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Implementation and Design of Customer Relationship Management for Openbravo

Sachin Kulkarni, Aditya Shah, Shubham Barai, Hrishikesh Paramane

Department of Computer Engineering

Maharashtra Institute of Technology

Pune-411038

sachin_sk07@hotmail.com, adityahitendrashah@gmail.com, shubhambaraiss@gmail.com, paramane1995hrishi@gmail.com

Abstract— Customer Relationship management is the strongest and the most efficient approach in maintaining and creating relationships with customers.CRM systems are designed to com-pile information on customers across different channels which could include the company's website, telephone, live chat, direct mail, marketing materials and social media. The purpose of the system is to capture the potential customer details using CRM Openbravo.

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I.   INTRODUCTION

The CRM system provides the functionality of managing contacts,leads,opportunities and accounts.It also provides the option to add,delete,edit,search,analyze and list the details for the customers. It provides a centralized platform for organi-zations and users to find the relevant buisness information at one place. The enterprises will be able to manage their tasks and generate sales reports,invoice and summary for relevant customers. The organizations will be able to track their po-tential customers and their buying patterns and concerns.The system can also give customer-facing staff detailed information on customers' personal information, purchase history, buying preferences and concerns.

II.   PREVIOUS WORK

The preivous work fouses on the following aspects :-

Business applicability of CRM systems where Source-Forge is considered as a primary source. Achievement of business applicability of software is totally dependent on considerable cost effectiveness and the ability of implementation.[1]

Operational Design of CRM systems through tactics including "senior enterprise leaders support CRM appli-cation", "integrate CRM strategies with corporate cul-ture", "customer-oriented management system", "train staff to learn CRM knowledge", "enhance data quality of CRM system" and "protect customer information pri-vacy" which are helpful for practical operation of CRM effectively. [2]

The effects of CRM on the service firms and innovations in financial and non-financial performances. CRM is positively related to firm' s product, managerial, and marketing innovation. Service firms with better CRM are likely to be more successful in responding to their market share, profit ratio, and customer satisfaction. [3]

Providing a cloud based solution or a proprietary version of CRM for ERP Retention, satisfaction and loyal service towards existing customers.

These investigations fail to address the following aspects :-

Acquisition of new customers

Predictive analysis of potential customers Consistency of the data repository

The generalized solution for global CRMs Faster processing of data

Generation of new ways for representation of results Global customer tracking of buying patterns and other trends

III.   PROPOSED SYSTEM

Customer relationship management (CRM) is a term that refers to practices, strategies and technologies that com-panies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth.

CRM systems are designed to compile information on customers across different channels or points of contact between the customer and the company – which could include the company's website, telephone, live chat, direct mail, marketing materials and social media.

CRM systems can also give customer-facing staff detailed information on customers' personal information, purchase history, buying preferences and concerns.

The purpose of the system is to capture the potential customer details using CRM Openbravo.

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The workflow involves the client's journey of moving from being a potential customer(suspect/contact) to a prospect(lead) into HOT(opportunity).

The system also takes care of finalizing the financials. The CRM system can also be used for campaign man-agement for potential up-sell and cross-sell.

III. SYSTEM ARCHITECTURE
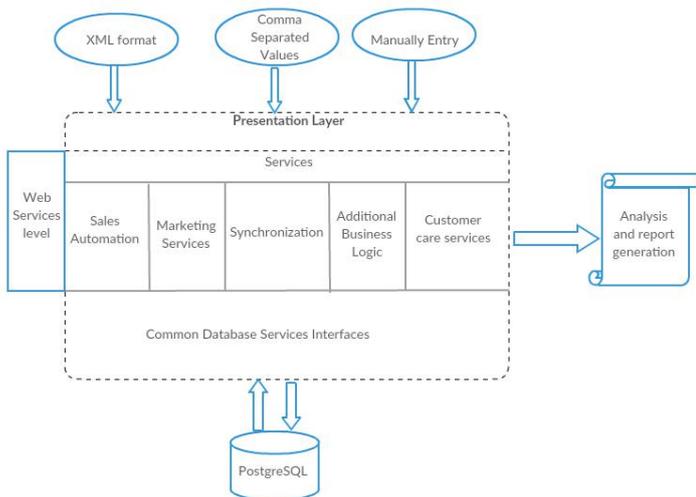
Input (customer / product details)

1) Xml and csv format
2) manually

Sales automation
1) Invoice generation
2) Emails for order placement and order confirmation

Marketing services
1) Povides sales report
2) Analyze report
3) Take marketing decisions
4) Display Advertizements
5) Request for feedback

PostgreSQL
1) Transactional DBMS
2) Creates tables for customer and product details
3) Manages all search queries
Synchronization

1) Data can be synched to Google drive

V. FUTURE SCOPE
CRM systems can aid in understanding the customer or segment to focus sales and marketing activities

Life-time value will be better understood to allow for organizations to think about potentially good prospects and the overall return on relationship that is developed over time.

CRM systems will be blended with operational and back office systems to provide a seamless and real-time data environment.

Will help in servicing the customers in the best interests of the customers as well as the business itself.
Will bring new ways for small and mid-sized organizations to communicate, strategize and operate to manage their personnel, customers, and prospects.

VI. CONCLUSION

Effective CRM system provides the ability to attract, retain and build loyalty with customers.

The analytics helps accelerated growth of selling up-sell and cross-sell of services and products to large client base.

CRM is the heart of any organization and effective CRM is enabler of growth of organization.

CRM makes it possible for any employee to provide the same high level of service, by having access to the same customer data.

CRM systems store information in one place which leads to improved analyzing of the data as a whole.

The current CRM proposal will help in enhancing the transactions of small scale companies and startup firms which deal with their ERP module effectively.

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