



CUSTOMER RELATIONSHIP MANAGEMENT

A PROJECT REPORT



Submitted by

ARUL CHRISTOBER T (710419104004),

SHILPA MERLIN P (710419104048),

SRI KARTHIGA V (710419104052),

JOKIM KILBERT A (710419104019)

In partial fulfillment for the award of the degree Of

BACHELOR OF ENGINEERING

IN

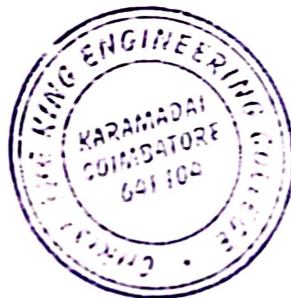
COMPUTER SCIENCE AND ENGINEERING


CHRIST THE KING ENGINEERING COLLEGE

COIMBATORE – 641 104

ANNA UNIVERSITY: CHENNAI 600025

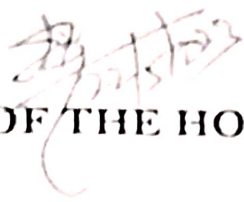
MAY2023




Dr. M. JEYAKUMAR, M.E., PH.D
PRINCIPAL
CHRIST THE KING ENGINEERING COLLEGE,
Chikkarampalayam Village,
Karamadai, Mettupalayam Taluk,
Coimbatore - 641 104.

BONAFIDE CERTIFICATE

Certified that this project report "CUSTOMER RELATIONSHIP MANAGEMENT" is the bonafide work of ARUL CHRISTOBER T (710419104004), SHILPA MERLIN P (710419104048), SRI KARTHIGA V (710419104052), JOKIM KILBERT A (710419104019) who carried out the project work under my supervision.



SIGNATURE OF THE HOD

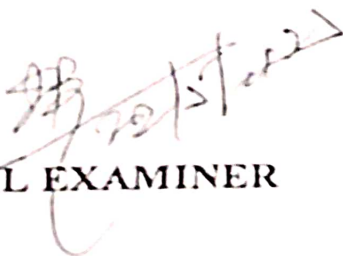
Dr. N.R. GAYATHIRI M.E, Ph.D.,
HEAD OF THE DEPARTMENT
Department of Computer Science and
Engineering
Christ the King Engineering College.
Coimbatore-641104.




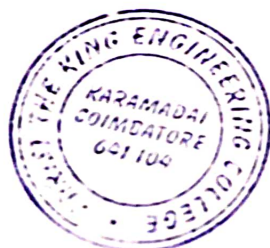
SIGNATURE OF THE GUIDE

Dr. J. VIMALA ITHAYAN, Ph.D.,
HEAD OF THE DEPARTMENT
Department of Artificial Intelligence and
Data Science
Christ the King Engineering College.
Coimbatore-641104.

Submitted for the project viva voice held on 22.05.2022



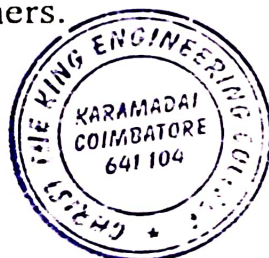
INTERNAL EXAMINER



EXTERNAL EXAMINER,
DR. M. JEYAKUMAR M.E, Ph.D.,
PRINCIPAL
CHRIST THE KING ENGINEERING COLLEGE
Chikkarampattanam
Karamadai, Mettupalayam
Coimbatore - 641104

ABSTRACT

Customer relationship management (CRM) is a combination of people, processes and technology that seeks to understand a company's customers. It is an integrated approach to managing relationships by focusing on customer retention and relationship development. CRM has evolved from advances in information technology and organizational changes in customer-centric processes..However, successful implementation is elusive to many companies, mostly because they do not understand that CRM requires company-wide, cross-functional, customer-focused business process re-engineering. The biggest management challenge in the new millennium of liberalization and globalization for a business is to serve and maintain good relationship with the king – the customer. In the past producers took their customers for granted, because at that time the customers were not demanding nor had alternative source of supply or suppliers. But today there is a radical transformation. The changing business environment is characterized by economic liberalization, increasing competition, high consumer choice, demanding customer, more emphasis on quality and value of purchase etc. All these changes have made today's producer shift from traditional marketing to modern marketing. Modern marketing calls for more than developing a product, pricing it, promoting it and making it accessible to target customer. It demands building trust, a binding force and value added relationship with the customers.



[Signature]
Dr.M.JEYAKUMAR, M.E.,Ph.D
PRINCIPAL
CHRIST THE KING ENGINEERING COLLEGE,
Chikkarampalayam Village,
Karamadai, Mentupalayam Taluk,
Coimbatore - 641 104.

CHAPTER - 7

7. CONCLUSION AND FUTURE SCOPE

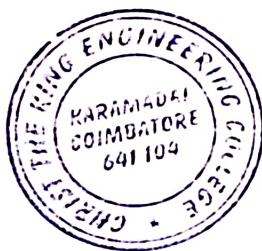
7.1 DISCUSSION AND CONCLUSION:


This is to conclude that the project that we undertook was worked upon with a sincere effort. Most of the requirements have been fulfilled up to the mark and the requirements which have been remaining, can be completed in near future.

We tried to implement the best practices and Framework of PHP. We also implement MVC design pattern with fronted templates system like Smarty. We worked in PHP for the first time in this project. So sometimes we faced some problems at the time of work. We also tried to implement Node JS, Relational Database and Advance Database Feature in our project.

7.2 FUTURE SCOPE:

In the near future we will try to implement Artificial Intelligence (AI) based feature in our Project. Such as by collecting user experience and analyzing the user data we can build up our relationship with customer more effectively. We can also build up our marketing policy more effectively through communication with user. This is a scope which we will try to update in the near future.




Dr. M. JEYAKUMAR, M.E., Ph.D.
PRINCIPAL
CHRIST THE KING ENGINEERING COLLEGE,
Chikkarampalayam Village,
Karamadai, Mettupalayam Taluk,
Coimbatore - 641 104.