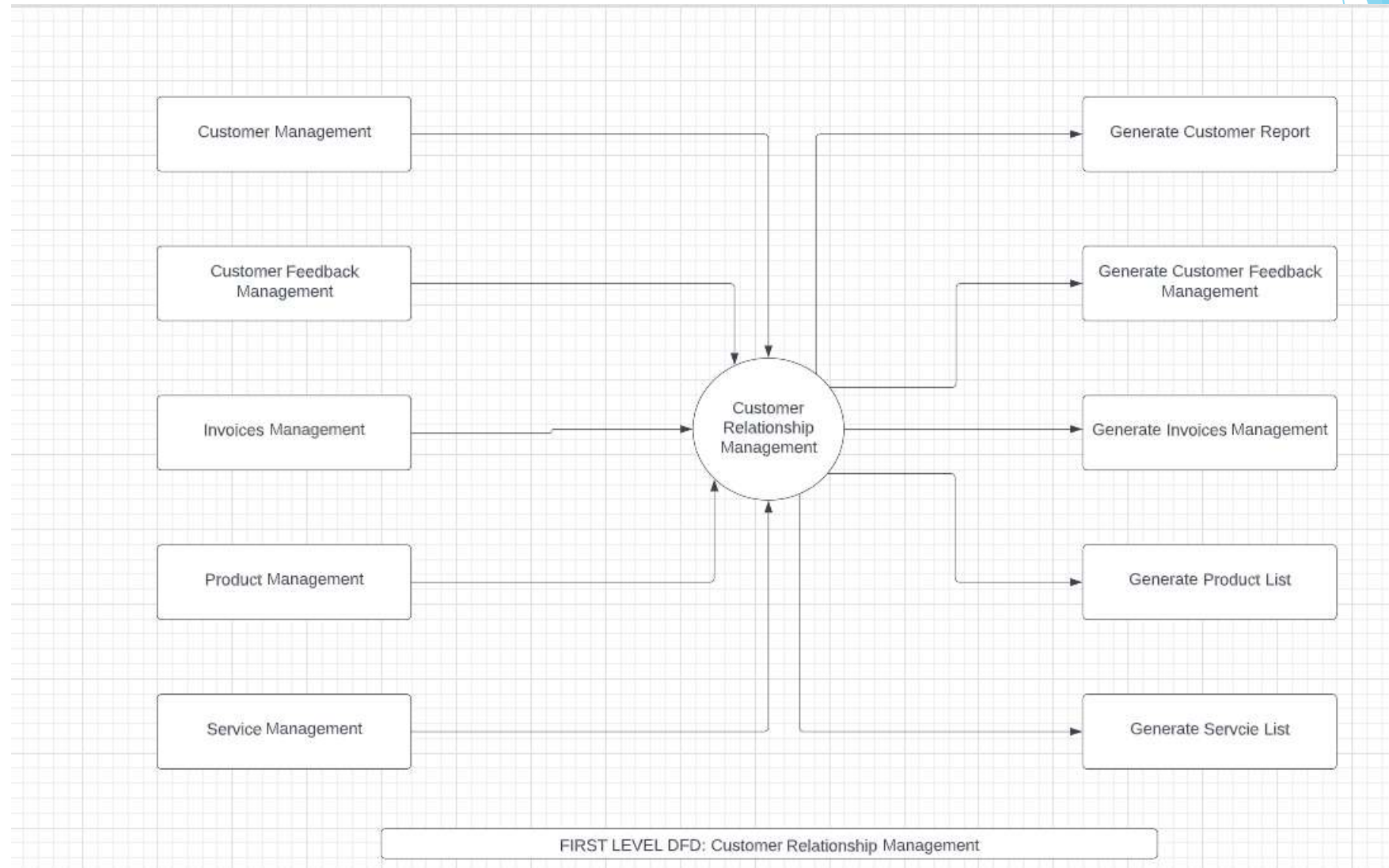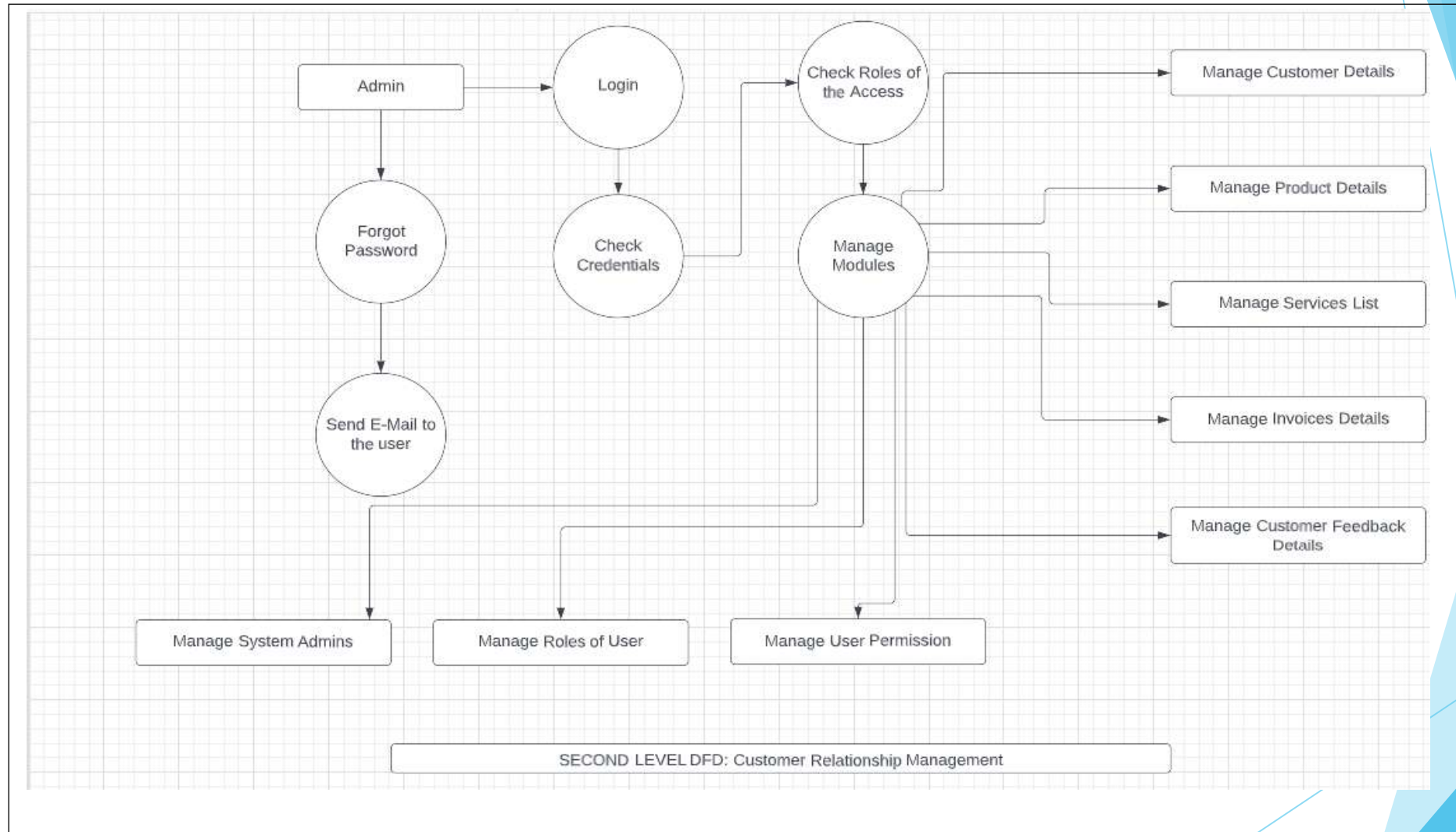
Technology Stack
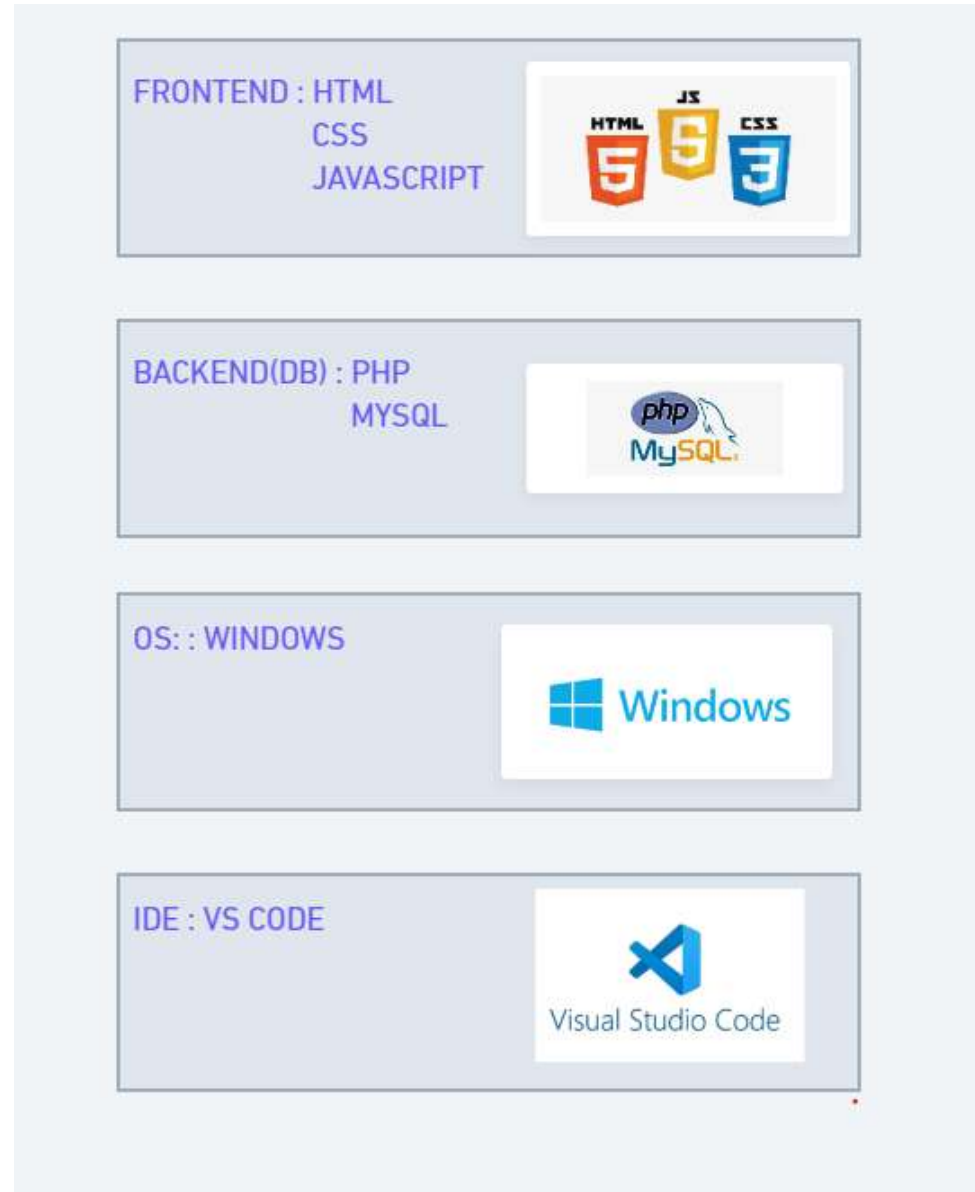
Suggestion in Review - 1

- **Changes in UI Design**

- **Proper Categorization**

- **Proper Explanation of Project**

- **Changes in PPT**

Result & Discussion

CRM benefits a company in a variety of ways. While the benefits vary by department or industry, six benefits of CRM platforms that affect every user include:

➢ Trustworthy reporting.

➢ Dashboards that visually showcase data.

➢ Proactive service.

➢ Efficiency enhanced by automation.

➢ Simplified collaboration.

Discussion

Discussion

Discussion

Discussion

Conclusion & Future Scope

➢ Customer Relationship management is a business strategy that enables a business organization to maximize revenue, customer satisfaction, profitability through strategic mobilization, organization, and management of customer's interests and desires.

➢ CRM in the automotive industry is strategically used a model mechanism for brand promotion and customer attraction.

➢ The technology comes with imperative customer analysis measures using technological systems for business organization, automation, and synchronization of the business sales, customer services, marketing, and technical support.

➢ **Key CRM Challenges to Overcome**

➢ Being used to the new system leaving the old one behind

➢ Ability to analyze the CRM data correctly

➢ Picking the right CRM that blends in precisely

➢ Non-expert CRM solution provider

➢ Not retrieving enough actionable business insight

➢ Integration in competencies

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THANK YOU!!!!