**Customer Relationship Management(CRM)**

[Customer relationship management (**CRM**)](https://www.salesforce.com/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.

When people talk about CRM, they are usually referring to a CRM system, a tool that helps with contact management, sales management, productivity, and more.

A CRM solution helps you focus on your organization’s relationships with individual people — including customers, service users, colleagues, or suppliers — throughout your life cycle with them, including finding new customers, winning their business, and providing support and additional services throughout the relationship.

**Who is CRM for?**

A CRM system gives everyone — from sales, customer service, business development, marketing, or any other line of business — a better way to manage the external interactions and relationships that drive success. A CRM tool lets you store customer and prospect contact information, identify sales opportunities, record service issues, all in one central location — and make information about every customer interaction available to anyone at your company who might need it.

With visibility and easy access to data, it's easier to collaborate and increase productivity. Everyone in your company can see how customers have been communicated with, what they’ve bought, when they last purchased, what they paid, and so much more. CRM can [help companies of all sizes drive business growth](https://www.salesforce.com/customer-success-stories/), and it can be especially beneficial to a small business, where teams often need to find ways to do more with less.

**Features**

1. MAKE IMPROVEMENTS TO YOUR BOTTOM LINE.
2. IDENTIFY AND CATEGORIZE LEADS.
3. INCREASE REFERRALS FROM EXISTING CUSTOMERS.
4. OFFER BETTER CUSTOMER SUPPORT.
5. IMPROVE PRODUCTS AND SERVICES.
6. WORK FROM ANYWHERE.
7. REDUCE COSTS.

**MODULES**

1. **LEAD**

Three types of lead creations are exist :

* Direct call from client,
* Through email,
* Request from site

1. **OPPORTUNITY**

In this stage lead is converted to opportunity,during this stage additional details are added.

1. **PROJECT**

After project is sanctioned by the client, then the opportunity can be converted to project.

1. USER and USER ROLE Management
2. COMPANY and CONTACTS Management

**TECHNOLOGY**

Language - PHP

Framework - Yii2

Database - MySQL