**PROJECT REPORT TEMPLATE**

**1.INTRODUCTION**

1.1 Overview

Customer relationship management (CRM) is **the combination of practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle**. The goal is to improve customer service relationships and assist in customer retention and drive sales growth.

1.2 Purpose

Education institutes, colleges, universities need [lead management software](https://www.whsuites.com/) in order to manage the data. The data includes student’s data, teachers’ data, partner’s data, franchisor’s data, etc. This tool used to manage the relationship and interaction between the customers and the organization. customer relationship management helps companies stay connected to customers to increase their profitability. It uses data analysis about the customer’s history with a company to improve business relationships with customers.