



## Customer Relationship Management System

### KEYWORDS

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### ABSTRACT

The project involves managing customer service and performing the other allied information processing. The Customer Relationship Management handles the customer requisition details, records for stock in consumer products where many transactions are to be noted, keeping accounts for each deal. The products, price and other details are recorded with quantity of each product. So the product details are entered first followed by the customer information. The customer details such as name, address, and Customer id number will be accumulated. During the requisition details, the customer details and the product they have requested (which is available) are noted in the phase1 and the product that are not currently available (in stock) are manifested in phase2. The product details like product name, quantity, rate, amount (value in Rupees) are entered and saved. The Invoice details unit deals the functionalities like, the customer name; requested product and amount are recorded. Thus the billing settlement for phase1 and phase2 are performed here. The stock information such as current stock for a product, stock in the given date, and quantity of each product details can be viewed. Also, user can view reports for current stock, customer requisition, Invoice Details and easily take hard copies for file or reference. Reports can also be generated for customer details and product details.

### 1. INTRODUCTION

In today's highly competitive business environment, CRM (Customer Relationship Management) systems, which provide the framework for analyzing customer portability and improving marketing effectiveness, have become an indispensable component in enter-prize information systems. With an ever-increasing competition for marketing dominance, many firms have utilized the customer relationship management (CRM) system for improved business intelligence, better decision making, enhanced customer relations, and good quality of services and product offerings. The underpinning of the customer-oriented managing concept is that identification and satisfaction of customer needs lead to improved customer retention, which is based on corporate profitability Day, 1994; Sivadas & Baker-Prewitt, 2000). They recognize the CRM system could carry into the foreseeable future of hyper-competition, and try to implement off-the-shelf CRM solutions for CRM planning as is done for enterprise resource planning (ERP) systems, e-commerce systems, and advanced database systems (Holland & Light, 1999; Shao & in, 2002). When a CRM project is started, many organizations may expect a substantial payback, increased revenue, reduced cost, loyal customers, real-time customer information, and satisfied CRM system users. The expenditures on CRM system equipment, a commitment of dedicated resources and services, have skyrocketed initially and thereafter. However, after implementing a CRM system, many organizations are left wondering enough return on investment. More in depth, many are asking the question, "Does CRM system lead to higher customer satisfaction and superior economic returns? If so, which factors critically improve customer relationship and profitability?" Although the widespread acceptance of this relationship is evident in the growing popular literature on market-oriented and Information System (IS) success models, it is not yet clearly understood why and how CRM becomes successful while others fail.

### Need for Software

An event oriented language becomes possible with the advent of Apple Macintosh on Apple computers and Microsoft Windows on MS-DOS Computer systems. Both environments are designed to bring Hardware and Software together into a Standard user interface. They Provide a Graphical User Interface. A GUI simplifies using. Once you learn how to work with one application using the Interface. It is easier to learn another application, because the Interface stays constant.

### Need for Visual Basic:

In Visual programming environment the user is involved more often and is given a much better understanding of how an application will actually work before the programmer begins to program.

The following steps are considered while programming in Visual Basic language.

- Define the problem to be solved.
- Work with the user to determine the inputs available to solve the problem and required outputs.
- Determine how the users want to enter retrieve and input information.
- Design the user interface using forms and controls (The user of the computer) language begins here. It includes the design of both forms and controls and their properties.
- Test this interface by asking the user to determine if it is acceptable return to step 4 if the interface is not acceptable.
- Write the procedure and modules for the design.

- Test the completed design by asking by user. If it is acceptable.

**MS Access**

The software selected for this project is MS Access 7.0. A member of MS Office, MS Access 7.0 strong supporter of Database Management System and is very helpful in this project. Since there is quite a large amount of data to be stored. This software is very useful the main point lies in its features of being GUI based software comments and other procedures for a problem can be solved easily through its software.

MS Access 7.0 incorporates a vast and many functions which help in and simply the user tasks it also contains a few Wizards. Wizards are a step by step procedure in attaining a specific goal or aim. When the programmer needs to perform a specific problem of function, on selecting a particular wizard like auto content wizard etc. this computer asks for prompt the user for some sequence of questions by simply selecting the Next button and going through by reading the content. Finally display as split next to finish upon going through once the user goes through the computer performs the set of tasks the user wanted to now the required result if displayed or that which the user wanted.

This is a very unique feature in MS Access where the user work is simplified the certain extents. The search necessary points help in selecting only this software for our project.

**Improving performance:**

Microsoft Access provides an array of new and enhanced objects methods, Properties, Functions, Statements, Data types and Events to create powerful database applications with Visual Basic. It has following new features.

Microsoft Access does not load software components that aren't required for all databases, such as Visual Basic for application and data access objects, until they are needed, this shortens time takes database to load and improve overall performance. Many forms and reports can be opened much faster because forms and reports that do not have procedures any linker to include a form or report module.

Bulk update queries can be optimized for ODBC data sources by sending the query to server, where all the appropriate records are processed at once instead of one record at a time.

Microsoft Access doesn't load modules including form modules, until the Visual Basic code will be compiled. Microsoft Access as include a performance of embedded ActiveX controls.

Microsoft Access has improved performance combo boxes of forms, unbound pictures can be displayed on the forms and reports much faster by using an image instead of an unbound object frame.

**OBJECTIVES OF THE PROPOSED SYSTEM**

The primary objectives of the proposed system:

1. Automation of transaction
2. Identification of Phase and billing separation of bill and its order and transfer of goods.

3. Easy way of transfer and request from the.

The secondary objectives of the proposed system are:

1. Accuracy and error free transaction process
2. Neat and clear presentation of report
3. Efficient service
4. Reduce data redundancy
5. Any form of reports can be produced instantaneously
6. Updating is very easy
7. Accurate information is needed whenever the information is needed.

**GENERATION OF FACT TABLES**

The project entitled "Customer Relationship Management System" deals with maintains the relationship with the customer.

The project contains 2 main modules are

1. Master
2. Transaction

The Master module deals with maintain the information about the customer, Product, and Stock Entry. The Transaction module are made in the customer management system with Customer Requisition Detail and Invoice Details.

**IN MASTER MODULE:**

CUSTOMER – (Customer Id, Name, Address, City, Phone Number)

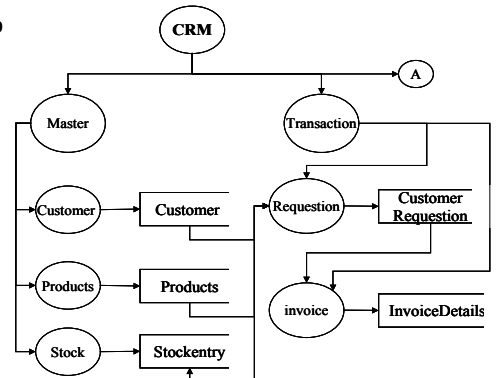
PRODUCT – (Product Id, Name, Unit of Measure, MRP)

STOCK ENTRY – (Product Id, Stock Quantity, Date of Entry)

**IN TRANSACTION MODULE:**

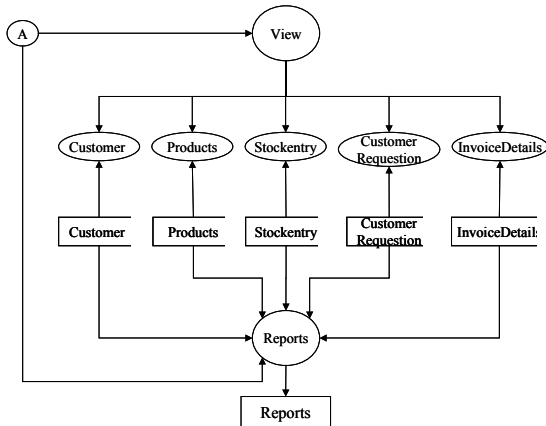
CUSTOMERREQUISITION – (Request Id, Customer Id, Requisition Date, S. no, Product ID, Product Name, Quantity, Price, Issue Phase, Issue Date)

Level - 0



INVOICEDETAILS – (InvoiceID, RequestID, IssuePhase, IssueDate, Amount of Bill)

## Level - 1

**SCOPE FOR FUTURE ENHANCEMENTS**

Every application has its merits and demerits. The successive versions of the application have some its previous limitations removed and reduced. Likewise this application has some limitations. We can improve this by increasing the scope of the application.

In future we will prepare reports such that entries for damaged goods that cannot be issued and unissued stock can be added in future.

**CONCLUSION**

The new system eliminates the difficulties in the existing system. It is developed in a user-friendly manner. The aim of the project is to generate data to carry out relationship between customer and organization. The system has been introduced to eliminate human error. To minimize the time consumption and clerical work. The computerized systems will slim-up the stores transactions of the Customer Relationship Management.

**REFERENCE**

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