



Consumer Relationship Management

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ABSTRACT:

Consumer relationship management (CRM) is a combination of people, processes, and technology that seeks to provide understanding of customer needs, to support a business strategy, and to build long-term relationships with customers.

Successful utilization of the integrated technology requires appropriate business processes and organizational culture to adequately address human behavioral elements. Because it's not merely a technology resolution, success in CRM business revolves for the most part around individuals

Consumer relationship management (CRM) can help organizations manage customer interactions more effectively to maintain competitiveness in the present economy. As more and more organizations realize the significance of becoming customer-centric in today's competitive era, they adopted CRM as a core business strategy and invested heavily. CRM, an integration of information technology and relationship marketing, provides the infrastructure that facilitates long-term relationship building with consumer at an enterprise-wide level.

Keywords: Authentication, Authorization, Android and Webpage.

1. INTRODUCTION:

“Top Indian telecoms carrier Bharti Airtel lost virtually one million mobile customers in Gregorian calendar month, information discharged by AN business body showed, as carriers within the world's second-biggest wireless services market continue to disconnect inactive users in a clean-up drive.” (Airtel, Vodafone Idea Lose Cell Users, 2012).

Losing client could be a drawback facing by each organization. Why customer was turnover? There are several reasons for a client to turnover like wrong product valuation, poor store atmosphere, lack of product data, terrible client service and different. One amongst the elemental reasons of client to turnover is weak relationship with the client. A weak relationship with customers is not possible to possess high loyalty customers. Client can invariably just like the company build them feel higher, and that they are going to be loyal to those company. All of the businesses having the client defection rate, they have to have an answer to decrease their client defection rate. The tool to decrease the customer defection rate is customer relationship management (CRM). CRM can help the company to identify, acquire, satisfy and retain profitable customers from existing customer base.

Why the issue of losing client is significant. The losing of client additionally implies that the profit of the corporate was decrease. In different words, decrease the client defection can increase company's profit in the least.

2. SYSTEM ANALYSIS:

EXISTING SYSTEM:

The existing system isn't well economical that provokes to develop the new system with some modifications in the older system where needed. If the existing system is not that a lot of economical, as needed for higher results & performance, then it ought to be born-again into the CRM: sales department automation, new advanced & a lot of economical system. The new system ought to be well economical, quick as compared with the older one to indicate higher results than previous one.

PROPOSED SYSTEM:

The project is to develop a system, that can be useful in management of client, sales, and grievance knowledge effectively to manage relationship with client effectively. Correct management of sales knowledge will be used for playing varied kind of study, that will be used for coming up with selling ways and sales coming up with in effective method.

3. DEVELOPMENT ENVIRONMENT:

HARDWARE REQUIREMENT:

Processor : Intel core i5
Installed memory (RAM) : 8 GB
Hard Disk : 500 GB
Operating System : Windows 10 - 64 bit

SOFTWARE REQUIREMENT:

Web application : Php
Server : Apache or Firebase
Front End : Android

4. MODULE DESCRIPTION:

4-1-1 Security Features:

User Management: The user system should including add, modify and delete user. The system admin ought to be able to manage the account of internal user such raise employees. the purchasers can register the account within the system. every client can use a special access code and their IC to bind their user account with their profile.

User Authentication: Users ought to give their login ID and countersign when they access the system.

Group Creation and Management: Each user shall be outline and belong to at least one or additional cluster. Example of user teams is admin, manager, client. The admin shall able to produce and maintain the cluster setting.

Pages permission: The pages permission allows a user group to modify the actions of a particular page. For instance, an admin user can only regulate the system and the user.

Change Password: Each of the users ought to enable change their user's account Arcanum if they feel their Arcanum isn't secure any longer.

4-1-2 Analysis

Customer Filtering: The system ought to enable the user to filter an inventory of shoppers base on customers' info like demographic info. After filtering, the system should display a simple summary of the list of customer. For example, is should show. what is the overall variety of client filtered, what's the magnitude relation of client from male to feminine.

Customer profile: It shall embody a page to look at the customer's profile. within the profile, it ought to show all the client demographic information, customer's analysis, purchase history, purchase behavior et al..

Product Analysis: The system ought to enable the user to pick out a product and analyze it. The analysis should show which type of customer is buying the product, which outlet is the hot selling and others.

4-1-3 Promotion Tools:

Promotion Creator: The system should allow the user to create a new promotion. The promotion ought to embody the promoted product, promotion title, start date, finish date and also the promotion detail. Beside these, the promotion should also available to select one or more outlet to apply.

Select Promotion Target:The system ought to permit user to filtrate an inventory of target client for the promotion. the instance of filter is that the client info, the client UN agency ne'er however the promoted before et al..

Assign Promotion Target: The system ought to assign the list of targeted client to the worker of the outlet wherever the client registers as task.

Send Promotion:The system ought to embody the plugin to let the user send the promotion detail to the purchasers. The system should include various methods to send the promotion. The method should include email, phone calling, SMS and other methods as well.

Detect Customer Respond:The system ought to use numerous ways to observe whether or not the client is responding to the sent promotion. the instance of methodology is to observe is that the client shopping for the merchandise in promotion amount.

Promotion Analysis:The system ought to enable the manager to examine the promotion's performance. The analysis's purpose is to show the relationship of the promotion effort and the feedback of customer

5. SYSTEM ARCHITECTURE

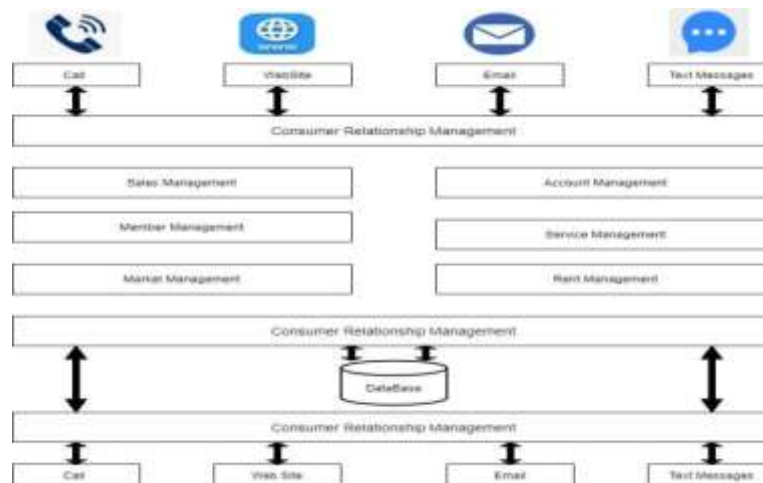


Fig: System architecture

6. CONCLUSION:

In conclusion, customer leaving is the problem faced by all of the organization. This problem is no method to solve completely because every customer was unique and changing every day. This downside was serious as a result of it'll directly have an effect on the profit of the company; the tactic to decrease the amount of client exploit is increasing client loyalty. The proposed solution to decrease the customer retention in this project is applying the customer relationship management (CRM) system to the organization. This CRM system can facilitate the corporate to possess a lot of clearly and critically read to the client, then increase this customer's loyalty and keep the shoppers before they leave.

This project was developed a CRM at the tip. This CRM system was achieve the objectives of the project. The objectives were done by modules of the system. The modules included customer segmentation and filtering, system page management, customer profiling and promotion management tools.

Future Enhancement:

There are some enhancements available for this project. The first improvement is that the module of the system. This CRM isn't complete and still have tons of house to expand. The module may be else enclosed sales department Automation (SFA), Service Automation, selling Automation et al.. whereas the system else these modules, this CRM are a lot of complete and a lot of powerful for the organizations Beside the modules, this system can be improve to be more merge able with another Enterprise Resource Planning (ERP) System. The system will add module to customise the reference to alternative system's information, and build it adaptable to most of the information style of alternative ERP system. thus this CRM may become a lot of standalone system however adaptable to alternative systems at identical time.

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