

1.INTRODUCTION :

1.1 Overview

Customer relationship management (CRM) is the combination of practices, strategies and technologies that companies use to manage and analyze customer interaction and data throughout the customer lifecycle. The goal is to improve customer service relationships and assist in customer retention and drive sales growth.

They allow businesses to learn more about their audiences and how to best cater for their needs, thus retaining customers and driving sales growth. CRM may be used with past, present or potential customers.

CRM stands for Customer Relationship Management , and it's a technology for managing and supporting customer relationships. CRM technology helps companies built and grow customer relationships across the entire customer lifecycle.

The beginnings of CRM as we know it started in the 1980s. Report and Kate Kestnbaum were pioneers of database marketing. Which was a form of direct marketing that analysed the customer database statistically to identify which customers would be most likely to react to a marketing campaign ?

The CRM cycle involves marketing, customer service and sales activities. It starts with outreach and customer acquisition and ideally leads to customer loyalty. There are five key stages in the CRM cycle: Reaching a potential customer. Customer acquisition.

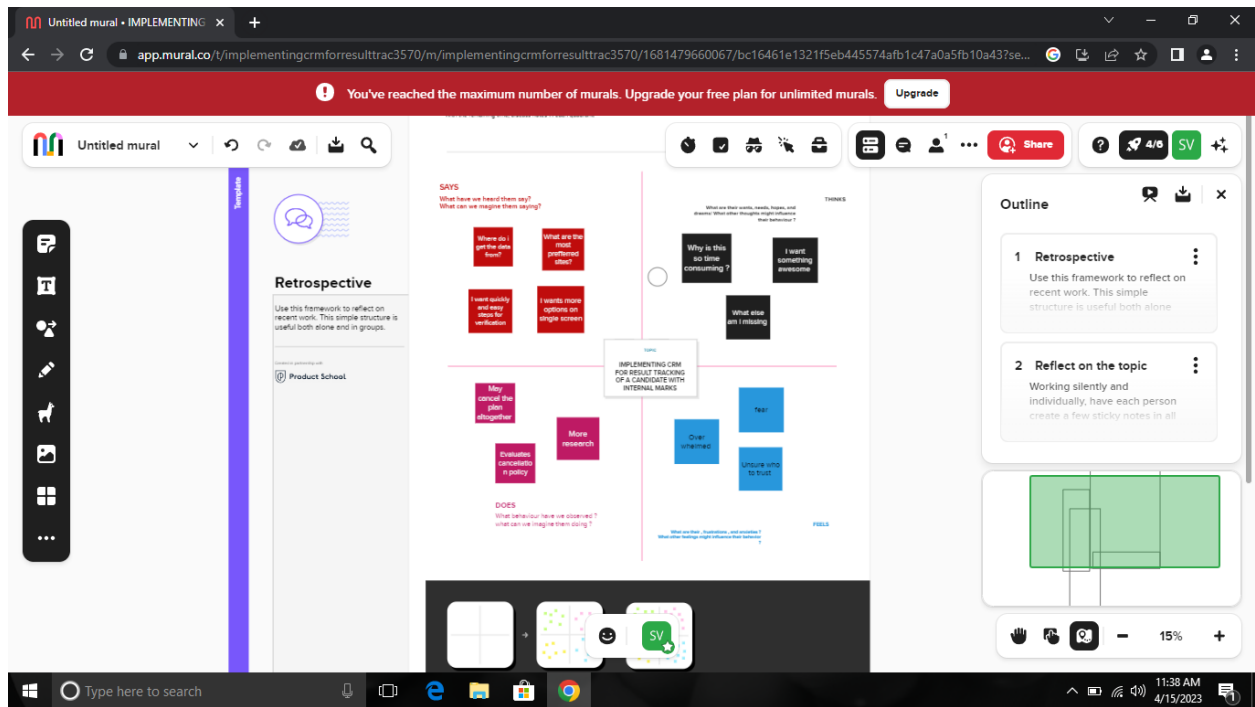
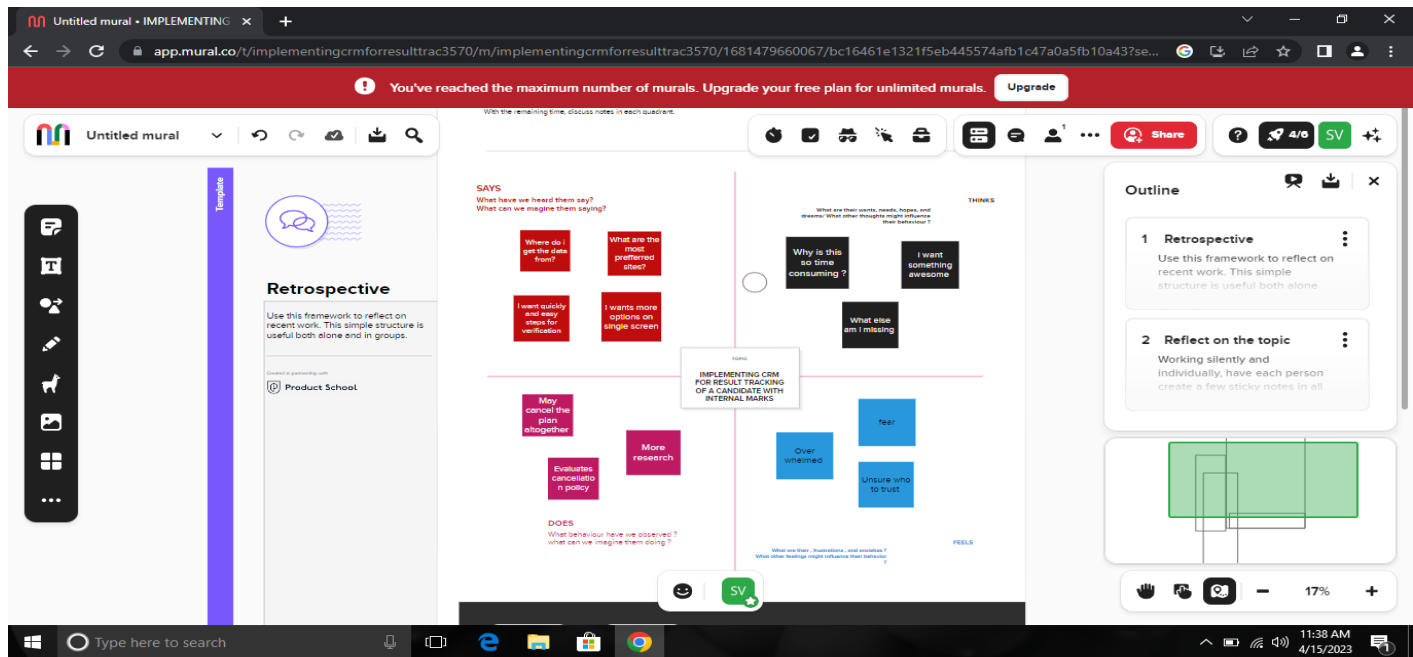
1.2 PURPOSE

Customer relationship management (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.

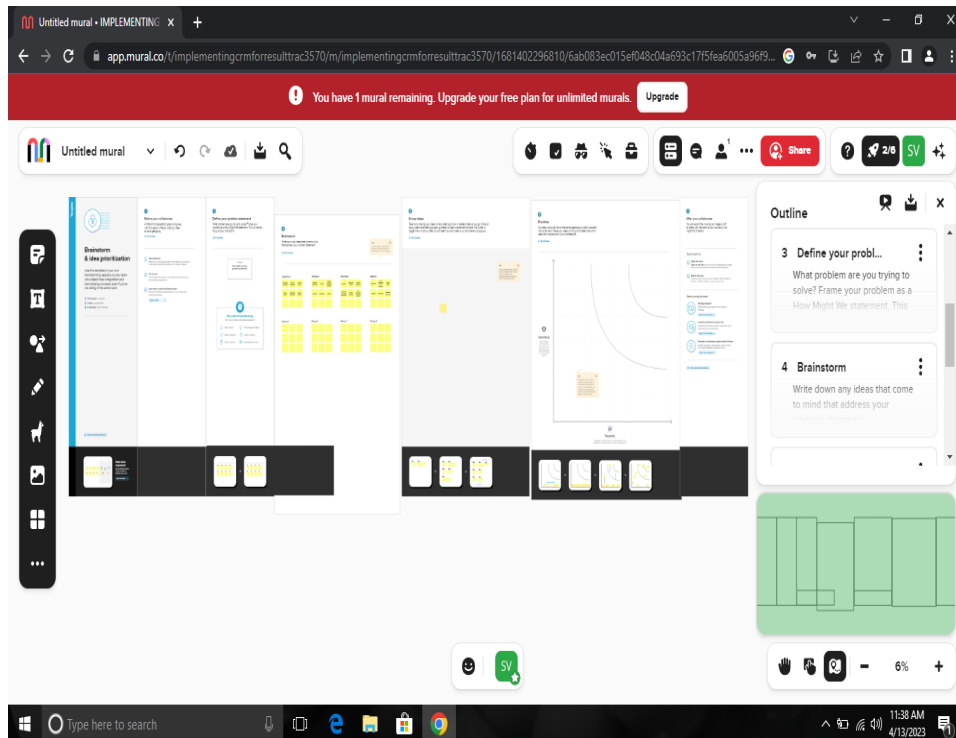
Basically, it helps nurture relationships with customers for long-term sales. Although the underlying principle in CRM is not to squeeze out more profits but to make customers happy, which in turn results in product loyalty and more revenues for the business.

2.PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy map



2.2 Ideation & Brainstroming Map :



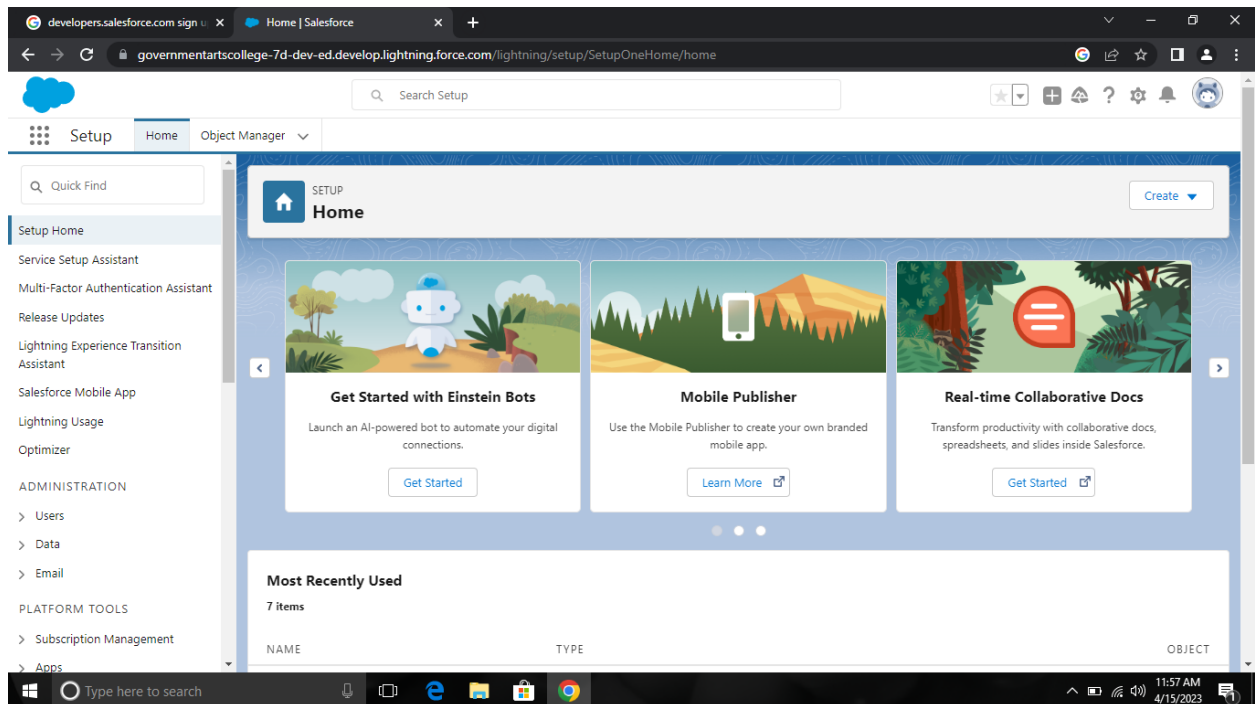
3 RESULT

3.1 Data model

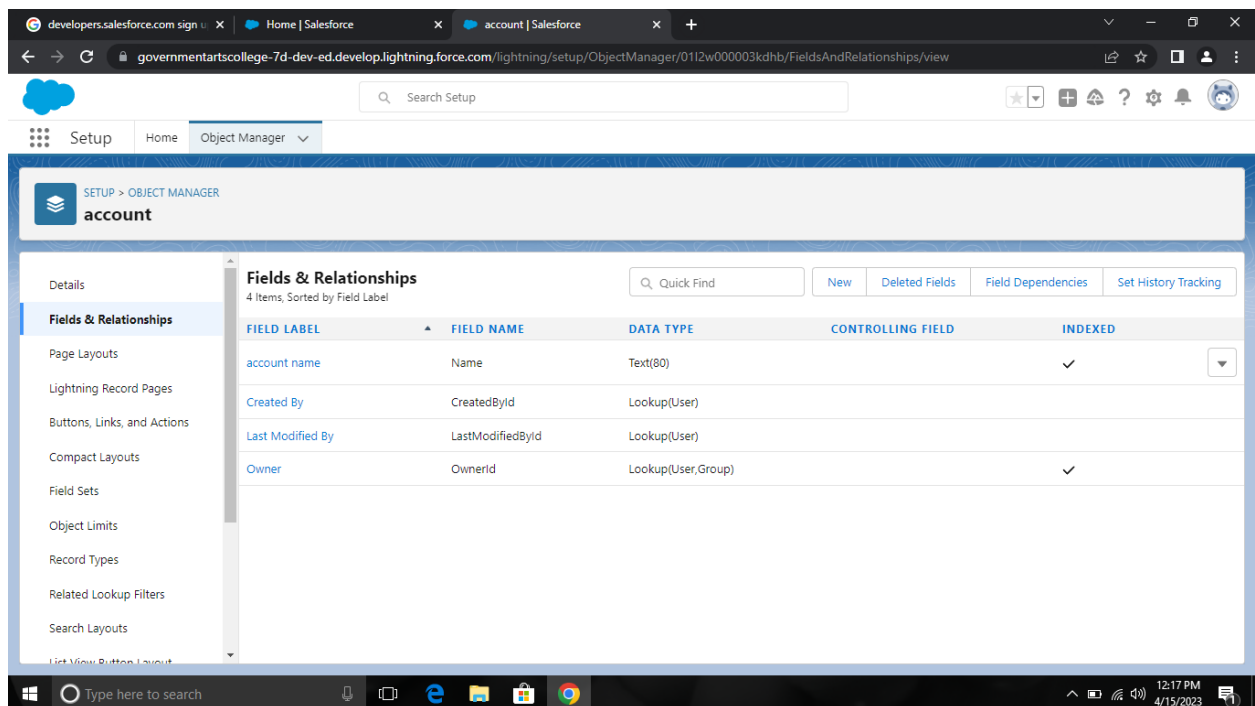
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Account		Field label	Data type
		Account name	Name
		Account number	Text 80
		Account owner	Lookup user
		Account site	text
		Account source	picklist
		Active	picklist
		Annual revenue	currency
		Billing address	address

3.2 ACTIVITY & SCREENSHOT

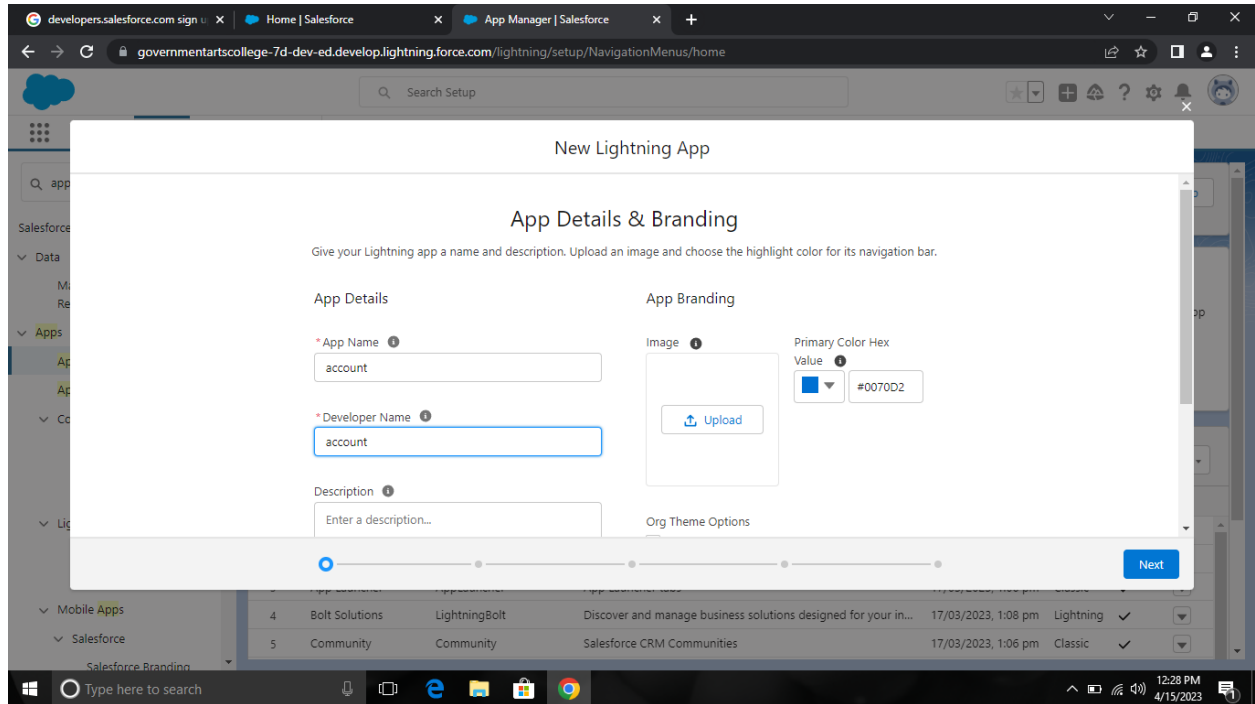
Milestone-01



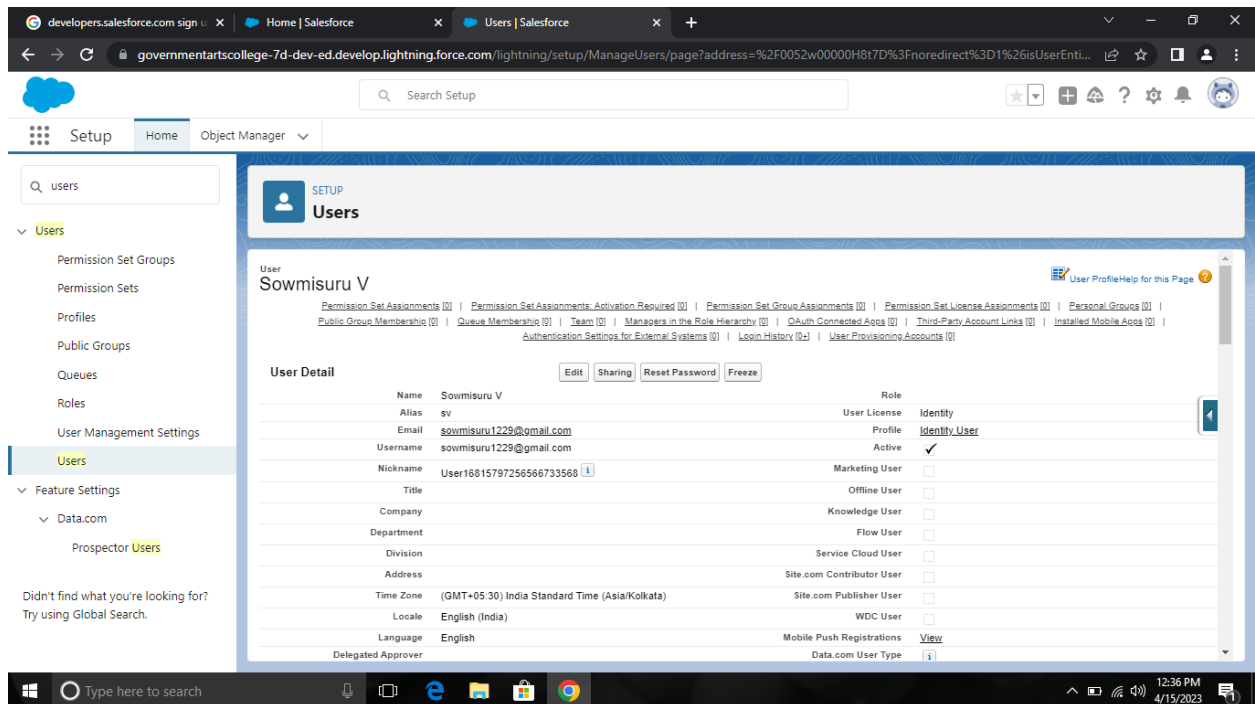
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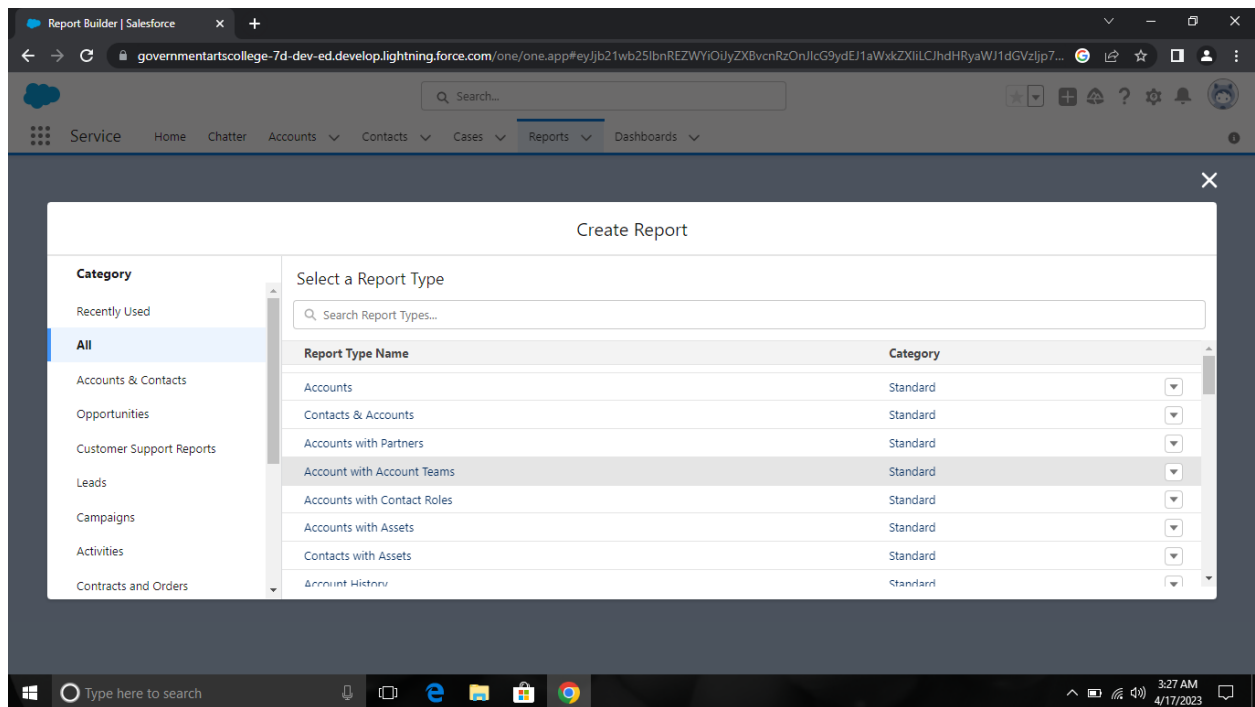
Milestone-03



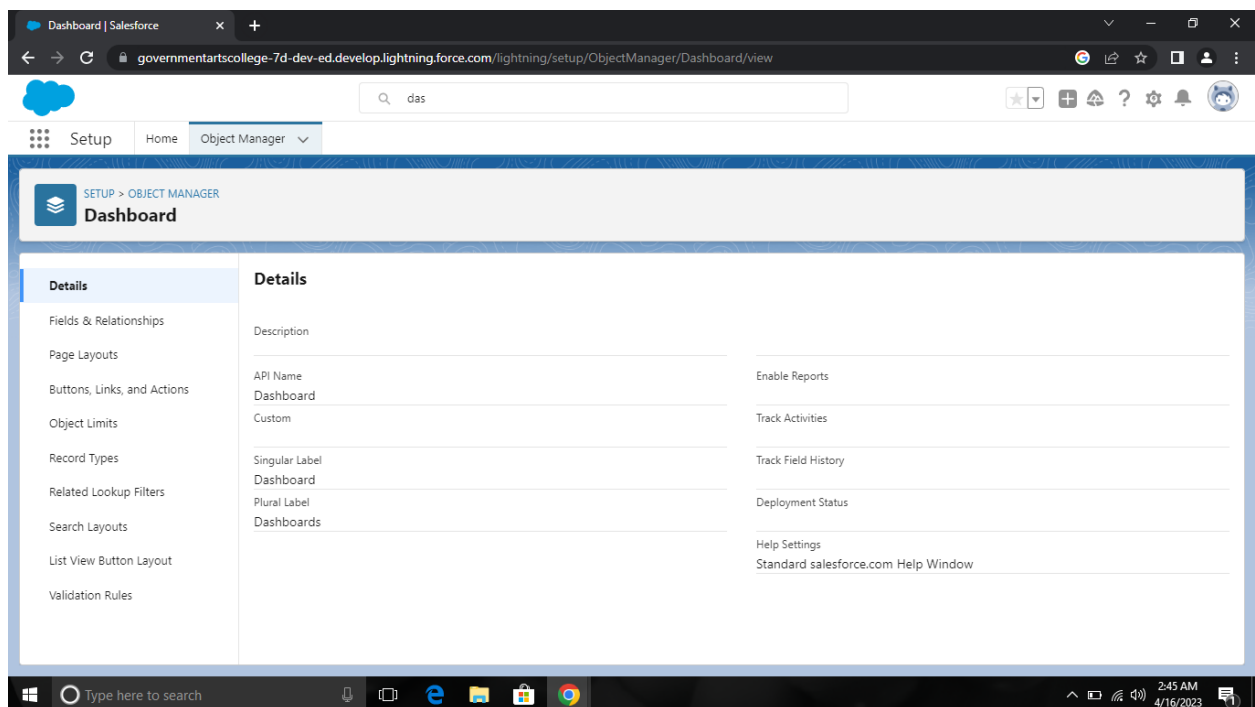
Milestone-04



Milestone-05



Milestone-06



4. Trailhead Profile Public URL

TEAM LEAD –<https://trailblazer.me/id/suruthiv>

TEAM MEMBER 1 -<https://trailblazer.me/id/adhina>

TEAM MEMBER 2 -<https://trailblazer.me/id/pavithra09052003>

TEAM MEMBER 3 -<https://trailblazer.me/id/ssseetha>

5. ADVANTAGES & DISADVANTAGE

A CRM can help you identify customer needs, track feedback, and manage your customer service improvements. The reporting features also allow you to track customer metrics from several different sources, such as help desk metrics, customer satisfaction scores, and more.

Certain business where customer transactions are highly standardised may not benefit from a CRM system. A CRM system works best where personalisation is required in client/company interactions and where there are multiple touch-points over time between the client and the business across departments.

The advantages of a CRM system are available to salespeople, marketing teams, customer service professionals, anybody who interacts with customers in large and small organizations.

6 APPLICATIONS

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CRM can analyze data and generate reports whenever required. There are mainly three types of CRM applications-Operational, Analytical and Collaborative to perform all these activities.

Web CRM applications are excellent as add-on service to your desktop application. As such, you will certainly use the when you can not use your own computer or phone. At the same time, they can be used I companies where most employees work with outlook, but some of them prefer.

7 CONCLUSION

Customer Relationship Management enable a company to align its strategy with the needs of the customer in order to best meet those needs and thus ensure long-term customer loyalty.

CRM in retail allows businesses to make smarter decisions to better serve their customers and maximize profits from repeat purchases. By providing personalized service that caters to their individual needs.

Customer profitability analysis allows you to segment your customers by their profit contribution to your brand and optimize your marketing, customer service, and operations costs around the customer segments who are the most profitable for your brand.

8 FUTURE SCOPE

With the help of a CRM system, companies solve sales problems, increase the productivity of employees, and regularly monitor important financial indicators. According to EPCGroup's analytics, CRMs exploded in 2022, achieving an 11.6% CAGR from 2022-2027.

Report overview. The global customer relationship management market size was valued at USD 58.82 billion in 2022 and is expected at a significant compound annual growth rate CAGR of 13.9% from 2023-2030.