

Professional Relationship Automation Software

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Abstract: Today, business is facing a very aggressive competition, so they have to make an effort to survive in the competitive world and the uncertain market places. Business has been realized that managing the customer relationship is a very important factor for their success. Relationship management is a strategy that will help, them to build a long-lasting relationship with their customers and also increases their profits that is through the right of management system and the applications of customer-focus strategies. Our application is of strategic importance for different business sectors. The ultimate purpose of our application is like the main purpose of any organizational is to increase their profits but in the case of the relationship management this can be achieved only by providing an better services to the customers than user competitors. Relationship management also improves the services to the customers and it also have the capability to reduce costs, wastage, and it also reduces the staff stress, because as it is a major cause of the stress – reduces as services and relationships improve.

1. INTRODUCTION

Customer Relationship Management is a model for managing interactions with the company's future and current customers. It involves how the technologies are

Organized, automated and synchronization sale, marketing, customer services and the technical

support. CRM helps companies in tracking the customers and then they came up with a more efficient way for marketing with them. Both small and large companies have found ways to implement CRM business practices in an effort to better understand their customers, to better serve them and ultimately increase sales and build loyalty.

Customer service and support

APPLICATION can be used to create, manage and assign customer requests, such as call center software that helps direct customers to agents. Software can be used to identify and reward to loyal customers for some time.

Along with its other related business practices - marketing, brand development, advertising and sales-order effective control lead initiative is to create new business revenue, increase visibility, and improve the general attitudes of potential clients and the general public for future business development.

2. SCOPE OF THE SYSTEM

Software includes three areas of your company, including sales Opportunity Management, Marketing Management campaigns and customer support. After installation solutions, organizes and synchronizes sales, marketing, customer service and technical support.

Business Opportunities

Your sales team benefits from a 360 degree view of your customers, including information on history, their requirements and interactions, because the information is shared across other departments. Resolving up-to-date and unique customer database, which makes tracking easier to trade, with the organization of search, social agenda, sheets of data entry for inspection reports and order acceptance.

Marketing

APPLICATION provides a unique database marketing managers, enabling them to design a marketing operation to help acquire new customers and develop customer loyalty. This software lets you plan marketing campaigns, automate reporting and monitoring the effectiveness of segmentation and profitability analysis, winning strategies, measurement results obtained and campaign management.

Module

2.1 Reports and chart Analysis

Report provides the user sales team an ability to extract only the relevant data from the thousands of the records. User sales team use these reports features to get a overview of the customers related activities and also to draw the conclusions on how to improve the user sales process. User sales team can generate an reports based on the desired criteria by using the filters.

User can group the records of one kind in the Folders. But by default, all the reports will get stored in a All Report folder. They can also create an custom folder in order to store user reports. The second step in creating reports enables user to select columns to be displayed in user report, groups by an particular fields in an ascending or descending order, and can also perform calculations on the integer and the currency fields.

2.2 Campaigns

The email Campaigns feature helps user to create the email campaigns and sending the beautiful emails template. Our application with email campaigning abilities helps user close more deals in less time. Email Campaigns feature in our application gives the right flexibility to choose a range of email templates that is predefined and also inbuilt template designers makes it to easy for the users to create content, define styles, insert images, and merge tags to match user unique business requirements. User has complete control over the email templates for creation and it does not requires programming knowledge.

2.3 Organizer

Leads management-

Lead is the unqualified customer along with the systematic follow ups and the earnest efforts, where user can also identify the potential prospects. Generating Leads suppose to be the first step of an Sales Process in the application. It also maintains a record of information about the person, and also the company he is been working with. User can also generate the Leads from the trade shows, purchasing lists, adds, website, business card, or through a references. The main responsibility an sales agents is in introducing Leads to the system and organize them and also qualify and filter an prospects. In the B2B model the lead represents an company but where as in B2C model the lead represents an person

Our applications supports importing an Leads from the external sources like pdf and .csv files. User can import lead records in bulk and also have the lists of purchased lead which is gathered from the different Sources etc and it saves lots of time and the efforts, it might also really helpful for an user sales team in order to import thousands of the records instantly.

3. EXISTING & PROPOSED SYSTEM

3.1 existing system: The existing system of large enterprises with more products, suppliers, customers, the department was very difficult to manage and synchronize business information in one place, even for the management of various activities that require a different tool, such as campaign management, lead management, opportunity sales management, etc.

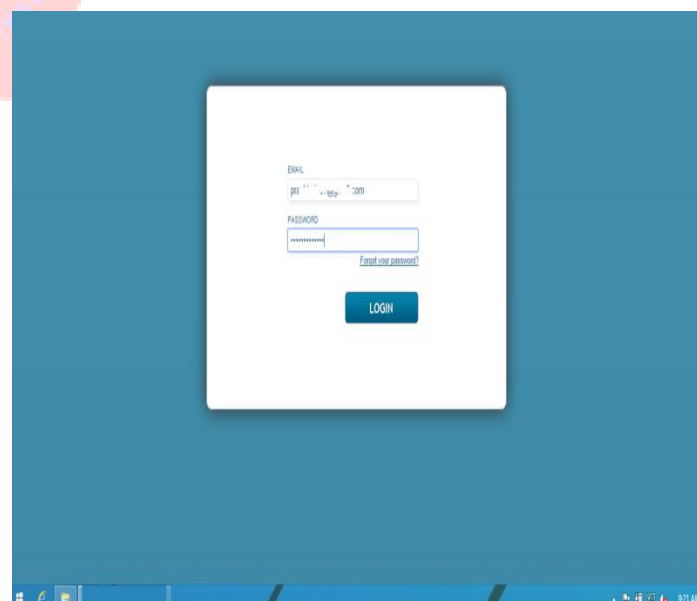
Before software, business manager typically monitors the performance by constantly interrupting the merchant to obtain information. Without a System that performs and records the activities of businessman often spend an inordinate amount of time in finding information. With APPLICATION, the administrator can get most of the information from the systems, hence most of all the communications between manager and the sales agent is initiated by sale persons. This communication is related to asking the advice and to obtain permission for structuring and to close the deals. Generating the result consume more time by business people those work in the sales activity, spends more time manager working on issues of business and work creatively for ways to close a deal.

3.2 Proposed system:- Our application gives the company the right to manage, organize, monitor and analyze all activity from one place, either the message or campaign management, lead management, or watch or set any targets or analyze any information to any type of business plans. The application allows makes a wide variety of available business owners and department managers data. This information allows them to focus on specific consumer marketing, which is based on their shopping behavior. The ability to focus so accurately, it ensures that customers receive

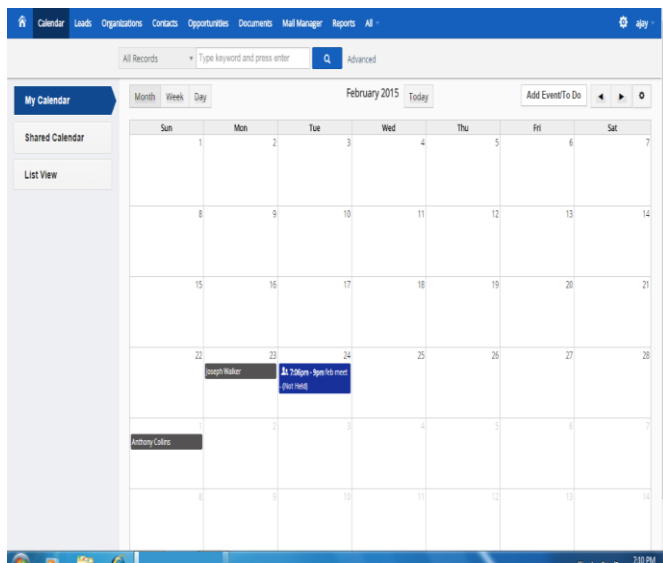
the right products and they want services in a timely manner. Data can also help companies determine what kinds of offers its customers respond to best. Equip your sales force with these information can help for their creatively and strategically throw new product offers customers, which can increase sales.

Application systems provide enterprises with a closer look at the wishes of its customers, and it is necessary to be able to provide better services to customer problems. These leads to increased sales because customers are more interested to be repeat buyers in case they receive a exceptional service and quality product. Satisfied customers are more likely to suggest these services and products to friends and family. Through the system, customer service representatives have detailed information about their customers readily available, to adapt their approaches as needed.

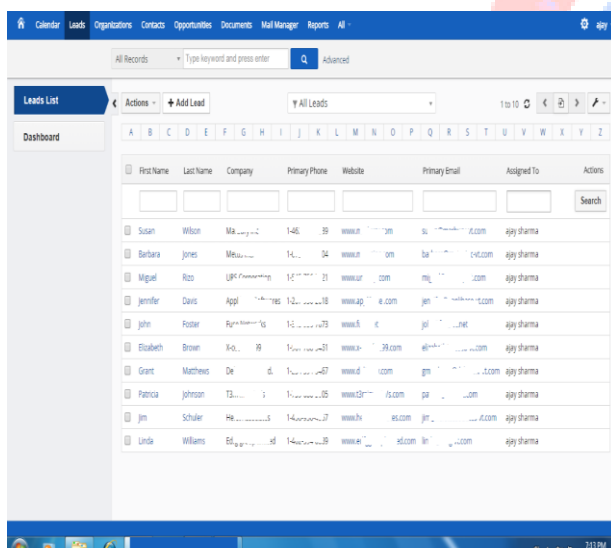
4. RESULTS



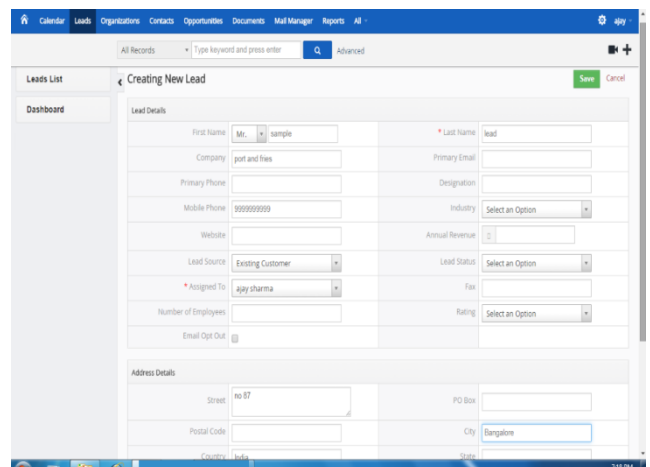
Login page



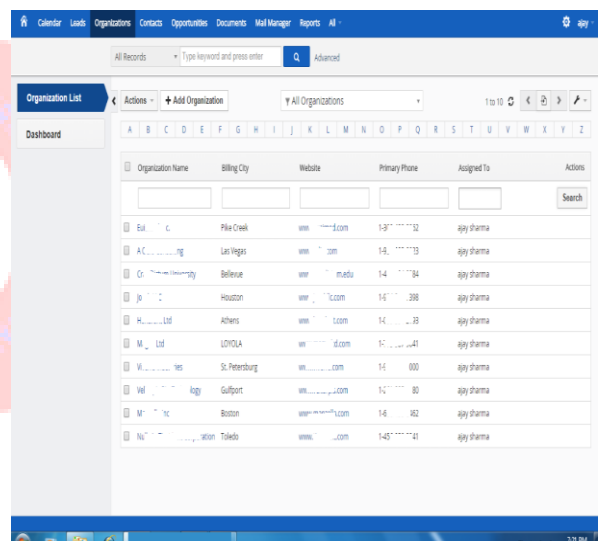
Calendar option



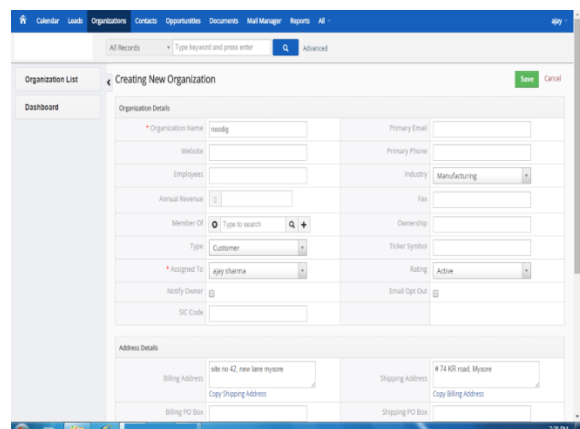
Leads management



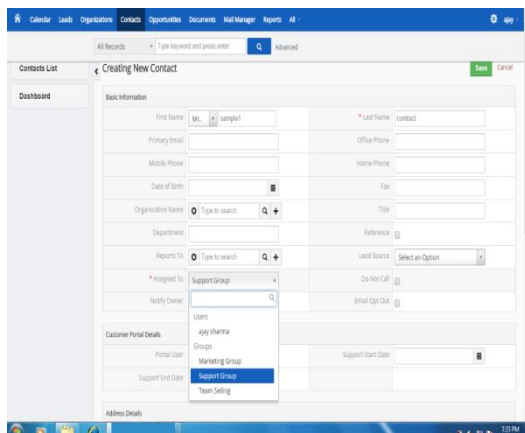
Adding new leads



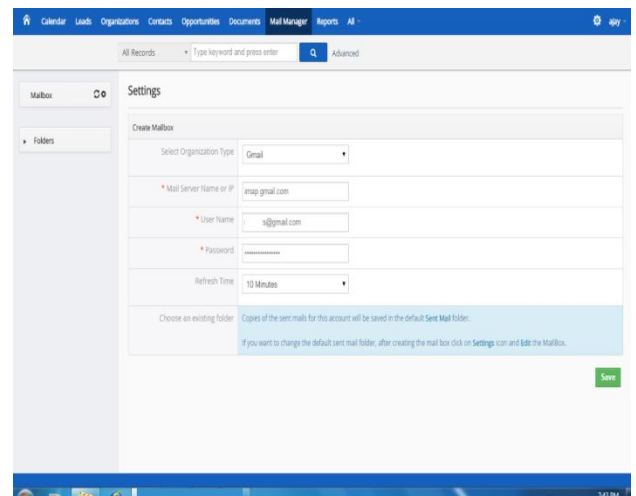
Adding organizations



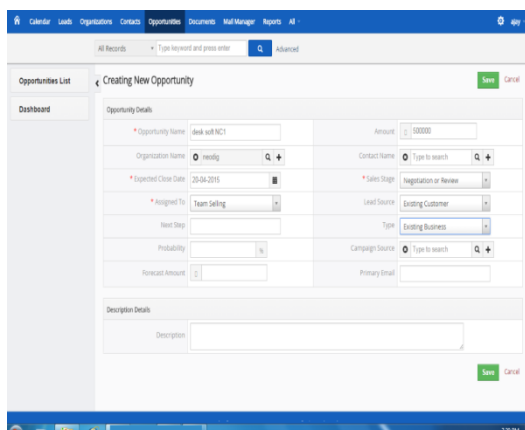
Adding new organization



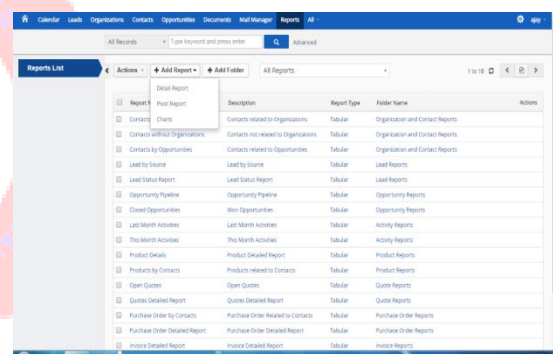
Document management



Creating new contact

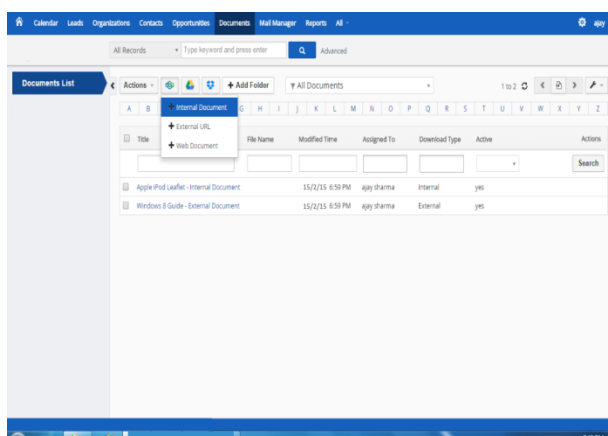


Mail manager

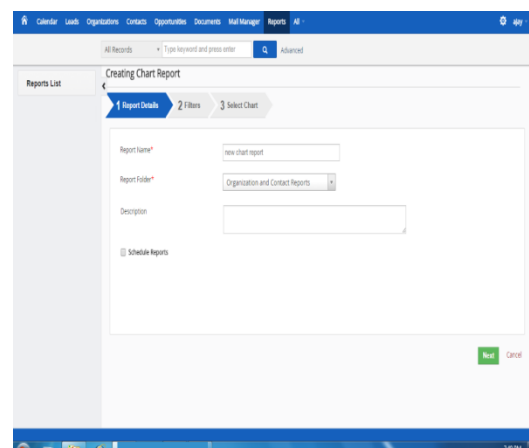


Report Name	Description	Report Type	Folder Name	Actions
Report 1	Report 1 Description	Report Type	Folder Name	Actions
Report 2	Report 2 Description	Report Type	Folder Name	Actions
Report 3	Report 3 Description	Report Type	Folder Name	Actions
Report 4	Report 4 Description	Report Type	Folder Name	Actions
Report 5	Report 5 Description	Report Type	Folder Name	Actions
Report 6	Report 6 Description	Report Type	Folder Name	Actions
Report 7	Report 7 Description	Report Type	Folder Name	Actions
Report 8	Report 8 Description	Report Type	Folder Name	Actions
Report 9	Report 9 Description	Report Type	Folder Name	Actions
Report 10	Report 10 Description	Report Type	Folder Name	Actions
Report 11	Report 11 Description	Report Type	Folder Name	Actions
Report 12	Report 12 Description	Report Type	Folder Name	Actions
Report 13	Report 13 Description	Report Type	Folder Name	Actions
Report 14	Report 14 Description	Report Type	Folder Name	Actions
Report 15	Report 15 Description	Report Type	Folder Name	Actions
Report 16	Report 16 Description	Report Type	Folder Name	Actions
Report 17	Report 17 Description	Report Type	Folder Name	Actions
Report 18	Report 18 Description	Report Type	Folder Name	Actions
Report 19	Report 19 Description	Report Type	Folder Name	Actions
Report 20	Report 20 Description	Report Type	Folder Name	Actions

Creating new opportunity

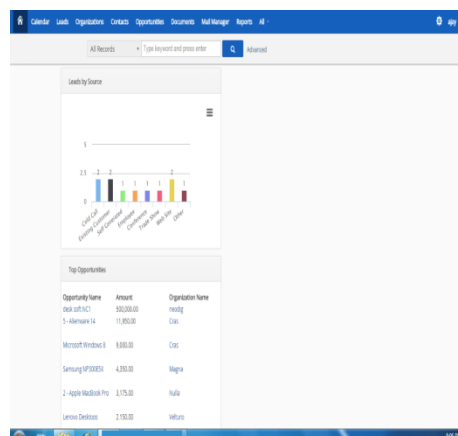


Different types of reports available



Creating new report

Starting new campaign



Filters options

Dash board

5. Conclusion

Our application will help the business in the following ways All clients' information is stored in one place, so that it's easy to modify and share with the other team members .Team updates should be saved accurately and immediately. Every member of team is able to see the exact point, when business last communicated with a client, and what the nature of that communication was. Application can give any instant metrics on various aspects of business automatically. Reports can be generated on the basis of user needs. These can be used to forecast and plan for the future.

Selecting new charts

6. References

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