PROJECT GROUP : 3

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PROJECT TITTLE: Customer Relationship Management.

The primary goal of CRM is to improve and enhance overall customer satisfaction, loyalty, and retention. CRM systems play a crucial role in helping organizations build and maintain strong relationships with their customers throughout the entire customer lifecycle.

INTRODUCTION:

In today's highly competitive business environment, maintaining strong relationships with customers is paramount to success. Our Customer Relationship Management (CRM) System aims to facilitate this by providing a centralized platform for managing customer interactions, information, and relationships.

KEY FEATURES:

Customer Management: The system allows users to add, edit, and delete customer records. Each customer record includes details such as name, email, phone number, and address.

Interaction Tracking: Users can track interactions with customers, including emails, calls, meetings, and other communications.

Lead Management: The system helps manage leads by tracking potential customers and their status in the sales pipeline.

Reporting: Users can generate reports to analyze customer data, track sales performance, and identify trends.

User Interface: The system features an intuitive user interface for easy navigation and usage.

CODE:

#include <iostream>

#include <vector>

#include <string>

// Customer structure

struct Customer {

std::string name;

std::string email;

std::string phone;

std::string address;

};

// CRM System class

class CRMSystem {

private:

std::vector<Customer> customers;

public:

// Function to add a new customer

void addCustomer(const std::string& name, const std::string& email, const std::string& phone, const std::string& address) {

Customer newCustomer;

newCustomer.name = name;

newCustomer.email = email;

newCustomer.phone = phone;

newCustomer.address=address;

customers.push\_back(newCustomer);

std::cout << "Customer added successfully.\n";

}

// Function to display all customers

void displayCustomers() const {

if (customers.empty()) {

std::cout << "No customers found.\n";

} else {

std::cout << "All Customers:\n";

for (const auto& customer : customers) {

std::cout << "Name: " << customer.name << "\n";

std::cout << "Email: " << customer.email << "\n";

std::cout << "Phone: " << customer.phone << "\n\n";

std::cout << "address: " << customer.address << "\n\n";

}

}

}

};

int main() {

CRMSystem crmSystem;

// Example usage of the CRM System

crmSystem.addCustomer("Divya", "divya123@gmail.com", "123-456-7890", "123 Main St,New Jersey,USA");

crmSystem.addCustomer("Ramya", "ramya345@gmail.com", "987-654-3210", "456 Elm St,New Jersey,USA");

crmSystem.addCustomer("Vijay", "vijay678@gmail.com", "555-123-4567", "789 Oak St, New Jersey,USA");

crmSystem.displayCustomers();

    return 0;

}