

An Android Application for Customer Relationship Management

Mahalakshmi C¹, Chandrababha.K²P.G. Student, Department of MCA, Alagappa Chettiar College of Engineering & Tech., Karaikudi, Tamilnadu, India¹Assistant Professor, Department of MCA, Alagappa Chettiar College of Engg & Tech., Karaikudi, Tamilnadu, India²

ABSTRACT: Customer relationship management (CRM) is a combination of people, processes and technology that seeks to understand a company's customers. It is an integrated approach to managing relationships by focusing on customer retention and relationship development. This system is virtual so anybody can use this system does not require any physical offices or environment. It is designed to help businesses manage many of the following business processes: Product details, marketing, track leads, contracts, customer data, customer interaction, customer support, clients and contacts, support partner relationships, access business information, defect correction. A cloud-based system is designed to be flexible with expanding capacity so a business can scale up (or down) their CRM depending on current business needs. Typically costs of the CRM, which is often based on the number of users and storage requirements also scales up and down as your requirements change. The overall goals are to find, attract and win new clients, nature and retain those the company already has, reduce the costs and time of marketing and client service.

KEYWORDS: Track Leads, Contracts, Customer Interaction, Defect Correction, Customer Retention.

I. INTRODUCTION

The basic CRM strategy is based on the traditional idea that knowledge of customer and commitment to service the customer is the best method of developing a sustainable competitive advantage. CRM is an integrated approach to managing relationships by focusing on customer retention and relationship development. CRM has evolved from advances in information technology and organizational changes in customer centric processes. Companies that successfully implement CRM will reap the rewards in customer loyalty and long run profitability. CRM is a widely-implemented strategy for managing a company's interactions with customers, clients and sales prospects. It involves using technology to organize, automate and synchronize business processes and sales activities but also those for marketing, customer service and technical support. This system is virtual so anybody can use this system does not require any physical offices or environment. Owner can communicate and provide service through this system and also client can access and track his status and his project status as well as getting further information about the projects and upgrades. CRM software is a category of software that covers a broad set of applications designed to help businesses manage many of the following business processes: Product details, marketing, track leads, contracts, customer data, customer interaction, customer support, clients and contacts, support partner relationships, access business information, defect correction. While CRM software is most commonly used to manage a business-customer relationship, CRM software systems are also used in the same way to manage business contacts, clients, contract wins and sales leads. One main benefit of CRM software delivered in the cloud is scalability. A cloud-based system is designed to be flexible with expanding capacity so a business can scale up (or down) their CRM depending on current business needs. Typically costs of the CRM, which is often based on the number of users and storage requirements also scales up and down as your requirements change. In most cases scaling up is as simple as contacting your cloud CRM vendor and requesting changes to your implementation. CRM software is used in the enterprise, however many products scale and can be used in a business of any size. The overall goals are to find, attract and win new clients, nature and retain those the company already has, reduce the costs and time of marketing and client service and the objective is to simplify marketing and sales process, to make call centers more efficient, to provide better customer service, to discover new

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customers and increase customer revenue, to cross sell products more effectively. The CRM processes should fully support the basic steps of customer life cycle.

II. CRM

CRM is about making each and every customer feel like they have a one-to-one relationship with you.

The CRM includes,

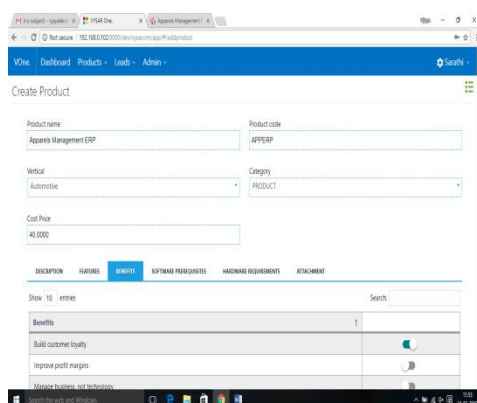
1. The product management module includes create product details such as product id, product name, descriptions, s/w versions, tools, image, features, hardware/software requirements, prerequisites that are used to display marketing page.
2. The lead management module includes lead creation, lead tracking, proposal, quotations, Contract/payments, status after accepted the process leads converted to customers.
3. The defect management module includes defect details such as id, date, product, customer Information, status, deadline, created maintenance information, correction and repair the product.
4. The support and service module includes AMC contract, ticket for products, customer care, Feedback maintenance.

III. RELATIONSHIP WITH CUSTOMERS

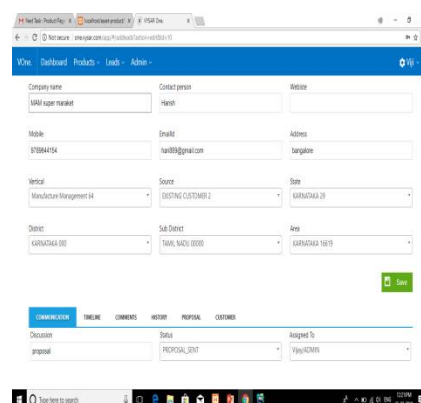
Organizations structure their efforts around customer segments than products to deliver customer satisfaction. Organizations deploy objectives, goals and performance measures, which measure customer satisfaction/dissatisfaction and input the outcomes into their plans and strategies. Scope of this project is to deliver a customer relationship management (CRM) system to track the customers' status. This CRM system will include the module such as analysis, emailing, user control, promotion management. This CRM system will be a web base application which the user can access through most of the internet browser available in the market. By using the analysis module, marketer is able to analyze the market easier. After analyzed the market, the marketer was able to generate a list customers by selecting parameters. For examples, the marketer user can generate a list of customer who was continuous decreasing their monthly purchase amount.

IV. EXPERIMENTAL RESULTS

Figures show the results of CRM. Figs. (a) Product creation. (b) Lead details (c) New E-commerce site (d) updated details (e) terms & conditions (f) lead list.



(a)

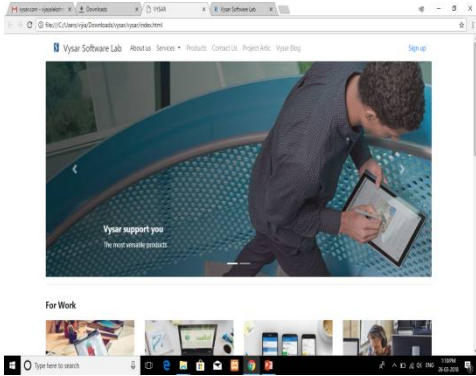


(b)

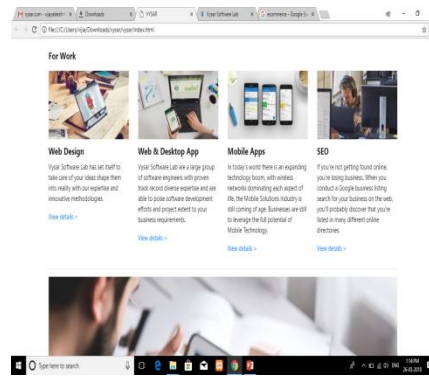
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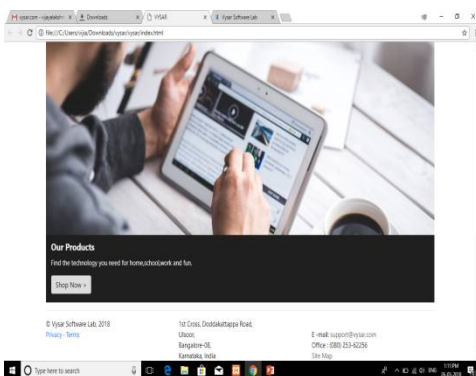
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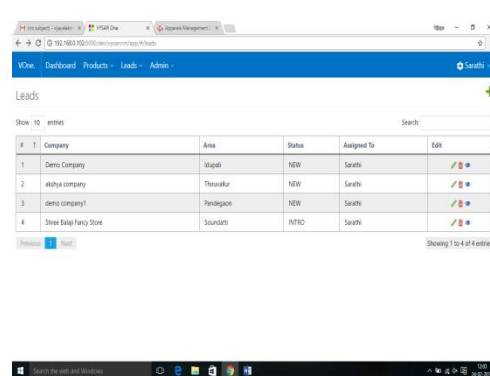
(c)



(d)



(e)



(f)

V. CONCLUSION

The companies know that its cost is more to acquire new customers than to get an existing customer for making a purchase. CRM is based on the basic marketing belief that an organization that knows its customer like an individual. For the collection of the customer database, they are using the customer service system, call center e-commerce, web marketing, operation system than get the complete information of the customer and the sales system. In the practice, the CRM system is the range from automated customer contacts system to the company wide pooling for the customer information. The customer satisfaction is the main point which is the important thing in every industry. By apply the CRM in the industry, the customer will be satisfied with the service of the company and will be a customer loyal for the company.

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