

# A review on CUSTOMER RELATIONSHIP MANAGEMENT using AngularJS

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## ABSTRACT

Annual surveys were the conventional way for evaluating customer satisfaction and for taking customer feedback, but the enhancement in technology allowed organization now a days to categorize their customers in spreadsheets and excel list. The ultimate purpose of CRM, like any organizational initiative, is to increase profit. CRM not only improves the service to customers though; a good CRM capability will also reduce costs, wastage, and complaints. By comparison with the results of previous years, this information comes in attention that traditional CRM were limited till a specific extend. This means that these traditional techniques were both domain specific and un-customizable. The aim of this research is to evaluate CRM into a dynamic CRM which will be altered according to the needs of the customers. This research illustrates the use of AngularJS to improve performance and for a great user experience.

**Keyword:** - Lead module, Account module, Report module.

## 1. INTRODUCTION

Customer Relationship Management (CRM) is one of the newest innovations in customer service today. CRM stands for customer relationship management and helps the management and customer service staff scope with customer concerns and issues. CRM involves gathering a lot of data about the customer. The data is then used to facilitate customer service transactions by making the information needed to resolve the issue or concern readily available to those dealing with the customers. This results in more satisfied customers, a more profitable business and more resources available to the support staff. Furthermore, CRM Customer Relationship Management systems are a great help to the management in deciding on the future course of the company.

As mentioned, there is much data needed for the CRM system to work. These fields include the customer name, address, date of transactions, pending and finished transactions, issues and complaints, status of order, shipping and fulfillment dates, account information, demographic data and many more. This information is important in providing the customer the answer that he or she needs to resolve the issue without having to wait for a long time and without going to several departments. With just a few mouse clicks, a customer support representative for example can track the location of the customer's package or order. This is infinitely better than the cumbersome process of tracking shipments previously. Furthermore, the customer service representative will also be able to see the previous concerns of the customer. This is a great help especially if the customer is calling about the same issue since he or she will not have to repeat the story all over again. This results in less time in resolving the issue, thus, higher productivity of the support staff.

Customizing is the most powerful way of achieving a successful organization-specific Customer Relationship Management system. Hence this is the approach towards a customized software to manage all of the customers and management data. In CRM we access and use data from various sources like companies websites, integrated, sites,

phone calls, emails, chats etc. This includes creating new functionality, changing your user interface and navigation methods for better managing your customer relationships. Most of the customization is pretty straight forward and do not require a lot of investment. All you need to have is the System Administrator or System Customizer security role, or have equivalent privileges. In case of complex business requirements, Dynamics CRM provides Software Development Kit (SDK) for developers through which they can customize business logic Customer Relationship Management systems are also important to the top management because it provides crucial data like customer satisfaction and efficiency of service by the frontline crews. A piece of customer relationship management software will also be able to generate the needed reports for product development or new concepts. Furthermore, this system will also be a great help for the top management in deciding the company's future course of action, whether it involves phasing out one of the products on the shelves or making adjustments to one of the products sold.

Customer Relationship Management (CRM) can be widely defined as company activities related to developing and retaining customers. It is a blend of internal business processes: sales, marketing and customer support with technology and data capturing techniques. Customer Relationship Management is all about building long-term business relationships with customers.

CRM is an alignment of strategy, processes and technology to manage customers and all customer- facing departments and partners. CRM initiative is and has the potential of providing strategic advantages to the organization, if handled right.

Most CRM initiatives begin with a strategic need to manage the process of handling customer related information more effectively. For beginners it could simply mean better lead management capabilities or sales pipeline visibility. However, as organizations mature in their CRM initiatives, they begin to look at CRM as tool to acquire strategic differentiators. Despite the immense benefits that the CRM solutions can deliver, they are not entirely without their share of problems.

In recent years however, several factors have contributed to the rapid development and evolution of CRM. The growing de-intermediation process in many industries due to the advent of sophisticated computer and telecommunication technologies that allow producers to directly interact with end customers. For example, in many industries such as airlines, banks, insurance, software, or house land appliances and even consumables, the de-intermediation process is fast changing the nature of marketing and consequently making relationship marketing more popular. Databases and direct marketing tools give them the means to individualize their marketing efforts. Advances in information technology, networking and manufacturing technology have helped companies to quickly match competition. As a result product quality and cost are no longer significant competitive advantages.

## **2. The following are key principles of CRM:**

### **2.1 Differentiate Customers**

All customers are not equal, recognize and reward best customers disproportionately. Understanding each customer becomes particularly important. And the same customers' reaction to a cellular company operator may be quite different as compared to a car dealer. Besides for the same product or the service not all customers can be treated alike and CRM needs to differentiate between a high value customer and a low value customer.

### **2.2 Maximizing Life Time Value**

Exploit up-selling and cross-selling potential. By identifying life stage and life event trigger points by customer, marketers can maximize share of purchase potential. Thus the single adults shall require a new car stereo and as he grows into a married couple his needs grow into appliances.

### 2.3 Increase Loyalty

Loyal customers are more profitable. Any company will like its mindshare status to improve from being a suspect to being an advocate. Company has to invest in terms of its product and service offerings to its customers. It has to innovate and meet the very needs of its clients/ customers so that they remain as advocates on the loyalty curve.

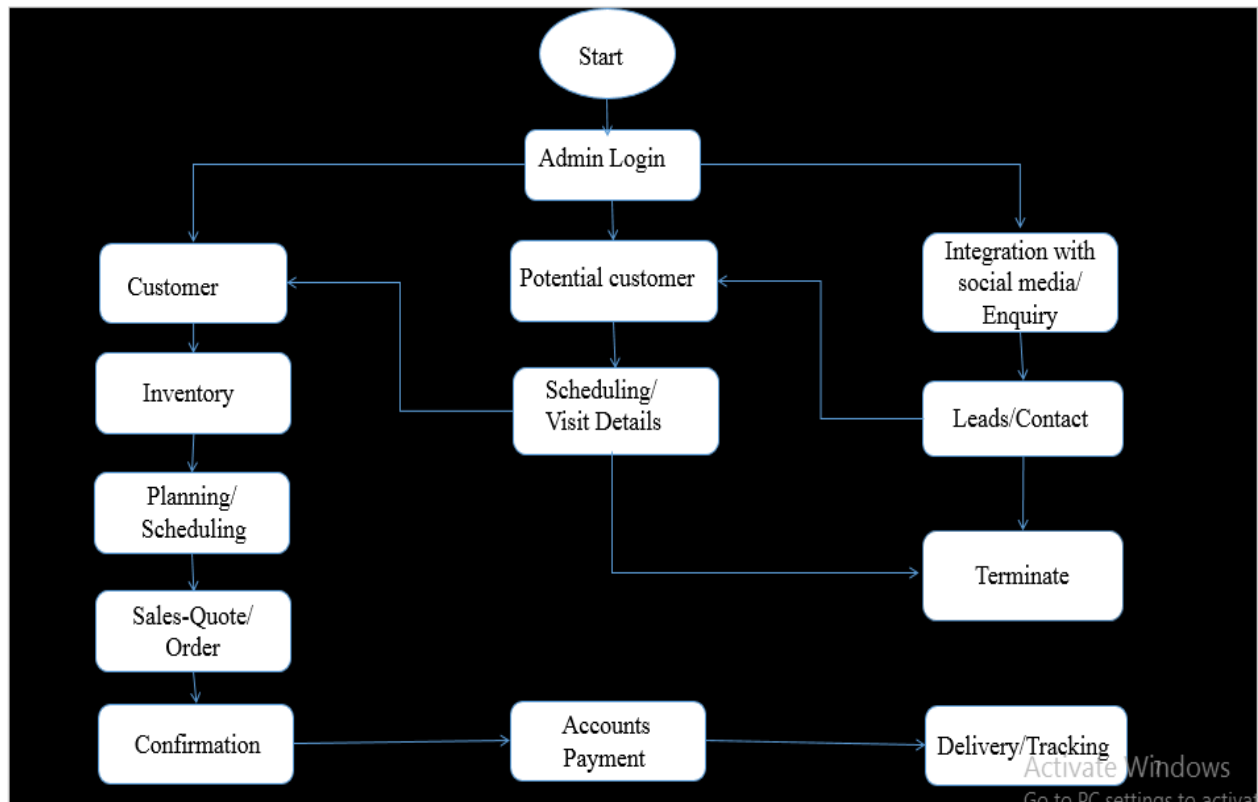


Fig -1: Flowchart of CRM

### 3. Customization levels of our CRM for your Business

Database schema level: CRM database can be customized to add new tables and entities using administrative access directly from the CRM interface without making any database level changes.

Application level: Forms, views and templates can be customized as per your enterprise's needs.

Code level: Our CRM has a lot of visual tools available straight out of the box. In addition to this, it also lets you change the code to provide limitless possibilities.

Feature level: CRM offers several features for customization that helps the sales and marketing team capture and process more customer information.

Business process level: Each organization has distinct processes to manage customer relationships. This CRM management tool provides process workflow automation to automate business processes as needed.

User Interface (UI) level: This CRM can be customized for its menu items, tool tips, field level description and label text. It also supports custom UI themes and profiles.

Deployment level: CRM supports custom solution development and publishing service by importing and exporting features. This makes deployment of custom features very easy.

This CRM is a great tool to deploy, customize, integrate and extend. It provides a wealth of opportunities for enterprises to create a highly customized and integrated application for their business helping them achieve their business goals more effectively.

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