

Customer Relationship Management

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Introduction

- **CRM** is a combination of people, processes and technology - to understand a company's customers.
- It is an integrated approach.
- Focusing on customer retention and relationship development.
- CRM evolved from advances in IT and organizational changes in customer - centric processes.

Introduction ...

- Customer's complete history with business.
- Get real - time notifications.
- Gateway - increased productivity, personalized campaigns, healthier pipelines and better coordination between the teams.
- Helps to build lasting relationships with customers.

Existing System

The existing system has some disadvantages.

- Staff over - reliance on CRM may diminish customer loyalty through a bad experience.
- The initial time and productivity cost of implementation
- It requires a process - driven sales organization.
- It may not suit every business.

Security concerns associated with centralized data.

Proposed System

Major Advantages of the proposed system

- It allows for the consolidation of customer data and the basis for deep insights.
- It speeds - up the sales conversion process.
- It increases staff productivity, lowering time - cost.
- It allows geographically dispersed teams to collaborate effectively.
- Improves customer experience by allowing personalization and improved query resolution.

Modules

There are mainly 4 modules.

- Roles and Permission
- API Generation
- Stock Management
- Product Management

Modules..

- Roles and permission
 - A special role is given and permission is given accordingly.
- API generation
 - Used to connect the back end with the front end.
- Stock management
 - The stock will be automatically updated upon purchase.
 - Automatically deducts from stock when selling.
 - When a minimum number is reached, the product is notified that it is out of stock.
- Product management
 - Adds product details.
 - This also shows the offer of the product.

Hardware and Software Specifications

- Hardware Specifications
 - Pentium IV or higher
 - 4GB RAM
- Software Specifications
 - Framework : Django
 - Backend : Mysql
 - Frontend : Python

Product Backlog

Sl.No	User Stories	Priorities
1	As a user, I can give role and permissions	1
2	As a user, I can add product details	2
3	As a user, I can add the offers of the product	3
4	As a user, I can update the stock according to the purchase and sale	4
5	As a user, I can notify the product is out of stock when a minimum number	5

Sprint Backlog

Sprint-1(17-03-2021 to 22-03-2021)

Sl.No.	To Do	Status
1	Find out suitable project topic	Complete
2	Data collection	Partially Complete
3	Finding out suitable language for the product	Complete

Sprint-2(24-03-2021 to 27-03-2021)

S.No.	To Do	Status
1	Starting learning python basics	Partially Completed

Conclusion

- The main advantage is clarity.
- API-based services can increase reusability, significantly reducing operational overhead.
- Helps to manage the stock.

Thank You