

A Mini Project Report

On

CRM SYSTEM FOR STARTUPS

**A Dissertation submitted in partial fulfillment of the academic
requirements for the award of the degree.**

Bachelor of Technology

In

Computer Science & Engineering

Submitted by

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Department of Computer Science and Engineering

CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(An Autonomous Institution under UGC & JNTUH , Approved by AICTE, Permanently Affiliated to JNTUH, Accredited by NBA.)

KANDLAKOYA, MEDCHAL ROAD, HYDERABAD - 501401.

2018- 2022

CMR COLLEGE OF ENGINEERING & TECHNOLOGY

KANDLAKOYA, MEDCHAL ROAD, HYDERABAD-501401

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING



CERTIFICATE

This is to certify that the course of Mini project-2 report entitled “**CRM Systems for Startups**” is a bonafide work done by Molugu Sai prasad (18H51A05K8), Pallaka Harshitha Reddy (18H51A05L2), Payili Ramana Sai (18H51A05L3) in partial fulfillment of the requirements for the award of the degree of Bachelor of Technology, submitted to the Department of Computer Science and Engineering, CMR College of Engineering & Technology, Hyderabad during the academic year 2020-21.

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Ultimately, we own all our success to our beloved parents, whose vision, love and inspiration has made us to reach out for these glories.

SIGNATURE

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DECLARATION

We hereby declare that results embodied in this Report of Mini Project on “**CRM SYSTEMS FOR STARTUPS**” are from work carried out by using partial fulfillment of the requirements for the award of B. Tech degree. We have not submitted this report to any other university/institute for the award of any other degree.

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DATE:

ABSTRACT

Customer satisfaction is a critical factor of survival and helping to maintain the economic growth. ‘Customer centricity’ swaps efficiency with effectiveness resulting in improved financial performance. Customer relationship management (CRM) is an amalgamation of processes, people and technology that try to value the customer of a company. This is an integrated approach to manage relationships with a focus on customer retention and relationship development. With the advances in information technology, CRM has been evolving and changes in organizational structure in customer-centric approach. Companies, who successfully implement CRM, garner the rewards in customer loyalty and long run profitability. However, successful implementation is intangible, because enterprises do not understand that CRM is cross-functional, customer-focused and need business process re-engineering across the organization. Even though the large portion of CRM is technology based, viewing CRM as a technology-only solution is likely to be futile. For successful implementation of CRM, an integrated and balanced approach towards technology, people and process is required.

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1. INTRODUCTION

Problem Definition

The objective of the CRM system for startups project is to build a website. CRM system is software that may be used to store customer data and make use of it. That helps employees to manage client relationships, gain valuable insights into business processes, and facilitate cooperation in a team.

About Project

CRM software helps startups increase efficiency and productivity in sales and marketing by making them more optimized. This software also responsible to finding customers and engaging with them ,enables the people of sales department to provide the best customer experience possible. Customer satisfaction is a critical factor of survival and helping to maintain the economic growth. ‘Customer centricity’ swaps efficiency with effectiveness resulting in improved financial performance. Customer relationship management (CRM) is an amalgamation of processes, people and technology that try to value the customer of a company. This is an integrated approach to manage relationships with a focus on customer retention and relationship development. With the advances in information technology, CRM has been evolving and changes in organizational structure in customer-centric approach. Companies, who successfully implement CRM, garner the rewards in customer loyalty and long run profitability. However, successful implementation is intangible, because enterprises do not understand that CRM is cross-functional, customer-focused and need business process re-engineering across the organization. Even though the large portion of CRM is technology based, viewing CRM as a technology-only solution is likely to be futile. For successful implementation of CRM, an integrated and balanced approach towards technology, people and process is required.

2. PROJECT ANALYSIS

It's an approach that focuses on managing relationships between the company and the customer and how to develop and retention it. If done right, the reward will be customer loyalty and long-term profitability. Thanks to its three basic components; company-wideness, cross-functionality and customer-focus; gives the company a shared base of information which eases many processes across the enterprise. "Customer Relationship Management (CRM) is a business strategy for improving profitability by focusing on customer needs and creating an attentive relationship with the customer. It involves a personalized and interactive approach for the entire customer lifecycle" . Bain & Company (2013) is one of many firms of consultants that representing the system of CRM and they describe it as a process companies use to understand their customer groups and respond quickly – and at times, instantly – to shifting customer desires. CRM technology allows firms to collect and manage large amounts of customer data and carry out strategies based on that information. CRM data also provide companies with important new insights into customers' needs and behavior, allowing them to tailor products to targeted customer segments. In short, a system of CRM is a system based on the company's customers and how the company can provide the best service and product for this customer. The system will focus on the relationship and the aim is to gain loyalty and long-term customers.

3. SYSTEM REQUIREMENTS

Hardware Requirements

- Processor: Pentium
- RAM: 4GB
- Hard Disk: 1TB
- Speed: 1.1GHz

Software Requirements

- Operating System: Windows
- Scripting Language: JSP
- Front-End: HTML5 and CSS3
- Type: Web Application.
- Java Version : J2SDK1.5

4. TOOLS AND TECHNOLOGIES USED

Introduction to CSS(Cascading Style Sheet)

CSS is a style sheet language used for describing the look and formatting of a document written in a markup language. While most often used to style web pages and interfaces written in HTML and XHTML, the language can be applied to any kind of XML document. One of the favored features is its ability to allow the sorting of document content written in markup languages (like HTML) from document presentation written in CSS. Here are more advantages of CSS in website design:

1. Search Engine Optimization And Appearance
2. Maintainability and Browser Compatibility

Introduction to HTML(Hyper Text Markup Language)

HTML refers to the Hypertext Markup Language. HTML is used to create webpages. It uses many tags to make a webpage. So it is a tag based language. The tags of HTML are surrounded by angular bracket. It can use wide ranges of colors, objects and layouts. Very useful for beginners in web designing field.

Advantages of HTML

1. First advantage it is widely used.
2. Every browser supports HTML language.
3. Easy to learn and use.
4. It is by default in every window so you don't need to purchase extra software.

JSP Description

JavaServer Pages (JSP) is a technology for developing Webpages that supports dynamic content. This helps developers insert java code in HTML pages by making use of special JSP tags, most of which start with `<%` and end with `%>`.

A Java Server Pages component is a type of Java servlet that is designed to fulfill the role of a user interface for a Java web application. Web developers write JSPs as text files that combine HTML or XHTML code, XML elements, and embedded JSP actions and commands.

In JSP there are three types of scripting elements:

- **JSP Expressions:** It is a small java code which you can include into a JSP page. The syntax is “`<%= some java code %>`”
- **JSP Scriptlet:** The syntax for a scriptlet is “`<% some java code %>`”. You can add 1 to many lines of Java code in here.
- **JSP Declaration:** The syntax for declaration is “`<%! Variable or method declaration %>`”, in here you can declare a variable or a method for use later in the code.

5. MODULES OF PROPOSED SYSTEM

CRM stands for customer relationship management — this includes the type of service you provide, the interactions you have, and the resources you share to match customer needs. A CRM model is a framework for how your company will manage these customer relationships, from acquisition to retention. The better you understand potential and current customers, solve their pain points, and build trust/rapport, the more likely they'll stick around.

It's important to note that a CRM model and a CRM tool are two different things. Yes, this can be confusing, but a CRM tool is software that's designed to store and manage your customer data. Consider it a type of intelligent database that's built around relationships. A CRM tool can be used to support your CRM model.

A CRM model outlines the steps you'll be taking to win a customer's trust and nurture it over time. And implementing this type of model has multiple benefits — not just for sales, but across departments:

- Build quality customer relationships and increase their loyalty to your company.
- Understand customer wants/needs and personalize the customer experience.
- Create a competitive advantage as you serve customers better than your competitors.

However, the ultimate benefit of a CRM model is that it can lead to stable revenue.

3 common CRM models

Many CRM models have been created over the years, but they all pretty much have the same message: Learn everything you can about individual customers in the prospecting stage of the sales funnel and use this information to provide an amazing experience throughout the life of the customer.

Let's now break down three common customer relationship management (CRM) models and discuss how their capabilities can help you strengthen relationships with customers. Even though these CRM models are similar, that doesn't mean they're not valuable in their own way. Some you might find more pertinent to your business:

- IDIC CRM model
- Buttle's CRM Value Chain model
- Payne & Frow's Five-Step Process model

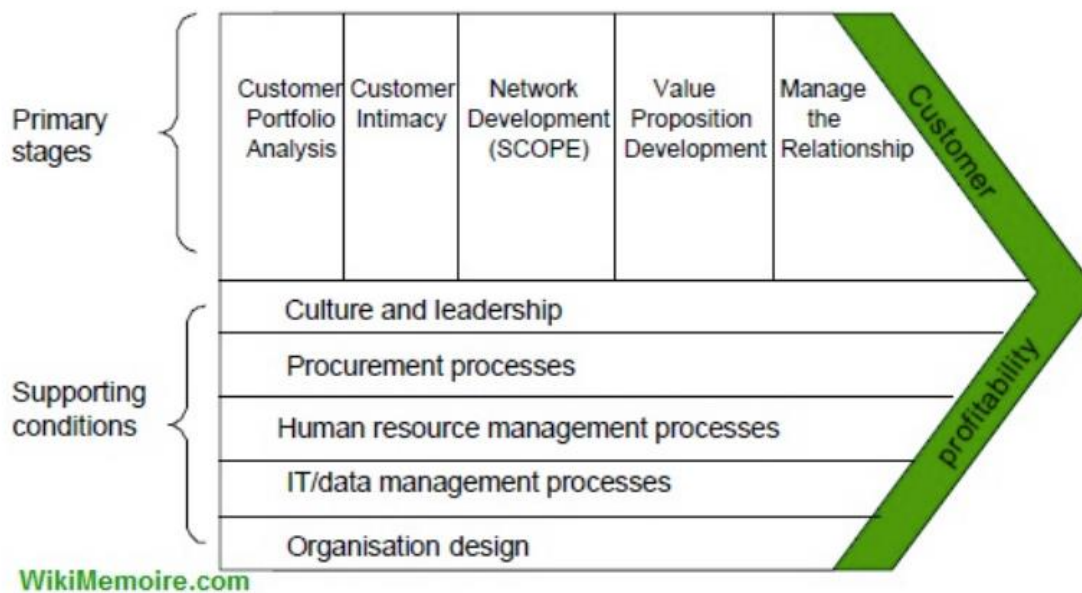
Below we provide a quick summary about how each model works.

2. Buttle's CRM Value Chain Model

While every customer is important, not every customer is created equal. According to the 80/20 rule in sales, 20% of your customers provide 80% of your profits.

With Buttle's CRM value chain model, offer extra attention and service to your most valuable customers.

How it works:



Designed to be used as a platform when developing CRM strategies, the CRM Value Chain is a five-step process focused on “strategically significant customers.” These types of customers are treated differently from other customers as they generate more revenue and make for better referrals. With this model, you can develop quality, long-term relationships with your most valuable customers.

- **Customer portfolio analysis.** Also known as CPA, this step helps you identify your most valuable customers.
- **Customer intimacy.** Now that you have a list of “strategically significant customers,” find out what they need to determine how you can best serve them. Customer data can give these insights.
- **Network development.** Satisfying top customers is a team effort. Work closely with marketing, support, and vendors outside of your company.

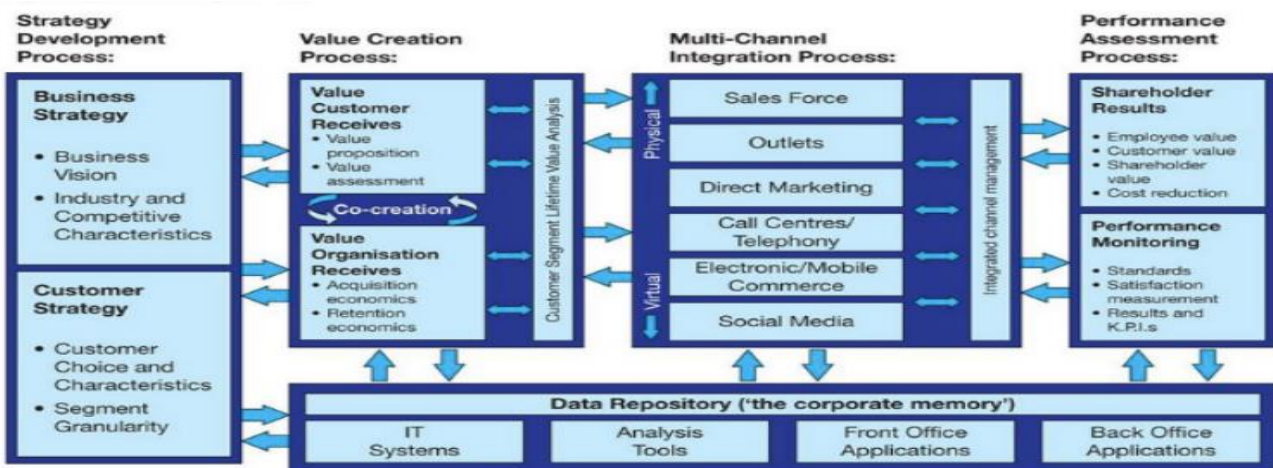
- **Value proposition development.** Combine your network with your product/service and offer significant value for your top customers. Plan to provide things like product add-on discounts, exclusive resources via email, and one-on-one consulting sessions.
- **Managing the relationship.** With these foundations in place, nurture customer relationships over the long term.

The CRM Value Chain doesn't mean you should ignore your other customers. However, it does mean that you should make extra efforts to serve truly invested customers. Consider these customers to be the bread and butter of your business. These efforts ensure that your most valuable customers stick with your company, which ultimately impacts your company's bottom line.

3. Payne & Frow's Five-step Process Model

Eighty-seven percent of customers think brands need to put more effort into providing a consistent experience. Payne & Frow's Five-Step Process Model ensures that the customer experience is consistent across all departments (not just sales) thanks to the third process (multi-channel integration process).

How it works:



The five processes of the model are categorized as follows:

- **Strategy development.** Divided into two strategies, this process first looks at business strategy, determining the vision of your product/service and how it competes in the industry. Customer strategy means that you outline the characteristics of your current and potential customers.

- **Value creation.** This process looks at the value customers bring to your business, as well as the value you bring to your customers. Create a value proposition based on this information.
- **Multichannel integration.** In this process, every department works together. When every department (such as marketing, sales, and support) are all on the same page and understand the value that your company is bringing to the table, your customers receive a cohesive experience.
- **Performance assessment.** Analyze how well your value proposition is performing. Is revenue up? Are your customers happy? Are your reps engaged with customers? With different departments?

Information management. Also called “Data Repository,” this process supports the other processes and includes IT systems, analysis tools, front-office applications, and back-office applications.

Although each of these models is similar, they work better for different business setups. For example, maybe your business revenue is supported by only a handful of customers. The CRM Value Chain Model might be the best relationship framework for your company.

Or, if your product/service solves a complex need in your industry, use the IDIC model. No matter what model you choose (do your research), you’ll need a tool to ensure that relationship management is successful. This is where CRM software comes in.

Use a CRM tool to support your CRM model

Managing customer relationships is no simple task. Not only do you have to keep up with customer expectations, you also want to *exceed* expectations and make your customers want to stick with your company for the long term.

But how do you organize contact information, data, customer questions, etc., AND make sure it’s easily accessible to reps for every customer interaction? A CRM tool makes this management easy.

Here are just a few ways you can use a CRM tool to support your CRM model:

Organize customer info. A CRM gives sales reps the ability to record customer calls, track emails, and automatically move information into the customer’s record. Reps can then refer back to this information at any time, such as before customer check-in calls. As a result, customer conversations have a personal touch and the customer feels valued.

Easily access data. Valuable customer data is available right within your CRM to offer insights about each customer and personalize your value propositions. Data is automatically pulled into



salesreports so you can view things like response time and call outcome. In addition, if you have a mobile CRM, your reps can refer to data while visiting with customers.

Work with marketing & support: CRM integrations with marketing automation software and support platforms ensure that conversations are consistent across channels/departments and no communication falls through the cracks. Every department understands what customer needs are and the measures being taken by each department to meet those needs.

For example, marketing can view what top customers are asking sales and support. They can then take this information to create helpful resources (e.g., whitepapers, blog posts, and reports) to send to these customers.

6.SOURCE CODE:

1.CRM.html

```
<!DOCTYPE html>
<html>
<head>
<meta name="viewport" content="width=device-width, initial-scale=1">
<style>
body {
  font-family: Arial, Helvetica, sans-serif;
  background-color: black;
}

* {
  box-sizing: border-box;
}

/* Add padding to containers */
.container {
  padding: 16px;
  background-color: white;
}

/* Full-width input fields */
input[type=text], input[type=password] {
  width: 100%;
  padding: 15px;
  margin: 5px 0 22px 0;
  display: inline-block;
  border: none;
  background: #f1f1f1;
}
input[type=text]:focus, input[type=password]:focus {
  background-color: #ddd;
  outline: none;
}

/* Overwrite default styles of hr */
hr {
  border: 1px solid #f1f1f1;
  margin-bottom: 25px;
}

/* Set a style for the submit button */
.registerbtn {
  background-color: #04AA6D;
```

```

color: white;
padding: 16px 20px;
margin: 8px 0;
border: none;
cursor: pointer;
width: 100%;
opacity: 0.9;
}
.registerbtn:hover {
  opacity: 1;
}

/* Add a blue text color to links */
a {
  color: dodgerblue;
}

/* Set a grey background color and center the text of the "sign in" section */
.signin {
  background-color: #f1f1f1;
  text-align: center;
}
</style>
</head>
<body>
<form action="/action_page.php">
  <div class="container">
    <h1>Register</h1>
    <p>Please fill in this form to create an account.</p>
    <hr>

    <label for="email"><b>Email</b></label>
    <input type="text" placeholder="Enter Email" name="email" id="email" required>

    <label for="psw"><b>Password</b></label>
    <input type="password" placeholder="Enter Password" name="psw" id="psw" required>

    <label for="psw-repeat"><b>Repeat Password</b></label>
    <input type="password" placeholder="Repeat Password" name="psw-repeat" id="psw-repeat"
required>
    <hr>
    <p>By creating an account you agree to our <a href="#">Terms & Privacy</a>.</p>

    <input type="submit" value="Register" onClick="myFunction()"/>
    <script>
      function myFunction() {
        window.location.href="pipelinepage.html";

```

```
    }  
  </script>  
</div>  
  
<div class="container signin">  
  <p>Already have an account? <a href="login.html"> Sign in</a>.</p>  
</div>  
</form>  
  
</body>  
</html>
```

2.LOGIN.html:

```
<html>  
  
<style>  
body {  
  font-family: Arial, Helvetica, sans-serif;  
  background-color: skyblue;  
}  
  
* {  
  box-sizing: border-box;  
}  
  
/* Add padding to containers */  
.container {  
  padding: 16px;  
  background-color: white;  
}  
  
/* Full-width input fields */  
input[type=email], input[type=password] {  
  width: 100%;  
  padding: 15px;  
  margin: 5px 0 22px 0;  
  display: inline-block;  
  border: none;  
  background: #f1f1f1;  
}  
input[type=text]:focus, input[type=password]:focus {  
  background-color: #ddd;  
  outline: none;
```

```

}
/* Overwrite default styles of hr */
hr {
  border: 1px solid #f1f1f1;
  margin-bottom: 25px;
}
/* Set a style for the submit button */
.registerbtn {
  background-color: #04AA6D;
  color: white;
  padding: 16px 20px;
  margin: 8px 0;
  border: none;
  cursor: pointer;
  width: 100%;
  opacity: 0.9;
}

.registerbtn:hover {
  opacity: 1;
}

/* Add a blue text color to links */
a {
  color: dodgerblue;
}

/* Set a grey background color and center the text of the "sign in" section */
.signin {
  background-color: #f1f1f1;
  text-align: center;
}
</style>
Email:
<input type="email" id="email" name=""><br><br>

Password:
<input type="password" id="password" name=""><br><br>

<input type="submit" onClick="myFunction()" />
<script>
  function myFunction() {
    window.location.href="pipelinepage.html"
  }
</script>
</form>
</body>

```

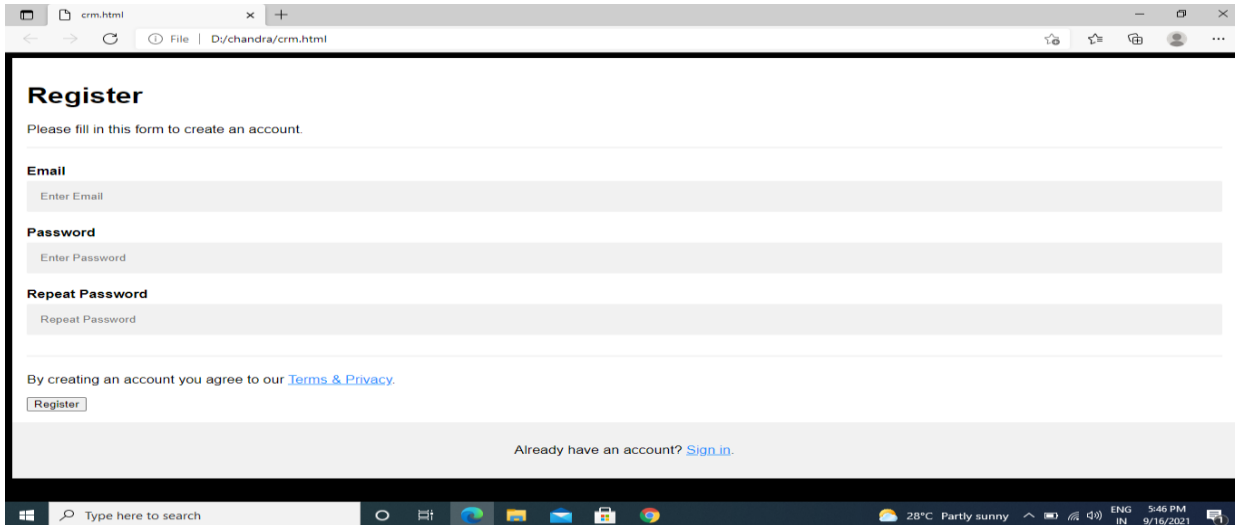
</html>

3.STARTUP.html:

```
<html>
<style>
body{
background-color:gray;}
h1{
color:pink;
}
h2{
color:gold;
}
p{
color:white;
}
</style>
<body>
<h1 align="center"> WELCOME TO CRM SYSTEM FOR STARTUP </h1>
<h1 style="color:violet;"> Steps for pipe drive</h1>
<h2>1. Set up your pipeline stages</h2><br><br>
<p>Your pipeline is a visual representation of your sales process. It's totally
customizable to fit how you work. Name the stages based on the steps you take deals through to
close, or choose a template. Now you're ready to fill it with deals.<p>
<br><br>
<br><br>
<h2>2. Focus on sales actions</h2><br><br>
<p>
Instead of thinking about the finish line – the sale – focus on the actions that get you there. A sales
activity is anything that moves your deals toward closing. It can be a phone call, lunch, meeting,
email or anything in between. Schedule plenty of activities and let Pipedrive remind you what to do
next.
</p><br><br>
<h2>3. Track progress towards goals</h2><br><br>
<p>As you do activities and drive deals forward, Pipedrive monitors your performance like a coach.
It calculates your average conversion rate so you know how many new leads to get and activities to
complete to meet your targets. Real time reports show if you're on track, giving you time to adjust
course if needed.
</p><br><br>
<br><br>
<h2>4. Optimize and grow</h2><br><br>
<p>Pipedrive's easy analytics get your sales process down to a science. No more shutting your eyes
and hoping for the best. Automations do admin tasks for you, while integrations with your favorite
tools save you time. All that's left is to refine your winning formula and set even bigger goals.
</p><br><br>
<html>
```

6.SNAP SHOTS OF OUR WEB APPLICATION

REGISTRATION PAGE



A screenshot of a web browser displaying a registration form. The browser's address bar shows 'D:/chandra/crm.html'. The form is titled 'Register' and includes a sub-header 'Please fill in this form to create an account.' Below this, there are three input fields: 'Email' with a placeholder 'Enter Email', 'Password' with a placeholder 'Enter Password', and 'Repeat Password' with a placeholder 'Repeat Password'. A 'Register' button is located below the 'Repeat Password' field. A link for 'Terms & Privacy' is provided. At the bottom of the form, there is a link for 'Sign in' for users who already have an account. The Windows taskbar at the bottom shows the system clock as 5:46 PM on 9/16/2021.

Register

Please fill in this form to create an account.

Email
Enter Email

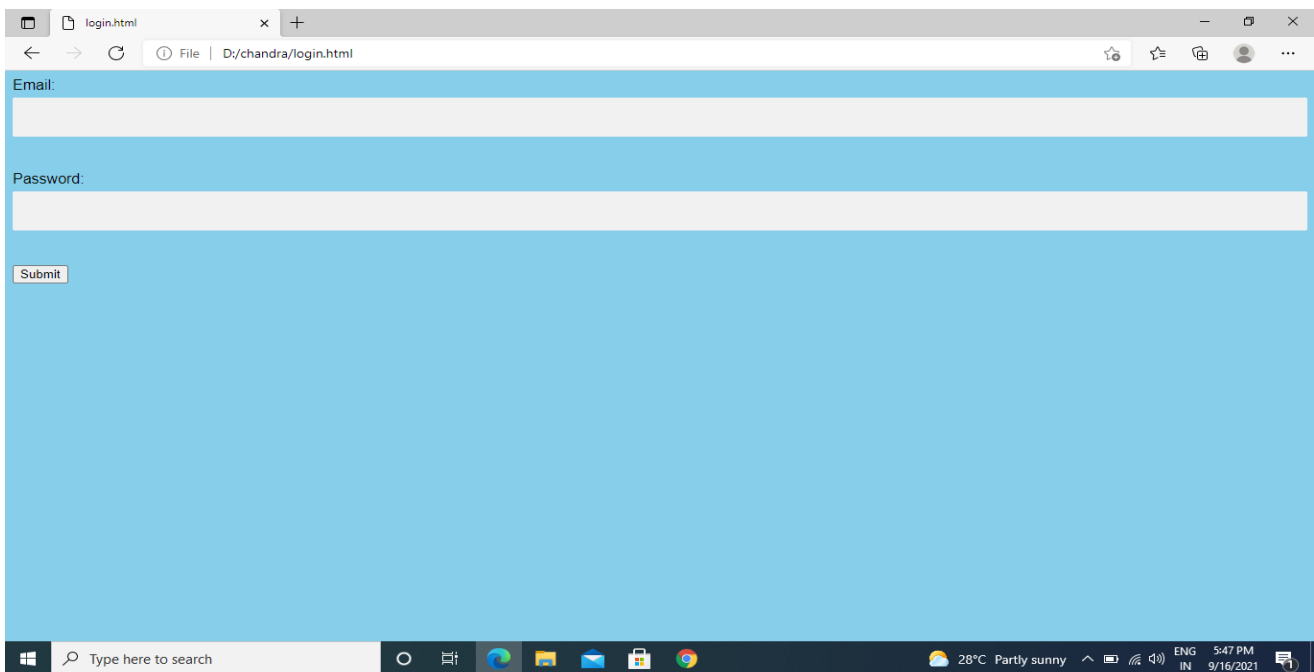
Password
Enter Password

Repeat Password
Repeat Password

By creating an account you agree to our [Terms & Privacy](#).

Already have an account? [Sign in](#).

LOGIN PAGE



A screenshot of a web browser displaying a login form. The browser's address bar shows 'D:/chandra/login.html'. The form has a light blue background and contains two input fields: 'Email:' and 'Password:'. A 'Submit' button is located below the 'Password:' field. The Windows taskbar at the bottom shows the system clock as 5:47 PM on 9/16/2021.

Email:

Password:

CRM Page

pipelinepage.html x +

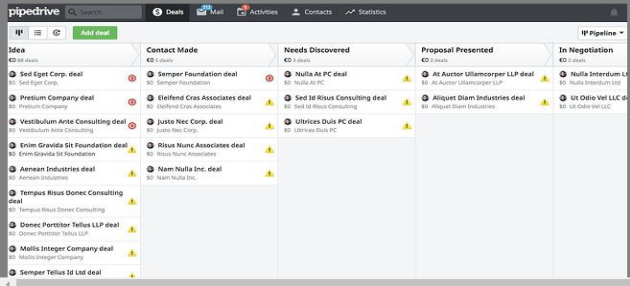
File | D:/chandra/pipelinepage.html

WELCOME TO CRM SYSTEM FOR STARTUP

Steps for pipe drive

1. Set up your pipeline stages

Your pipeline is a visual representation of your sales process. It's totally customizable to fit how you work. Name the stages based on the steps you take deals through to close, or choose a template. Now you're ready to fill it with deals.



Windows taskbar: Type here to search, 28°C Partly sunny, 5:47 PM, 9/16/2021

pipelinepage.html x +

File | D:/chandra/pipelinepage.html

2. Focus on sales actions

Instead of thinking about the finish line – the sale – focus on the actions that get you there. A sales activity is anything that moves your deals toward closing. It can be a phone call, lunch, meeting, email or anything in between. Schedule plenty of activities and let Pipedrive remind you what to do next.

3. Track progress towards goals

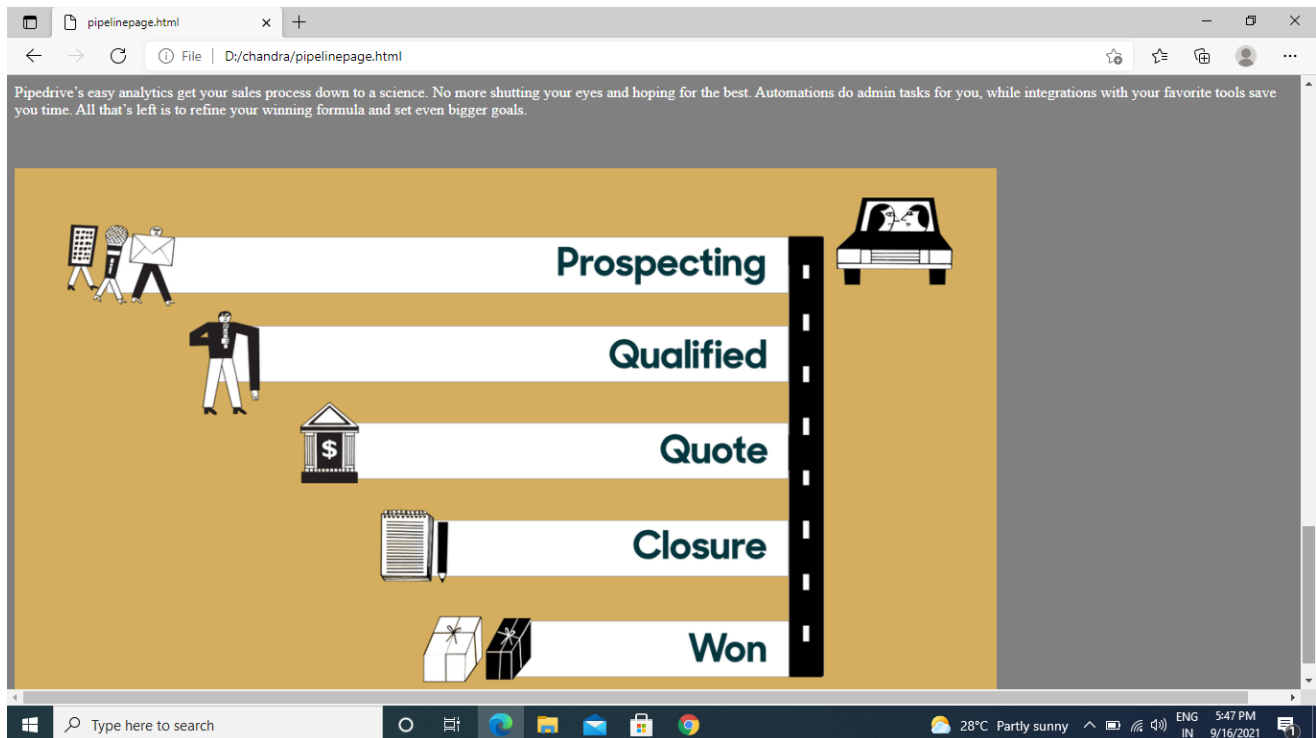
As you do activities and drive deals forward, Pipedrive monitors your performance like a coach. It calculates your average conversion rate so you know how many new leads to get and activities to complete to meet your targets. Real time reports show if you're on track, giving you time to adjust course if needed.

WHAT PART OF THE SALES PROCESS IS THE MOST CHALLENGING FOR YOUR TEAM?

Windows taskbar: Type here to search, 28°C Partly sunny, 5:47 PM, 9/16/2021



Voting Poll Page



7.SUMMARY

Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

8.CONCLUSION

Customer Relationship Management (CRM) is an important thing in the company even a small company. Because with it the company can make a good communication in both ways the customer and the company. And not just that the company can use it to analyze the opportunity to their future. Like know how many people is satisfied with their service or how many customer is loyal with the company and also can make a forecasting to their company. To address today's exploding service company marketplace initiatives, CRM acts as a foundation for any successful implementation. Furthermore, the concept of customer interaction and the ability to collect this information across any touchpoint/channel is essential as the learning curve for "who is my customer and what is the best thing for them" is to be achieved. DHL has developed various reference models and a methodology to make the CRM vision a reality.

9.FUTURE ENHANCEMENT

he future has arrived — at least it has in the world of customer relationship management or CRM software, one of the fastest growing categories of enterprise software. We are entering the era of intelligent, integrated CRM, and the future of CRM is even brighter. From small businesses to global enterprises, sales and marketing teams are adopting CRM to deliver better customer experiences, acquire and retain customers, and gain new customer-centric insights that are changing their companies for the better.

10.REFERENCES:

[1] <https://www.w3schools.com>

[2] <https://www.customer-relationship-management/future-of-crm/>

[3] <https://en.wikipedia.org/wiki/customer-relationship-management>

[4] <https://www.business2community.com/sales-management/>