

Customer Relationship Management based Customized System Development

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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.

Keywords:- Customer Relationship Management (CRM) software, admin panel, android application, central database, automated invoice and online student status updating module.

I. 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 very 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.

II. LITERATURE SURVEY

A. The Pre-implementation Plan of CRM System

Customer relationship management (CRM) has the potential for achieving success and growth for organizations in the nowadays environment of extensive competition and rapid technological development^[1]. CRM enables companies to know their clients better and helps in building sustainable relationships with them. However, CRM is considered as a buzzword and it is not understood well. The main components of CRM are people, technology, and processes. This paper provides an extensive review of the literature regarding the CRM processes. This review aims to increase the understanding of the different perspectives and the various types and levels of CRM processes. This paper reveals that there are four major perspectives of CRM processes which are customer facing level processes, customer oriented processes, cross functional CRM processes, and CRM macro-level processes. This paper recommends that for ensuring the successful adoption and implementation of any CRM initiative, organization should understand the different levels of CRM process and the integrated activities among the CRM processes at each level. In addition, for organizations to be successful adopters and implementers of CRM programs/systems, they should understand the need for business process reengineering and effective anticipation and management of the change that may accompany any CRM initiative. This paper suggests a pre-implementation plan for CRM systems. Such a plan aims to initiate and communicate a customer-oriented trend within the organization. This step emphasizes on increasing the understanding of CRM concept and communicating and spreading the knowledge of the promising benefits of CRM programs/systems to all parties in the organization. All that will contribute in increasing the success rate of CRM programs/systems implementation.

Among the reasons for the little consensus around the meaning of CRM are;

- (i) The different academic backgrounds of the researchers and scholars,
- (ii) CRM is still an emergent perspective and needs more time and studies to reach the consensus, and
- (iii) The multidisciplinary nature of CRM where it is a combination of management, marketing, and its disciplines.

The failure rate of CRM implementation is quite high. In 2001 the failure rate of CRM projects was estimated to be from 55% to 75%. In addition, approximately 70% of CRM projects result in either losses or no bottom-line improvement in company performance. Many researchers indicated for the various roles for the element of CRM processes in the high percentage of

failure of CRM projects. Obviously, from the most important factors that contribute in the increase of the success rate of CRM programs are:

- (i) The effective management of the business process change
- (ii) The successful alignment between business processes and IT operations, and
- (iii) The understanding of CRM

On the other hand, among the main failure causes or factors of CRM initiatives are

- (i) The failing to re-engineer business processes,
- (ii) The business process not redefined prior to CRM implementation, and
- (iii) The difficulty in measuring the effectiveness of CRM deployment^[1].

B. Customer Relationship Management (CRM) and its risk factors:

Today, the relationship with clients is highly regarded, and many of the organization's or company's strategies are established based on them. But as much as this issue is important, considering the risk factors and the challenges is very important and vital as well because the lack of importance may cause failure of the project. In this section, a few of the important risk factors for customer relationship management projects have been reviewed.

The various risk factors that can lead to the downfall of a CRM system cannot all be covered in this section; therefore, some of them are reviewed:

a. Customer dissatisfaction

Companies and organizations should be more aware of their different types of customers. For example, how managers can have an effective sale to irritable customers.

b. Weakness in IT and E-commerce

In implementing customer relationship management, the kinds of organizations that are experienced in terms of IT and in implementing integrating technological systems must have enough experience. Having enough experiences in this context is one of keys to succeed in customer relationship management.

c. Lack of customer-oriented culture

Customer is the main and primary factor in survival of an organization. Therefore, customer-oriented culture is the main factor in succeeding and surviving of an organization, as well.

d. Weakness in the relationship with the customers

The relationship with the customers is has a key role in customer satisfaction. Therefore, those who have direct interaction with customers should be chosen appropriately. It is necessary to pay attention to enough synergetic forces within different communication channels and their integration

e. Lack of suitable commercial brand

An IJSER copyright form must accompany your final Lack of suitable commercial brand is one of the

determining factors in repeating purchases of the customers. The more the commercial brand successful, the more will be the customer's loyalty towards it.

f. Weakness in how the project is implemented and managed

The lack of a comprehensive and integrated methodology for implementing customer relationship management projects is one of the obstacles in succeeding these kinds of projects. According to an experiment conducted, 61% of the organizations which apply customer relationship management have not a defined framework in implementing customer relationship management.

g. Lack of cooperation in different parts

CRM is an integrated orientation and it requires that the different parts of business cooperate with each other which acted independently before. The data collected in one part should be shared in all other parts. It is possible that some parts are reluctant and dissatisfied to share their data towards others.

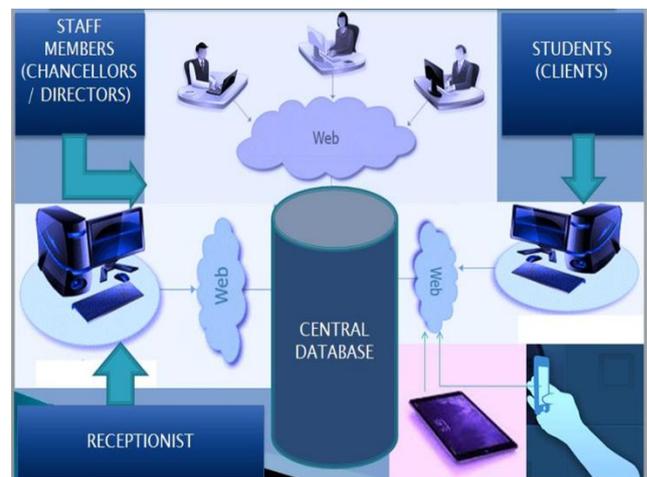
By considering the materials mentioned above, it is found out that though the CRM is founded its station in business market, lack of attention to the problems, challenges, and risk factors may lead the project to be failed. It is recommended that the organizations pay attention to how they interact with customers, and have more efforts in IT and E-commerce of CRM. They should become aware of their customer's morale and moods in order to far better provide customer satisfaction. They also should internalize customer-oriented culture in organizations or companies. Worthy and cognizant managers should be chosen to have a mutual relationship with the customer, and enough and appropriate funding must be consecrated in this regard^[2].

III. 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. Any information uploaded through the website or the android application will be stored in the database. Having a common database both for the website and android application will deduce the possibilities of data redundancy and data duplication. It

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.

IV. ARCHITECTURE



“Fig.1: Basic architecture of the system.”

The traditional CRM software packages available online consist of a number of modules all of which may or may not be used by an organization. The proposed system is designed such that only the necessary modules required by the company are included in the system. The system consists of a number of main modules such as admin module, student registration module, invoice generation module and an android application.

V. WORKING

The system contains mainly four major phases- student record management, invoice generation, android application, Admin and Student Panel. The phases as explained as follows.

Student record management: The details of the student such as name, contact number, email address, company preferred are maintained in the database. If there is any transfer of any student with respect to country of preference, it will be responsibility of the admin to update the database. If the admin wants to check the record of any of the student then it can be done easily as the database is maintained. All the details entered from the mobile app or website by a student or staff members will be stored in a centralized database.

Invoice generation: The invoice will be generated on basis of the amount paid service tax levied. It will also keep the record of the balance due to be paid by the student (if any).

The total amount of payment and balance amount will be calculated automatically once the fee and amount paid are entered respectively.

Android Application: The android application will enable the students to upload their documents (such as SOP, LOR, etc.) submit forms for enrolling themselves in the courses offered by the company. The application will also consist of a feedback system. The students can view their marks through the application and interact directly with the chancellors.

Admin and Student Panel: Both the panels are secure with id and password authentication mechanism. The chancellors and administrators can access the Admin Panel. The Student Panel enables the students to view the information about the different courses offered by the company, fill their registration form to enroll in a course and edit the same.

VI. CONCLUSION

The rising expectation of customers have forced the company to introduce more and more new customer management initiatives as it has got a serious impact on the sale of the company policies, while the technological advances and decreasing of the company is mainly depend on the services it offers and on meeting the customers demand on a regular basis, this suggests that a good CRM initiatives must be the foundation of the company.

In the beginning, the task was to develop a customized CRM system which would enable the organization to use a system with several automated features and functionalities to carry on their business flow in integrated and easy manner. In the end of the development phase, the system was able to achieve almost everything. The user details are properly saved in a MYSQL database which is a better record keeping mechanism than the traditionally used manual files. In the long run, the system would be able to support the above mentioned services to the clients. It enabled provision of different platforms for a normal user and an administrator. This may surely help to acquire competitive advantage in global or local economy. Future growth of the industry lies in adding extensions, Integration, scalability and addressing the flexibility issues.

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