

CLOUD BASED CRM FOR AN INSTITUTION GROUP

Customer relationship management (CRM) is a combination of people, processes and technology that seeks to understand a company's customers. It is an integrated approach to managing relationships by focusing on customer retention and relationship development. CRM has evolved from advances in information technology and organizational changes in customer-centric processes. Companies that successfully implement CRM will reap the rewards in customer loyalty and long run profitability. However, successful implementation is elusive to many companies, mostly because they do not understand that CRM requires company-wide, cross-functional, customer-focused business process re-engineering. Although a large portion of CRM is technology, viewing CRM as a technology-only solution is likely to fail. Managing a successful CRM implementation requires an integrated and balanced approach to technology, process, and people.

A cloud-based CRM software for one of the leading institution group (Name cannot be disclosed due to MOU) in Kerala. The project develops a website for a complete CRM for handling every leads involved activities from social media's like Facebook, google ads..etc.

It is a system that hook up; the website of a institution group that is provided for the public and students, a course available on the institution group provided for the students, a module **administrator** manages the institution protocols, a module Lead Management is handling the leads from social media.

ADMIN MODULE

This module manages the institutions protocols. Tasks performed by admin are:

- Primary Details: Admin can add primary details about the institution such as, institution name, contact details etc.
- Admin can insert and edit details of each department in that institution
- Lead Source: Admin can able to check the source of lead
- Activity: Admin can save the activity details (phone call, mail, walk-in)
- Lead Stage: Admin can check the current stage of each lead
- Admin can add details about courses offered in that institution

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