

Advance Customer Relationship Management Android System

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Abstract: Customer Relationship Management is a company's new and trending approach to enhance its interaction with customers and sales prospects. To simplify and improve client interactions, enhance quality of customer service, discover new clients and increase the overall revenue of the company. The Customer Relationship Management processes will fully support the basic steps of customer life cycle. Customer Relationship Management software enhances the quality of service provided by the organization and improves its overall efficiency. The improvements in the quality of service of the company will lead to decrease in overall costs of the organization. The use of such an integrated system will help the different branches of the organization in taking decisions cohesively and hence improve decision making capabilities of the company and also increase enterprise agility. One of the major goals of the project is to acquire more and more customers for the organization. Satya Education Street Private Limited is a Private Company incorporated on 28 January 2011. It is involved in Higher education such as post-secondary/senior secondary sub-degree level education that leads to university degree or equivalent overseas. The overall goals are to find, attract, and win new clients' nature and retain those the company already has, entice former clients back into the fold, and reduce the costs of marketing and client service.

Key Words: Relationship Management, leads, discount, meetings

1. Introduction

The company guides students who wish to pursue higher studies abroad. The company's traditional way of functioning is completely manual. The students who enquire about the courses offered by the company are asked to fill forms manually and these forms are to be stored in registers. The students who register themselves with the company are given a handwritten bill of their payment and the calculations of the overall cost (including the service tax) are done manually. The forms of the registered students are then sent to the different

chancellors of different countries regularly and the students are sent to them for further guidance. Further, the marks of the students appearing for different international entrance exams (such as GRE, TOEFL, etc) are informed to the students via phone calls or in person. As the company has various branches across different locations, the task of getting a concise and consolidated view about the progress of the overall company through such scattered manual system has become difficult for the administrators of the company. Also the forms of the unregistered students are to be stacked separately and sorted according to the dates their follow-up are to be taken which is another tedious task. Customer Relationship Management is the term used for the tools and techniques that are implemented to manage the company's relations with its customers. The CRM software helps in automating all the manual functions of an organization. It helps maintain a centralized database to store all the information required by the different modules of an organization. The customized software is designed to automate all the processes of the company. The forms for students will be filled via a website or android application eliminating the paper forms. The information will be stored in a single and centralized database. The administrator will be able to view the form of a student, the number of students registered and their details, the student's names whose follow up are to be taken on a particular date through an Admin panel which can be accessed only by the administrators. The bill to be given to the customer will be generated through the website. The calculations to be done will automatically be performed in the invoice page of the website. The marks of students can be uploaded on the website and the students will get a notification on the company's app installed in their mobile devices. The Admin panel will help the administrators to have an integrated view of the company and give an insight about its progress..

2. Ease Of Use

A Good CRM Solution records your customers contact information the details of your relationship and every interaction - whether by phone or email, and nowadays across other channels such as social media or even your customer help desk.

3. Proposed System

The proposed system consists of an Admin Panel which can be accessed by the administrators of the company as well

as its employees. The Admin Panel will consist of a dashboard with a follow-up list on it. It will also have a list of students and their details. The administrator can also upload all the mark sheets of the student through the Admin Panel. The system will also consist of a student panel where the students can fill and edit their form as per their requirement. The invoice will be generated online on the website and the calculations such as service tax, balance amount will be automatically entered in the invoice page once the amount to be paid and amount paid are entered respectively. The android application will update the students about the progress of their applications. The mark sheets uploaded by the administrator will be received by the students through the app. The entire system will consist of one database.

will also make the entire system more cohesive. We are going to use PHP, CSS, HTML and android studio software for the development of the website and android application respectively. The hardware to be used is the computer and mobile phone through which all the functions will be carried out

3.Future Scope Picture



Fig -1: Figure

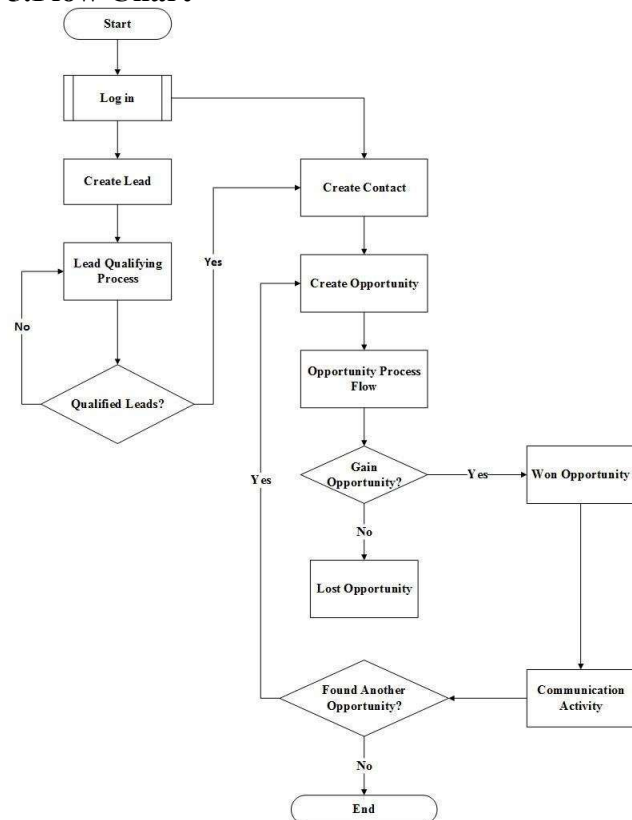
4.Problem Facing:

CRM initiative solely driven by IT team without management buy-in.

1. Business users unclear or unconvinced on benefits of CRM.
2. Management not willing to commit to enforce CRM adoption.

3. Underestimating Change Management demanded by CRM.

5.Flow Chart



6.Conclusion

The customer relationship management has simplified the handling of customer of many industries. Therefore, after few years CRM will be the important and better project for customer management.

7.References

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