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;
```

```cpp
        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";
```

```cpp
                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;

}
```