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CRM APPLICATIONS AND ENGINEERING WORKS

PROJECT OVERVIEW :

Customer Relationship Management (CRM) applications are software tools designed to help businesses manage interactions with current and potential customers. These applications provide centralized solutions for sales, marketing, and customer service teams to streamline processes, improve customer experiences, and increase profitability.

OBJECTIVES :

Customer Relationship Management (CRM) applications are designed to help organizations manage interactions with current and potential customers. Their main objectives focus on improving customer relationships, increasing customer satisfaction, and driving business growth. Here are some key objectives of CRM applications.

- 1. Enhance Customer Relationships,**
- 2. Increase Sales and Revenue,**
- 3. Streamline Customer Service**

4. Improve Customer Insights and Analytic

KEY FEATURES :

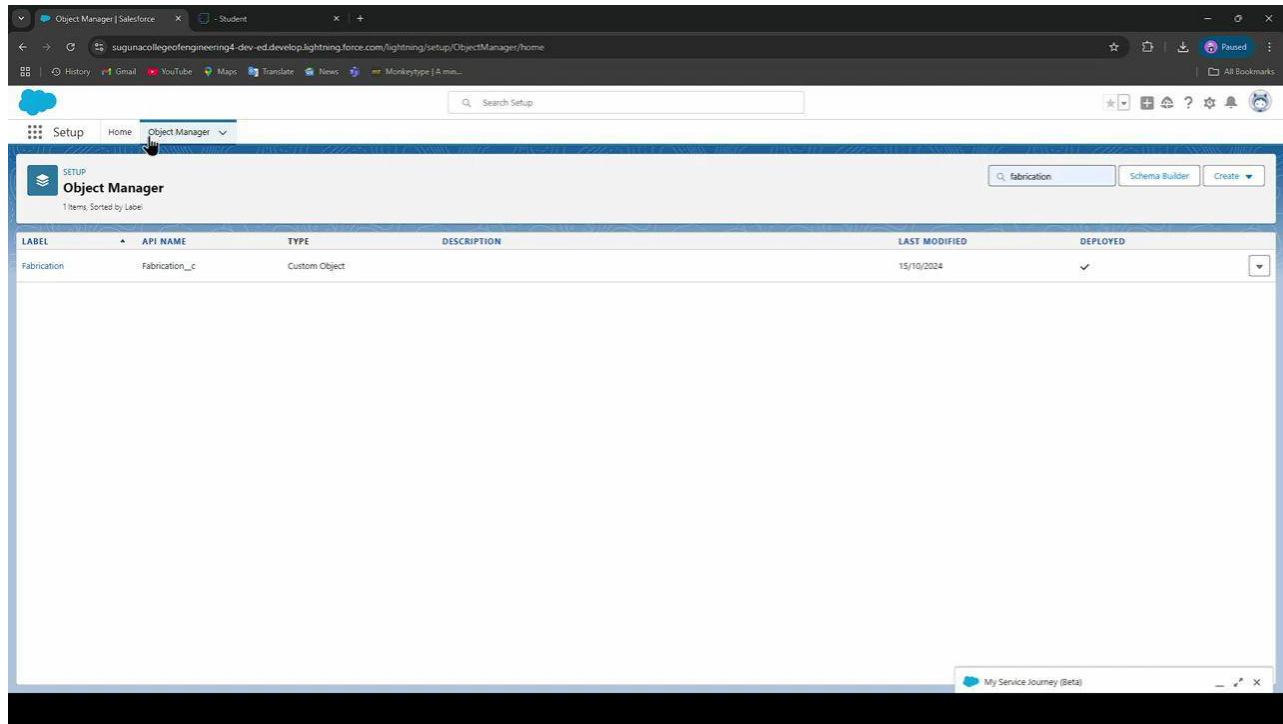
CRM (Customer Relationship Management) applications are designed to help businesses manage their interactions with customers, streamline processes, and improve overall customer satisfaction and retention. Here are the key features commonly found in CRM applications.

- 5. Contact Management,
- 6. Sales Automation,
- 7. Customer Support and Service,
- 8. Marketing Automation

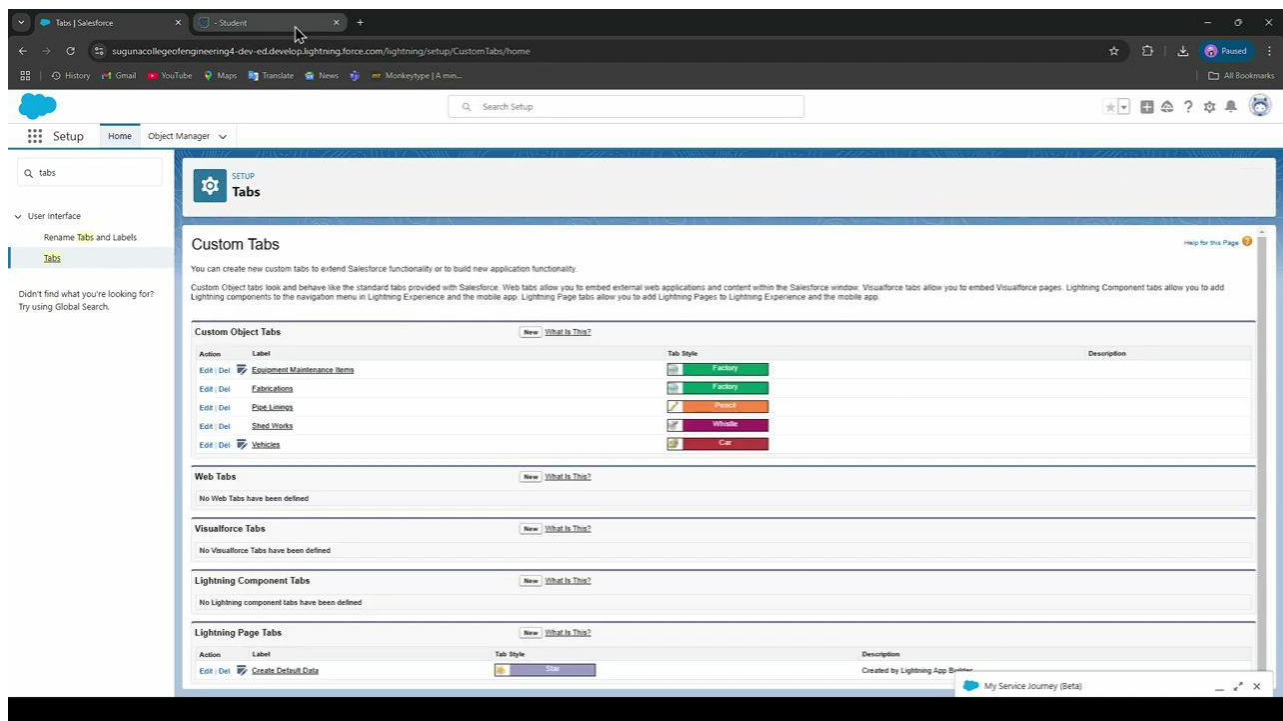
Detailed Steps to Solution Design :

Designing a solution for CRM applications and engineering works involves a structured approach to ensure the resulting system meets business requirements and integrates seamlessly with existing workflows. Below are the detailed steps to solution design:

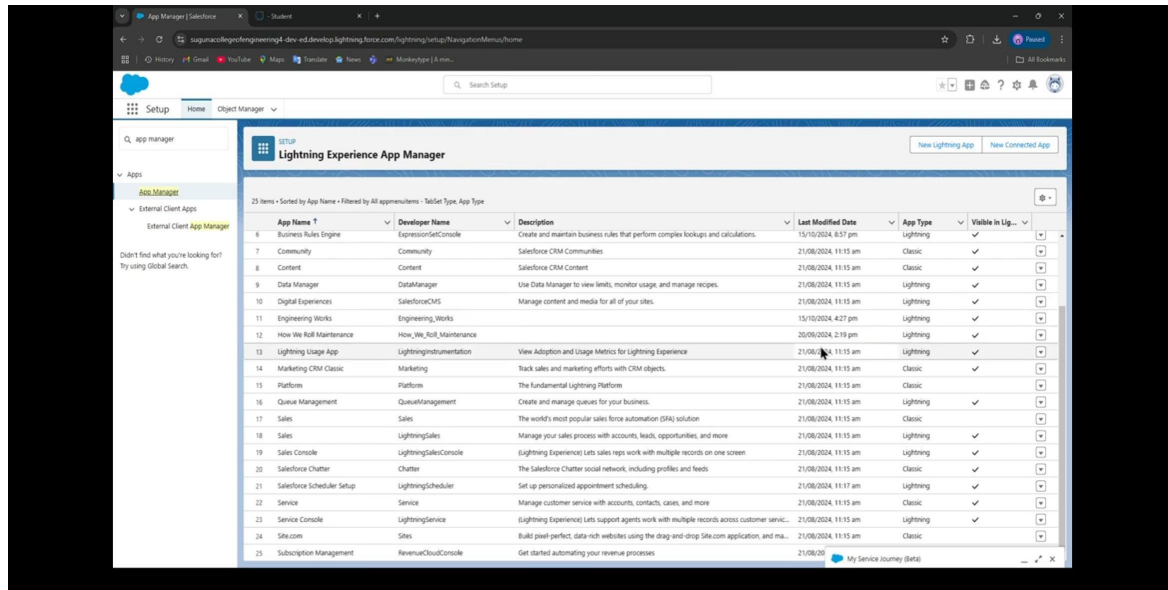
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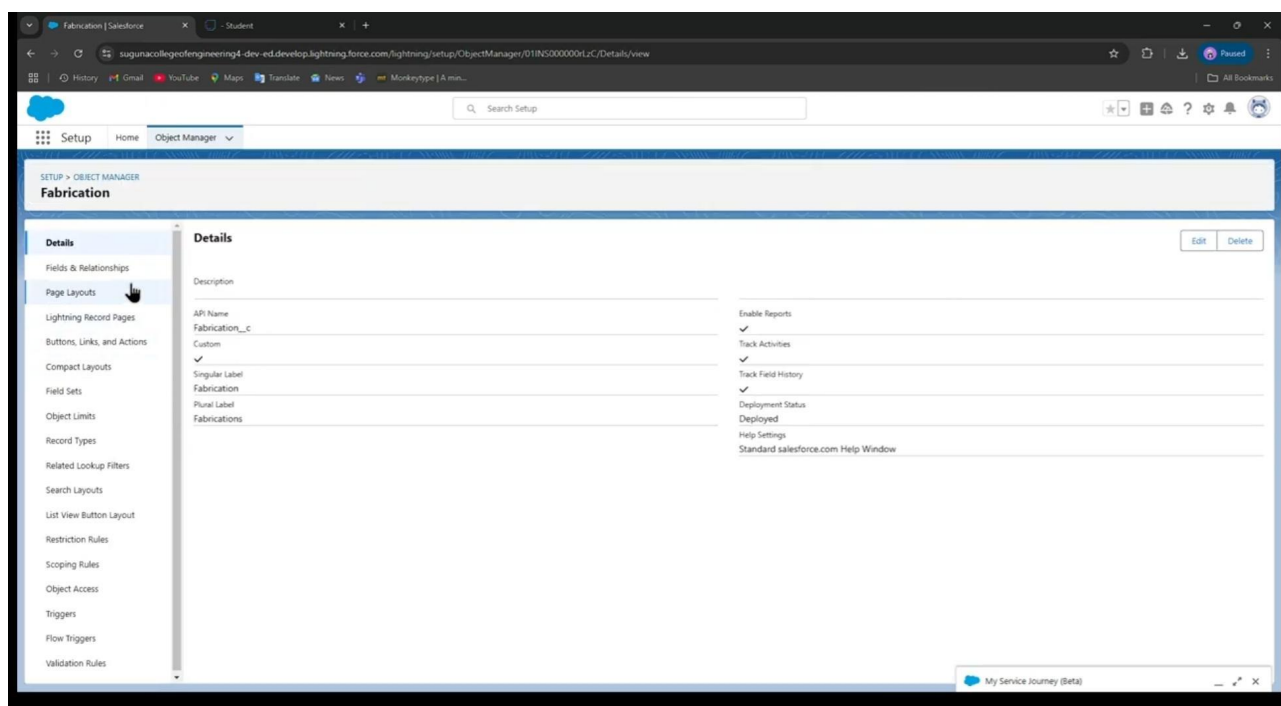
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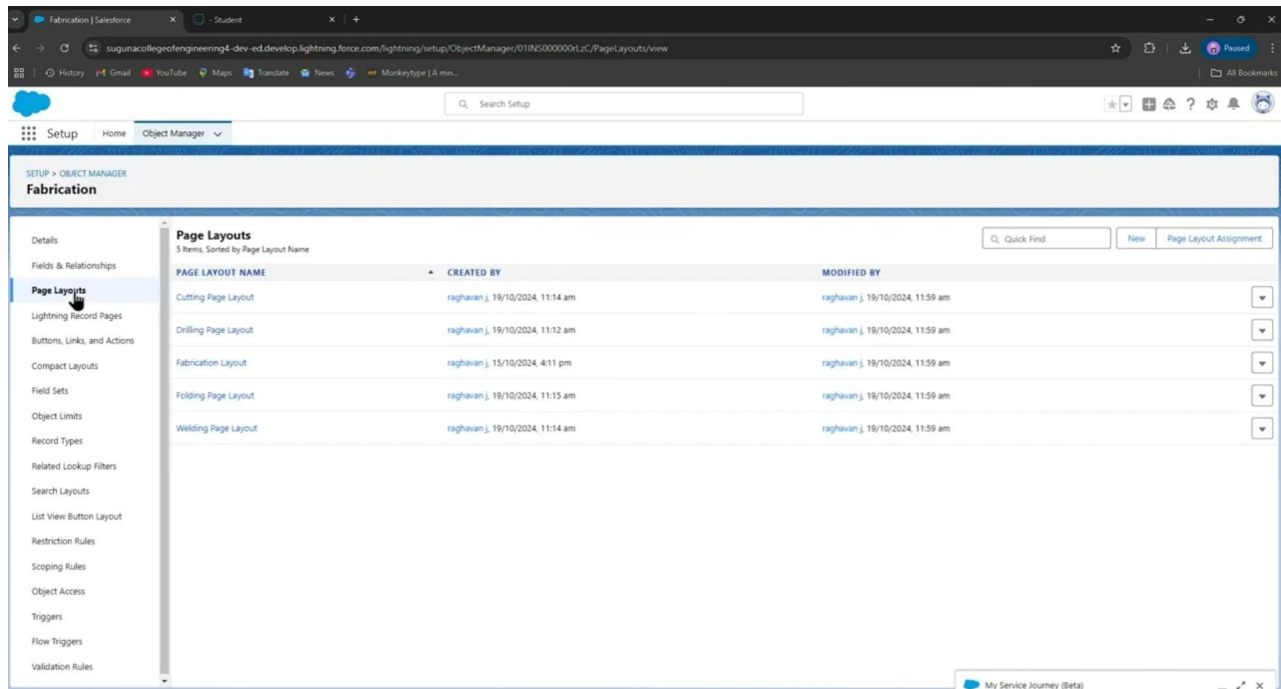
The Lightning App:



Fields:



Creation of page layout:



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