CUSTOMER PROFILE MANAGEMENT SYSTEM USING CRM

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ABSTRACT

The conventional approach in customer management is the reason why the inefficiency of customer management occurred, as well as the increase of promotion cost and the distance in relationship between the existing customers and the organization. By looking at the Customer Relationship Management (CRM) approach, the customer management can be increased and can reduce the distance relationship between the customers and the organization. Therefore, the purpose of learning CRM approach is to understand in details about CRM, provide the better services, facilitate the maintenance of existing customers in corresponding with the increasing the number of new customers. Based on the research conducted, one new system will be developed for the purpose of creating an electronic-based application system. This system will emphasize on customer profiling. From this system, the selling and marketing operations can be used to make a customer profile. This system will be developed using object-oriented approach and Hypertext Preprocessor (PHP) as the core programming language as well as MySQL as the database. This system will be implemented online using Apache Web Server.

ABSTRAK

Pendekatan konvensional dalam pengurusan pelanggan merupakan alasan mengapa pengurusan pelanggan tidak efisien, serta peningkatan kos promosi dan jarak dalam hubungan antara pelanggan dan organisasi. Dengan pendekatan Customer Relationship Management (CRM), pengurusan pelanggan dapat dipertingkatkan dan mengurangkan jarak hubungan antara pelanggan dan organisasi. Oleh kerana itu, tujuan pendekatan CRM adalah memahami secara mendalam tentang CRM, menyediakan perkhidmatan yang lebih baik, memudahkan penyelenggaraan pelanggan yang sesuai dengan jumlah pelanggan baru yang meningkat. Melalui kajian yang dilakukan, satu aplikasi baru berasaskan elektronik akan dibangunkan. Sistem ini akan menekankan tentang profail pelanggan. Melalui sistem ini, data-data daripada operasi penjualan dan pemasaran boleh digunakan bagi mendapatkan profail pelanggan. Sistem ini akan dibangunkan dengan menggunakan pendekatan berorientasikan objek dan Hypertext Preprocessor (PHP) sebagai Bahasa Pengaturcaraan serta MySQL sebagai pangkalan data. Sistem ini akan dilaksanakan secara atas talian(online) menggunakan Apache Web Server.

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CHAPTER OVERVIEW

1.1   Introduction

In the globalization world towards the new era of technology, communication, and computer networks, this country has been looking forward to achieve the mission of being known as one of the developing country in 2020. The community in this present age is normally known as "knowledge community". As for us, Itech View Associated Sdn Bhd, we portrait that - the community especially the genius one has been reaching the aim where only the best things will be accepted whether it involves the purchase of a product or the consumption involving services.

Information Technology not only can lead today's community on how to cope with the consumer's problems, but it also promotes a good trade between the businessman as well as inspiring them to increase the quality in Customer Relationship Management (CRM). Hence, a good consumer community that are using the CRM electronically will be having a better life as well as improving a good

relationship within different races and cultures instead of for those who only choose to "wait and see".

In order to make sure the developed system matches to its objectives, the system will be using Customer Relationship Management (CRM) Technology based on web portal application where this CRM is known as:

The efficient technology in business and government agency, as well as in the world of Information Technology

(Randy Harris, 2003).

The CRM approach will explain later in detail in the literature review. This chapter will be emphasize on the concept of Customer Relationship Management (CRM) that acts as a supplier agent, storing, sending and viewing various current information supported by a database which will deliver productive customer services in order to ease the communications and interactions.

1.2   Problem Statement

Based on the observation and experiences we know that organization understands the requirements and usage of CRM. However, the current approach which they are using in this moment to establish consumer relationship for long term period still have many weaknesses. In order to prevent it, the relationship between consumer and organization need to be enhanced by using user application that was proposed. The main problem identified is "how far customer relationship management concept can be cultivated in user system to assist delivering services in more affective way?" Hence, the problem can be analyzed from these aspects:

a) What are the information needs and consumer behaviors to help the organization in deciding the best and effective services offer?

b) How to adapt or apply the Customer Relationship Management concept within the product marketing and services?

c) How to develop online system to provide effectiveness in web services?

1.3 Objective

These are the following objectives:

a) To study Customer Relationship Management concepts to adapt in system development.

b) To profile a customer data or information based on organization and personal demographic.

c) To develop a customer profile management system based on the identified CRM method.

d) To formulate organizational strategy to ease the implementation and the use of customer profile management system.

1.4 Scope

This project involves research in the Itech View Associates Sdn Bhd which involves the following issues:

a) Current manual system

The study will involve on the organization current manual system to identify their weaknesses and the improvement needed before developing a system based on CRM.

b) User

System will react as agent to provide and store the information that manage the task for any organization or individual when interact with system user.

c) Resources.

Based on the study conducted, the resources related to customers are important to achieve the required data.

d) Apply the customer's profiling concept.

The study involves the customer's profile and contact management in the developed system only.

1.5 Importance of The Project

Usage of current web development is as information delivery mechanism, implementation of user education and stimulation of communication and interaction between organization and consumer in order to enhance customer loyalty and maintain the bilateral relations. It cannot be denied that Customer Relationship Management is an important term in information industry in the development aspect and exploit methodologies, software and also the ability of current technology to assist organization in managing the customer relationship efficiently. Therefore, the combination of web technology and systematic approach of CRM will provide various advantages to each entity involved.

The case Study in Itech View Associates Sdn Bhd was predicted to reach its targets throughout the research process which is from the beginning research until the implementation and production of the actual product. The importance of this case study can be viewed in terms of enhancing the customer services to be more effective and improving the quality through a deep understanding of user needs. The case study also can assisting management in decision making based on information collected from the user community, while delivering valuable information in a dynamic portal web application. It is also capable to increase user satisfaction from time to time.

Based on the above descriptions, the system proposal development is clearly expressed and it is corresponding with the objective identified. This system will be the turning point of service delivery methods to be a more efficient and appropriate corresponding with the rapidly changing world.

1.6   Summary

The system development emphasizes on important of information needs and rational customer satisfaction where it becomes an alternative system to the existing web services. Customer Relationship Management Approach concept will be applied in the development of user portal application which is specified to the customers. Goals and objectives of the system indicate the user portal ability in providing various user information services through best and systematic method.

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