




CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM

- Akshay Bhalerao(26)
- Gayatri Awate(43)
- Shreneel Kala(44)
- Parth Pandya(55)


WHAT IS CRM?

- CRM(CUSTOMER RELATIONSHIP MANAGEMENT) is a widely-implemented strategy for managing a company`s interaction with customers , clients and sales prospects .
- It involves using technology to organize , automate , and synchronize business processes and sales activity ,but also those for marketing ,customer service ,and technical support .
- This system is virtual so anybody can use this system, because this system does not require any physical offices or environments.
- Owners can communicate and provide services through this system, and also client can access and track his status and his project status as well as getting further information about the project and new systems.

PROBLEM DEFINITION:

- ▶ Neglect in customer relationship have a reducing figure in the count of customers in their customer database .
 - ▶ This study will look at impact of customer relationship management on customer's loyalty.
- 
- Three parallel white lines of varying lengths are positioned diagonally in the bottom right corner of the slide, pointing towards the top right.

OBJECTIVES OF CRM:

- ▶ To develop a good relationship between the customer and the organisation .
 - ▶ Improve the efficiency of the business.
 - ▶ Attracting present and new customers.
 - ▶ Develop better communication channels and increase customer satisfaction.
- 
- A series of three parallel white diagonal lines are positioned in the bottom right corner of the slide, extending from the middle of the right edge towards the bottom left.

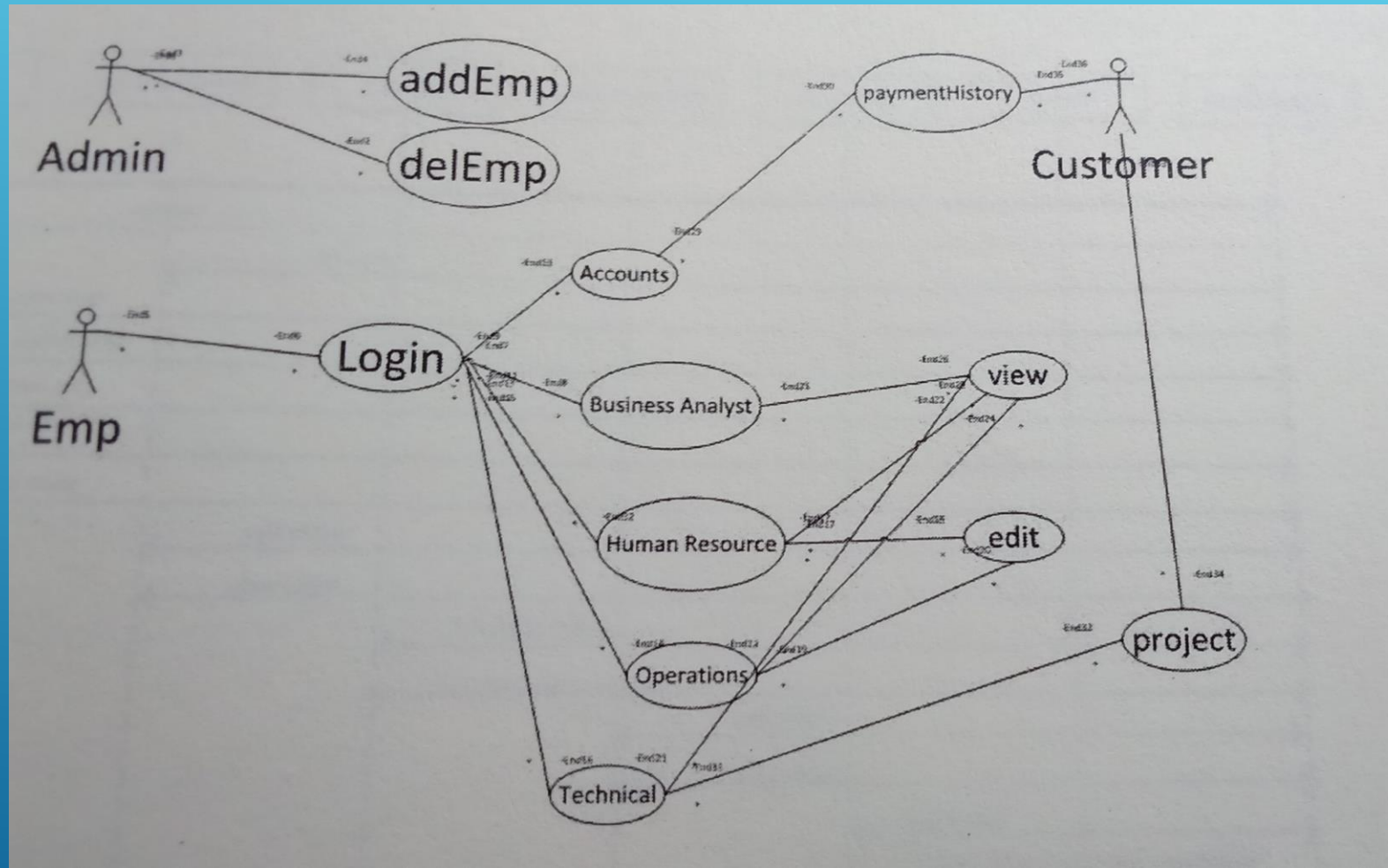
MOTIVATION:

- ▶ In today's intensely competitive, rapidly changing and highly complex business environment characterized by diminishing customer loyalty ,the need to be market focused and customer centric is more critical than any other time in past .
- ▶ Firms use technology as a key tool to enhance the information flow within their business units ,helping their employees better understand the ever changing and increasing need and wants of their customer

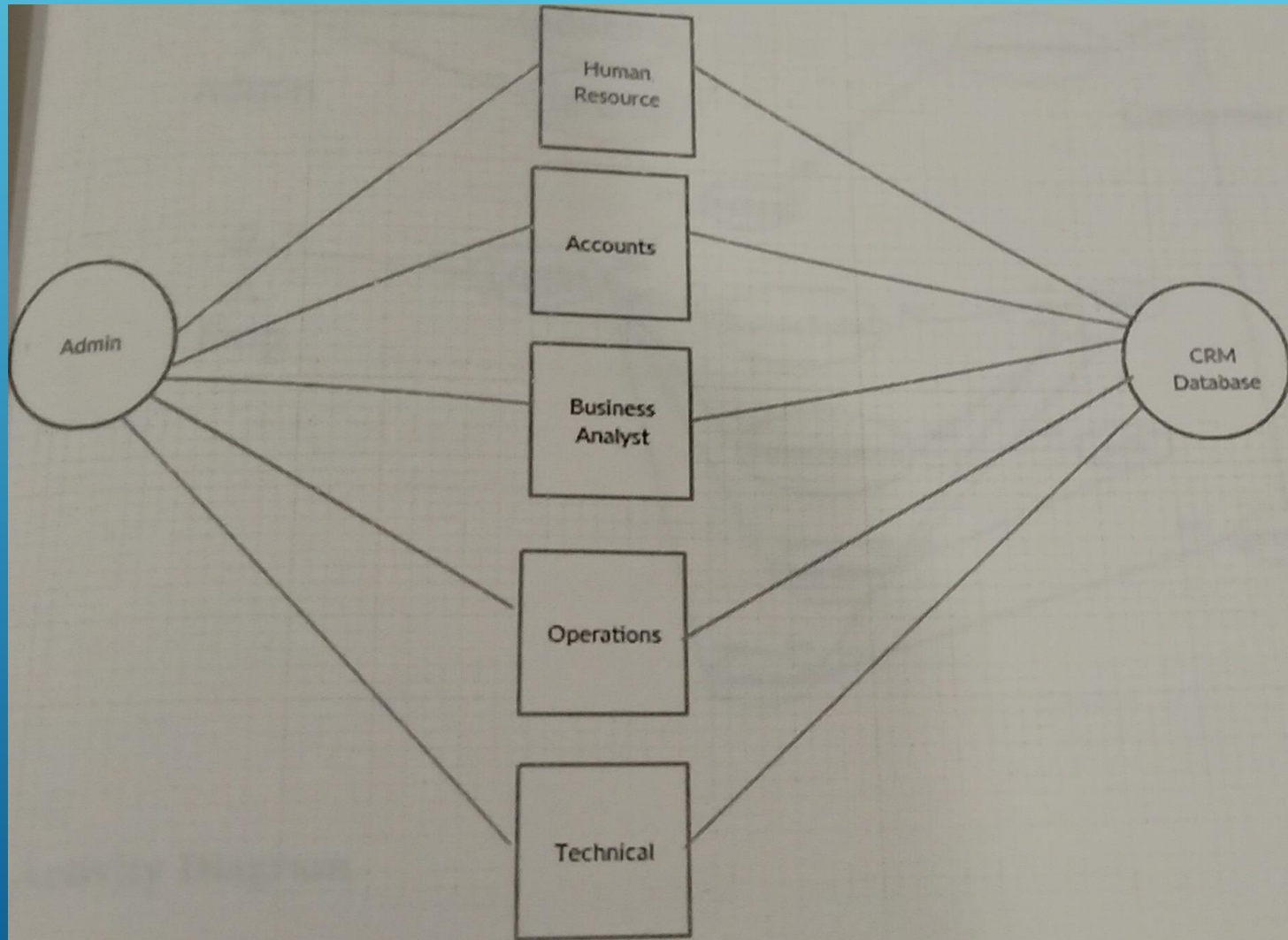
NEED:

- * CRM software provides a business with ability to create , assign and manage requests made by customers .
- * Recognizing that this type of service is an important factor in attracting and retaining customers
- * CRM software can also be used to identify and reward loyal customers which in turn will help customer retention.

Use Case Diagram



DFD



ALGORITHM

- 1)Start the software.
- 2)Login in the software.
- 3)If you're an admin then select the admin login and if your're not an admin select the other login.
- 4)The Admin can add or delete the employees.
- 5)Employees can add the data of the project that they are working on .
- 6)Clients can view the progress of their of their project and can ask any other queries that are then handled by the Employees who work under the admin .

CONCLUSION

- ▶ In today's world everything has become simple, easy and reliable because of Digitalization. So we created a system which is helpful for organization as well as customers, which is called as Customer Relationship Management. CRM has a certain impact on the profitability of the company. Customers are also attracted towards companies who use CRM as they are treated efficiently in that organization.

THANK YOU

