

A Modular Approach to Customer Relationship Management (CRM) Systems

Ninad Deshpande, Sahil Hadke, Anurag Doshi, Atharva Patil

Department of Computer Engineering

AISSMS Institute of Information Technology, Pune, Maharashtra, India

ninad9021@gmail.com, sahil.hadke@gmail.com, anuragdoshi1@gmail.com, atharvapatil40@gmail.com

Abstract: Customer loyalty within the service industry is critical. A customer relationship management (CRM) system allows for good management of all the transactional data and interactions between the customer and the organization. Readily available CRM systems offer a fixed collection of features in their application packages. Through our project, we aim to provide customizable features for individual organizations. Different modules were created for various needs identified in the CRM markets: leads display screens, email/website leads integration, statistical display, social media integrations, and email marketing. CRM was implemented using a web application deployed on the organization's server, which has helped 4 organizations with 1000+ leads collectively till now.

Keywords: Customer Relationship Management, CRM, CRM implementation, CRM strategy, marketing, relationship

REFERENCES

- [1]. Rana Saifullah Hassan, Aneeb Nawaz, Maryam Nawaz Lashari, Fareeha Zafar, Effect of Customer Relationship Management on Customer Satisfaction, Procedia Economics and Finance, Volume 23, 2015, Pages 563- 567, ISSN 2212-5671, [https://doi.org/10.1016/S2212-5671\(15\)00513-4](https://doi.org/10.1016/S2212-5671(15)00513-4).
- [2]. Sarwindah, Marini, Hengki and S. Febriyanti, "An Development of Web-based Customer Relationship Management (CRM) system for Beauty Clinic," 2020 8th International Conference on Cyber and IT Service Management (CITSM), 2020, pp. 1-5, doi: 10.1109/CITSM50537.2020.9268918.
- [3]. Y. S. Cho, N. Edevebie, A. K. W. Lau and P. C. Hong, "The Impact of Social Media Technologies on Supplier and Customer Relationship Management: An Empirical Analysis in the U.S.," in IEEE Access, vol. 8, pp. 220878-220888, 2020, doi: 10.1109/ACCESS.2020.3043143.
- [4]. E. Prayitno and N. A. Astuty, "Positive impact of Customer Relationship Management (CRM) implementation to improving the services of animal polyclinics customers," 2017 International Conference on Sustainable Information Engineering and Technology (SIET), 2017, pp. 246-250, doi: 10.1109/SIET.2017.8304143.
- [5]. Verhoef PC. "Understanding the Effect of Customer Relationship Management Efforts on Customer Retention and Customer Share Development". Journal of Marketing. 2003;67(4):30-45. doi:10.1509/jmkg.67.4.30.18685
- [6]. Frederick Hong-kit Yim, Rolph E. Anderson Srinivasan Swaminathan (2004) Customer Relationship Management: Its Dimensions and Effect on Customer Outcomes, Journal of Personal Selling Sales Management, 24:4, 263-278, DOI: 10.1080/08853134.2004.10749037
- [7]. Adrian Payne Pennie Frow (2006) Customer Relationship Management: from Strategy to Implementation, Journal of Marketing Management, 22:1-2, 135-168, DOI: 10.1362/026725706776022272
- [8]. Vicente Guerola-Navarro, Raul Oltra-Badenes, Hermenegildo Gil- Gomez Jose Antonio Gil-Gomez (2021) Research model for measuring the impact of customer relationship management (CRM) on performance indicators, Economic Research-Ekonomiska Istrazivanja, 34:1, 2669- 2691, DOI: 10.1080/1331677X.2020.1836992
- [9]. Alex R. Zablah, Danny N. Bellenger Wesley J. Johnston (2004) Customer Relationship Management Implementation Gaps, Journal of Personal Selling Sales Management, 24:4, 279-295, DOI: 10.1080/08853134.2004.10749038

