

Abstract

Brief Description :

Company is widely-implemented strategy for managing the company interaction with Customer involving the technologies to organize automat and synchronize business process and activity

Interactive, customized experience, companies have a greater ability today to establish nurture and long term customer relationship than ever before. the ultimate goal is to transform these relationship into greater profitability by increasing repeat purchase rates and reducing customer acquisition costs. Indeed this revolution in customer relationship management. Through this application track customer behavior on the web to predicting their future moves to sending direct email communication.

The need to better understand customer behavior and focus on those customer who deliver long term profit has changes how marketers view the world

According to one industry view it would be-

Helping an enterprise to enable it's marketing departments to identity and target their best customer manage marketing campaigns with clear goals and objectives, and generate quality leads for the sales team.

Assisting the organization to improve telesales, account, and sales management by optimizing information shared by multiple employees, and streamlining existing processes

Allowing the formation of individualized relationships with customers, with the aim of improving customer satisfaction and maximizing profits;

identifying the most profitable customers and providing them the highest level of service

Providing employees with the information and processes necessary to know their customers, understand their needs, and effectively build relationships between the company, its customer base, and distribution partners.

Modules-

1. Customer

- Customer can register login on the application
- He can get system estimation related to project
- He can give self thought
- He view his developed system status and review
- He can also view all the deals information with company.
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2. BDE

- They can invite to customer through email
- They can get customer feedback.
- They can arrange discussion with customer.
- They can solve the customer query
- He can login register on application.

3. Admin

- He can manage all the users
- He can view all the customer review
- He can Comair the customer relationship with company
- He can view the customer wise reporting regarding to relation ship