

SYNOPSIS

On

CUSTOMER
RELATIONSHIP
MANAGEMENT
SYSTEM

Submitted in the partial fulfilments of the Requirements

For the award of

Master in Computer Application/Bachelor of
Computer Application

Customer Relationship Management (CRM)

The CRM (Customer relationship management) is a new technique in the field of marketing where service providing organization tries to develop a long term relationship with customer by better communication and service. The organization first tries to determine the people who have a strong potential interest in the product or service and able to pay for it. The organization tries to get more and more customers by better communication and service. After this the data of these customers is stored for future reference. Then company tries to convert these repeat customers in to clients. Therefore the Customer relationship management is the key of better customer relation.

Customer relationship management is a complete set of policies and process aimed to improve customer relationship in any organization. This is a tool to help medium and small business with systemic and improved customer service. The Customer relationship management project refers to all the interaction between business organization and customer.

Modules:

1. Department master
2. Service master
3. Email setup master
4. View customer inquiry
5. Customer master
6. Customer history
7. Contact customer
8. Employee master
9. Employee salary
10. Employee attendance
11. Attendance report
12. Add employee login
13. New job card
14. Assign job card
15. Enter service detail
16. Payment
17. Open job cards status

18. Payment report
19. Pending job card report
20. My job cards
21. Inquiry

Software Requirements:

- Windows 7
- Sql 2008
- Visual studio 2010

Hardware Components:

- Processor – Dual Core
- Hard Disk – 50 GB
- Memory – 1GB RAM

Advantages:

- Saves time of user.
- It keeps track of customer service details.
- Fast and accurate.
- Provide better service to the customer.

Application:

This CRM project keeps record of all the customer and employees working in the organization. The detail of every new customer is recorded in the database. Every customer is given a unique customer code. After customer registration a new job card is opened with service details and customer id. Now this job card is assigned to related employee for completion. After successfully completing the service job card is closed and service bill is given to the customer. This customer information is stored for the further communication and service. This application keeps complete record service to the customer.

Get Full Project (Coding, Database & Black Book) here:

Click here: <https://mcabcaprojects.com/111-customer-relationship-management-asp-project/>

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