CRM Model for Smart Kid'z Preschool

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A B S T R A C T

Customer relationship management is abbreviated as CRM. Customer relationship management is not a new concept by any means. Businesses are investing more and more in order to better understand and serve their customers, since it is now commonly understood that this will have a significant impact on their future performance and profitability. Although the idea of customer relationship management has existed since people first began trading goods, the name "CRM" didn't officially exist until the mid-1990s.

Businesses are already investing billions of dollars on customer relationship management (CRM) solutions, which are programs and services that help companies manage customer relationships more successfully across all direct and indirect customer channels. For this reason, the CRM technology market is blowing up. Calls between customers and employees in the customer care department must be recorded in order to analyse the voice and maintain control over the customer-employee relationship since "the customer is always right." Businesses that prioritize their relationship with clients over all other aspects of their operations struggle with "how to keep eyes on employees" and spend a lot of time listening to recorded calls. Since most CRMs have trouble transferring data from the company database to the CRM database, this can be costly and time-consuming. A new tool is required to move data from the current database to the server side, where it can be imported or previewed in a CRM database.

Keywords: Customer Relationship Management, Streamlined Enrollment, User-friendly Platform.

1. Introduction

This project, "CRM model for preschool," focuses on a particular facet of customer service. The field of education is inundated with data; your institution or school needs a method to arrange this data from a single, central location. This includes everything from student contact information and learning analytics to operational and administrative systems. Managing a lot of data on different inquiries, student admissions, and enrollments in different courses can be challenging for schools. Customers can participate in numerous activities offered by schools or colleges by using the given method to inquire about a certain college or school rather than asking random questions here and there. With the use of a CRM, educational institutions may gather and handle data to give staff and students the greatest experience possible.

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1.1 Problem Statement

- Customization for Preschool Needs Is Limited.

- Communication channels that are not working well.

- Poor Parental Involvement.

- Privacy Issues and Data Security.

- Combining Preschool Operations with Integration.

- Both usability and scalability are important.

- Absence of analytical understanding.

1.2 Objectives

- Improve Parent-Teacher Communication.

- Streamline Enrollment Processes.

- Centralize Student Information.

- Automate Administrative Tasks.

- Ensure Secure Storage of Sensitive Information.

- Support Scalability.

- Improve Teacher Time Efficiency.

- Customize to Preschool Processes

2. Literature Survey

A business strategy that integrates people, processes, and technology to maximize customer relationships" is the definition of customer relationship management.

[1] Rosenberg "A management philosophy that is a complete orientation of the company toward existing SPECIALUSIS UGDYMAS / SPECIAL EDUCATION 2022 1 (43) 8449 and potential customer relationships" is another definition of customer relationship management [2]. characterizes the customer relationship management component of business as being extremely dynamic and makes a strong case for the need for companies to be proactive in creating pertinent programs and initiatives if they want to be competitive in their respective industries. [3]. The necessity for customer relationship management is attributed by Sinkovics and Ghauri [4] to the high cost of direct sales, the intensity of competition worldwide, and the demand for knowledge regarding a variety of business-related topics. A global trend in customer relationship management, according to Peppers and Rogers [5], is connected to the shift from the transactional to the relationship model. Stated differently, Peppers and Rogers contend that meeting consumer demands with prompt transactions is insufficient to guarantee the sustained expansion of enterprises.

Rather, companies need to work to build lasting relationships with their clients in order to be adaptable enough to satisfy their ever-increasing demands and win their enduring loyalty. Businesses who ignore this trend in the global economy, according to Peppers and Rogers, run the danger of losing market share and future growth prospects. One of the most crucial resources for the study is the book "Relationship Marketing and Customer Relationship Management" by Brink and Berndt [6]. The Customer Touch Map idea and the role of IT in supporting customer relationship management are explored in depth in this book. Mathur's research [7] adds significantly to the field of study that will be the focus of the investigation. The author specifically provides a broad range of particular customer relationship management strategies and tactics employed by global firms. The study's scope can be expanded by comparing Mathur's findings to the primary data findings in the suggested investigation.

On the other hand, Khurana [8] goes into considerable length regarding the notion of customer relationship management, along with the advantages and disadvantages of various pertinent software systems. An further noteworthy resource for the research is the third edition of Pradan's [9] "Retailing Management." Customer relationship management is highlighted by Pradan as an emerging facet of retail marketing and its importance in guaranteeing the long-term viability of retail enterprises. Raab et al. (2008) [10] address customer relationship management problems from a worldwide viewpoint in their paper "Customer relationship management: a global perspective." The significance of this particular study to the suggested research can be seen by contrasting the ideas of customer relationship management with those applied by other multinational merchants in a global market place.

3. Proposed System

By giving the educational sector a model like the Customer Relationship Model, the suggested effort allows it to use technology at a wider aspect. Schools, colleges, and universities can manage connections with students, parents, staff, alumni, and other stakeholders by using the customer relationship management (CRM) approach. Everything from enrollment and academic progress monitoring to fundraising administration and reporting capabilities is covered throughout the whole student lifecycle.
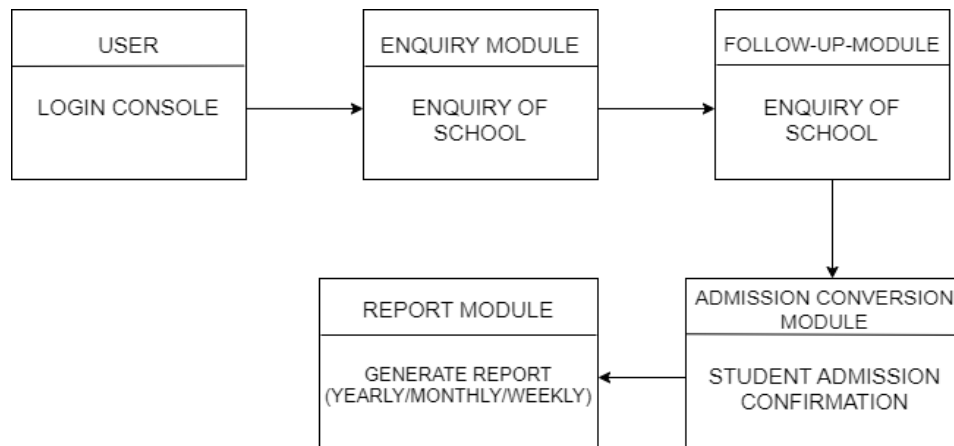
Fig. System Architecture of Proposed Work

4. Proposed Methodology

The following model is proposed by introducing four very crucial modules that tend to be very important parts of entire system to make it efficient and easy to use. This system is designed to be an admin handled model.

1. Enquiry from module

2. Follow-up module

3. Admission conversion Module

4. Report module (weekly, monthly, yearly)

These modules deal with different aspects of admission process for a preschool and ensure a secure process . This whole system uses react technology to be developed and database connectivity held with SQL.

1) Enquiry Module-

Enquiry moule is wholely managed by the admin itself. If any enquiry comes about the preschool then all the information related to that customer or say enquiry is stored in the database of this system by filling up this basic enquiry form that is provided by the CRM software. This information updates the database by filling up, all the neccessary information related to that particular admission or customer , for example , his name, contact no, address, age ,interested course , and state of his interest in the particular institute. This is necessary in-sense to get in contact with the enquired person in the future to discuss about the admission process and there confirmation.

1) Follow-Up Module-

Follow-up module is also admin handled and it deals with sending the follow ups to the customer or person that has involved himself in the enquiry process. This system allows the admin to send follow notifications through emails or text messages to remind the school to take follow up about the person that has made an enquiry about the school in the past to confirm their admission for further process.

2) Admission Conversion Module-

In this module all the confirmed admissions after the follow up will be finally converted as the confirmed ones with all the details and documents they have provided and all of these documents will be saved in the database of the system.

CRM module provides you the form in which all the submitted documents has to be uploaded our filled up and has to be saved as for the future records.We can also preferably update these documents.

3) Report Module (weekly , monthly,yearly)-

The final report about the status of the student and its required documents or any updation process will be generated through week , month , year.

5. Benefits of the Proposed System

- Streamlined enrollment process.

- Centralized students information.

- Time saving process.

- Secure storage of sensitive information.

- Scalability.

6. Conclusion

Conclusively, the utilization of a Customer Relationship Management (CRM) model in preschools exhibits considerable potential for revolutionizing and refining the field of early childhood education. Preschool environments that are more cohesive, effective, and efficient are made possible by the many advantages and features of a well-designed CRM model. All things considered, a properly executed CRM model for preschools is essentially a flexible and dynamic instrument that not only meets the demands of early childhood education today but also establishes the groundwork for future innovation and ongoing development. The CRM model helps to create a productive and happy learning environment for teachers and students by encouraging teamwork, maximizing communication, and embracing technology improvements.

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Example of journal paper:

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