

SHRI RAM INSTITUTE OF TECHNOLOGY



SESSION 2020-2021 - M.C.A. 6thsem

“MAJOR PROJECT”

A Synopsis Work ON

Customer Relationship Management

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Introduction

CRM is a strategy and technology that is used to build stronger relationships between organizations and their clients. ... Some of the strategies of CRM software are planning for targeted marketing campaigns towards specific clients. The strategies used will be relying on the information that is coming from the CRM system.

A brief introduction to the Customer or Client Relationship Management is that it's a strategy used to learn more about customers' needs and behaviours in order to develop stronger business relationships with them. After all, good customer relationships are the heart of any business success.

CRM stands for Customer Relationship Management. It's a technology used to manage interactions with customers and potential customers. A CRM system helps organisations build customer relationships and streamline processes so they can increase sales, improve customer service, and increase profitability.

This project provides online project monitoring using Admin, Project Manager, Developer and Employee, Admin can view project status report, Project Manager post project, Developer can view project status, client can show project status.

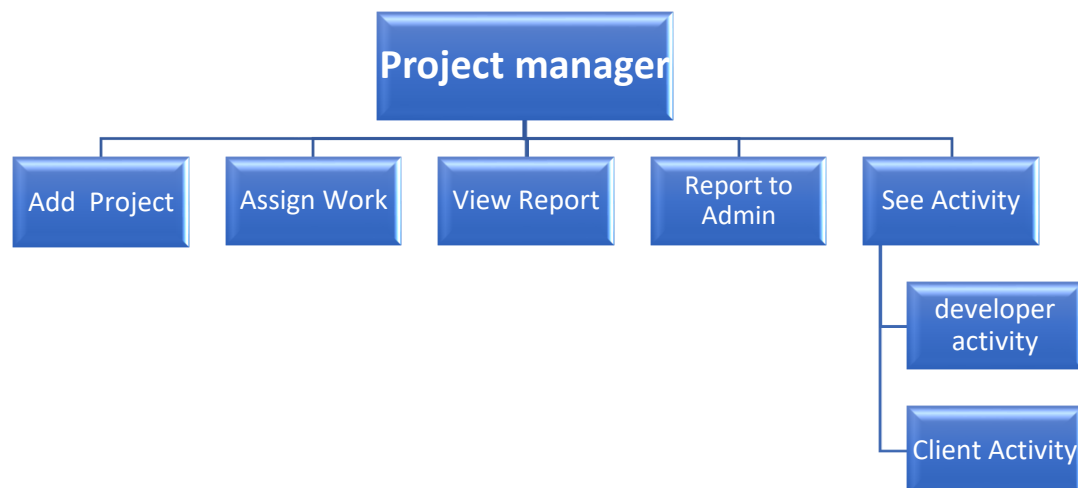
Objective

- ✚ To implement and maintain a central internal software system for all department data which will influence and support internal business processes.
- ✚ To create a 'one point entry' data flow, identified by the individual processes.
- ✚ To increase customer awareness and service by making internal data accessible and decrease the Company representative correspondence time with the customer.
- ✚ Customer Relationship Management (CRM) is an enterprise-wide strategy for presenting a single face to the customer.
- ✚ A long-term relationship with customer gives the service marketers a competitive edge.
- ✚ A company's revenue, profit and market share come ultimately from the customers.
- ✚ The need for building a relationship has become the essential part for the long-term success of the organization.
- ✚ The process of CRM involves creation and management of data mines, development of appropriate organizational structure, investment in technology and development of people.
- ✚ CRM remains at the top of the minds of marketing professionals.

Module: Project Manager

The CRM Manager collects customer data and analyses them to establish an action plan to earn their loyalty. It is an ongoing optimisation effort to individualise the customer relationship.

He works with many colleagues, including the Email Marketing Project Manager, Web Project Manager and E-Commerce Project Manager.



❖ Project Manager

- Add Project
- Assign Work
- View Report
- Report to Admin
- See Activity
 - developer activity
 - client activity

Front-End and Back-End

After making the python program the structure which comes after running in front of user called Front End. Lookup of webpages and applications come under the Front End... Several technological tools will use for front end in this project; each is summarized in the sections that follow:

HTML: Html stands for hypertext markup language. A markup language is a language that annotates text in a way that is syntactically distinguishable so that the computer can manipulate it. It is a set of markup tags used to describe web pages. The tags are what separate normal text from html code. They are the words between these. Markup is what html tags do to the text inside them. They mark it as a certain type of text. Html documents contain html tags and plain text.

CSS: CSS stands for cascading style sheets. It is used to control the style and layout of multiple web pages all at once. Styles define how to display html elements. They are stored in CSS files. Style sheets contain rules, composed of selectors and declarations that define how styles will be applied.

JavaScript: JavaScript is the scripting language of the web. All modern html pages are using JavaScript. A scripting language is a lightweight programming language. JavaScript code can be inserted into any html page, and it can be executed by all types of web browsers. JavaScript is easy to learn.

Bootstrap: Bootstrap is a free and open-source front-end framework for designing websites and web applications. It contains html and CSS based design templates for typography, forms, buttons, navigation and other interface components, as well as optional JavaScript extensions. Unlike many earlier web frameworks, it concerns itself with front-end development only.

TECHNOLOGY USED

- **FRONT- END**

- HTML
- CSS
- JavaScript
- jQuery
- TypeScript

- **BACK- END**

- Python
- Django (Framework)

Hardware Requirement

- ✓ Processer – 64 based i3 Processor.
- ✓ RAM – 4'GB.
- ✓ Hardware – 512'MB.
- ✓ Display type – Standard VGA or SVGA card.

Software Requirement

- ✓ Operating System – Windows 10
- ✓ Frontend – HTML, CSS, JavaScript.
- ✓ Backend Technology – Python with Django Framework.