Customer Relationship Management
Mid Term Presentation

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Abstract

- Application for managing all of your customers' interactions and relationships is customer relationship management (CRM).The objective is to Enhance business connections. We can stay in touch with customers thanks to a CRM system. The majority of users are internal teams, like sales teams. The CRM application has two end users: an administrator and an employee. Employees are the users who interact with customers using CRM, typically members of an internal team like sales representatives.
- Maximizing customer profitability, behavior, and satisfaction.
- CRM builds the Interactions with every Customers and Keeps tract of the customer Activity.

Objective and Scope of CRM

Objective:

- Manages the Activities between the Customer and the Employee.
- Maintain Record of the Customer.
- Employees can schedule the activity of the customer.
- Employees can view the Due Activities of present-day and complete them.
- Employees can view all the activities which are pending and can reschedule/manage them.
- Notify the Employees before the day of the scheduled activity.
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Scope of the Project:

- Reduces paper/manual work hence saves time and effort.
- Employees get notification of their pending activity prior day so they can complete the call/activity.
- Employees need not check/remember what tasks they have as they get a notification. Reduced the inbox/mails regarding calls/activities

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Admin:

- Admin creates User with username, password, and Role.

User:

- Login
- Change Password
- Add customers
- Create Opportunities
- Schedule Activity

Customer:

- User adds a Customer of Particular Type with Customer Email, contact number, and City.

Opportunity:

- Opportunities with particular Customers are created.

Activities:

- Activities on a particular Opportunity is Scheduled and Interaction are created and Recorded.
- . Next activity can be Scheduled or End an activity.

Technical Stacks

This project is an online web application to be developed using HTML, CSS, JAVASCRIPT, ANGULAR AS A Front-end, and Strapi,Javascript to develop custom controllers and API's and MySQL database as a backend server.

- Database Design(Strapi)
- HTML
- CSS
- JAVASCRIPT
- ANGULAR
- BOOTSTRAP
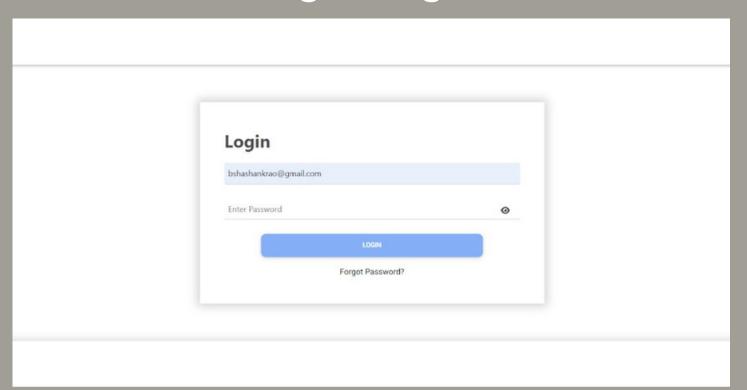
System Requirements:

HARDWARE INTERFACE:

- OPERATING SYSTEM: WINDOWS 11 64 BIT
- HARD DISK: 94.1 GB
- RAM: 8 GB
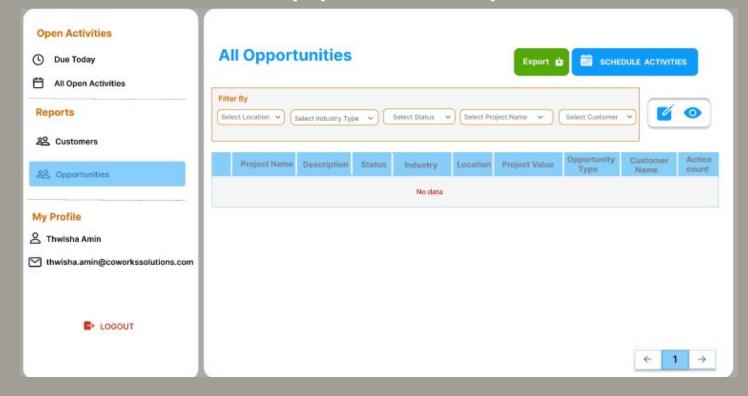- PROCESSOR : INTEL(R) CORE(TM) I3-4005U CPU @ 1.70GHZ 1.70 GHZ

SOFTWARE INTERFACE:

- An OS is capable of running a modern web single application that supports an angular version in VsCode.
- Back-end: Strapi Open-Source Contribution.
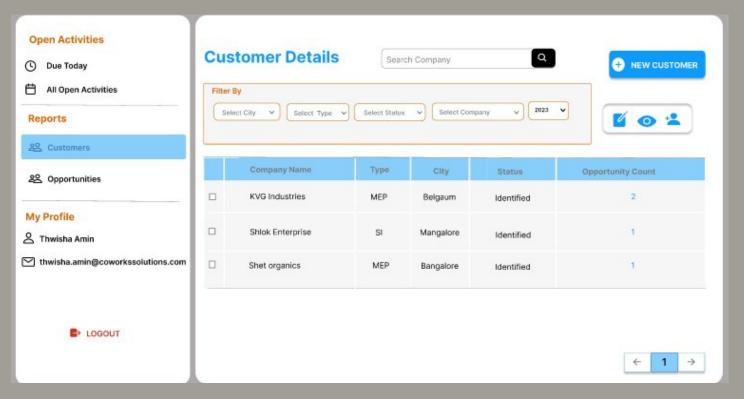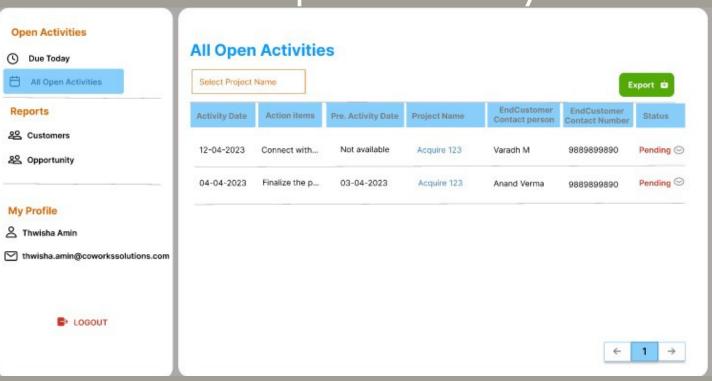- Front-end: HTML, CSS, Javascript and VSCODE and Angular 15, Node 12.18.0.

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Project Designs,User Interface

Login Page

Customer Page

Opportunity

Open Activity

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Schedule Activity on Opportunity

Update Activity/Schedule Next Activity

Create Opportunity On customer

My Role

My Role in this Project is as Backend Developer. Using Strapi to create custom Controllers and Database Contents for the Application.MySQL as Database.Starpi and Javascript to Customize the Controller and Creating API's.
Creating Database and Managing the Data through paths and Routes.

Intended Audience & Future Scope

Intended Audience:
- CRM is mainly intended to serve the Employees.Maintain the relationship between the customer and Employee.

Future Scope:
- Employees get notification of their pending activity prior day so they can complete the call/activity.
- Employees need not check/remember what tasks they have as they get a notification.
- Reduced the inbox/mails regarding calls/activities hence saves time.

Conclusion

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 analyzed and updated using CRM software. This approach will be of particular interest to companies operating in highly competitive markets where it is difficult to attract new customers.

References

- **Strapi Documentation.**
- **Angular Dcoumentation**
- **https://docs.strapi.io/**
- **https://angular.io/docs**
- **https://www.w3schools.com/js/DEFAULT.asp**

Thank You.