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CRM SYSTEM – CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM

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Abstract
The Customer Relationship Management (CRM) System is a web-based application developed using PHP, HTML, CSS, JavaScript, Bootstrap, and MySQL. This system aims to help businesses efficiently manage customer data, track interactions, and enhance relationships. It automates core activities such as sales tracking, marketing communication, support management, and feedback collection. The CRM system enables better decision-making, improves customer satisfaction, and streamlines overall business processes by centralizing customer information and offering tools to analyze performance. This solution is especially useful for businesses like Dr. Ethix Products and Services in achieving a stronger market presence and maintaining lasting customer bonds.
Keywords: Customer Satisfaction, Customer Relations, CRM, PHP, MySQL, HTML, CSS, JS, Bootstrap

I. INTRODUCTION

Customer Relationship Management (CRM) is an integrated approach to managing a company's interactions with current and potential customers. The CRM system helps businesses streamline processes, foster customer loyalty, and drive growth. This project explores CRM strategies as applied to Dr. Ethix Products and Services and presents a system designed to enhance engagement and satisfaction. The platform focuses on customer profiling, feedback management, lead tracking, and service support.

II. LITERATURE REVIEW

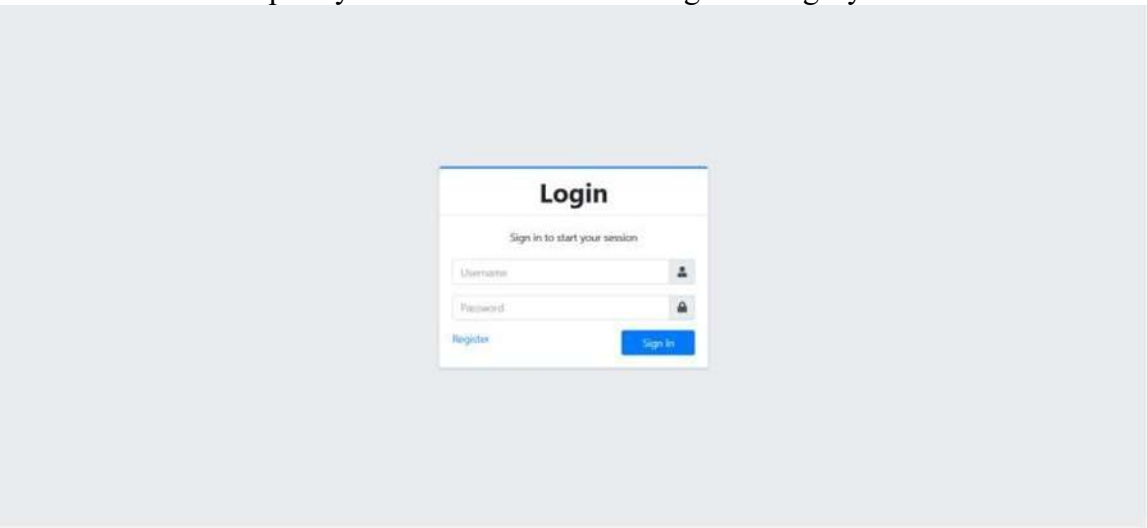
Numerous CRM systems such as Salesforce, Zoho CRM, and HubSpot provide a wide range of functionalities from sales tracking to marketing automation. However, these systems often require substantial investments and technical expertise. Small to medium- sized businesses face challenges in adopting such solutions due to budget constraints or customization needs. The proposed CRM system addresses these issues with an easy-to- use and cost-effective alternative tailored for companies like Dr. Ethix. It focuses on key aspects like customer data management, support, and satisfaction analysis using simple web technologies.

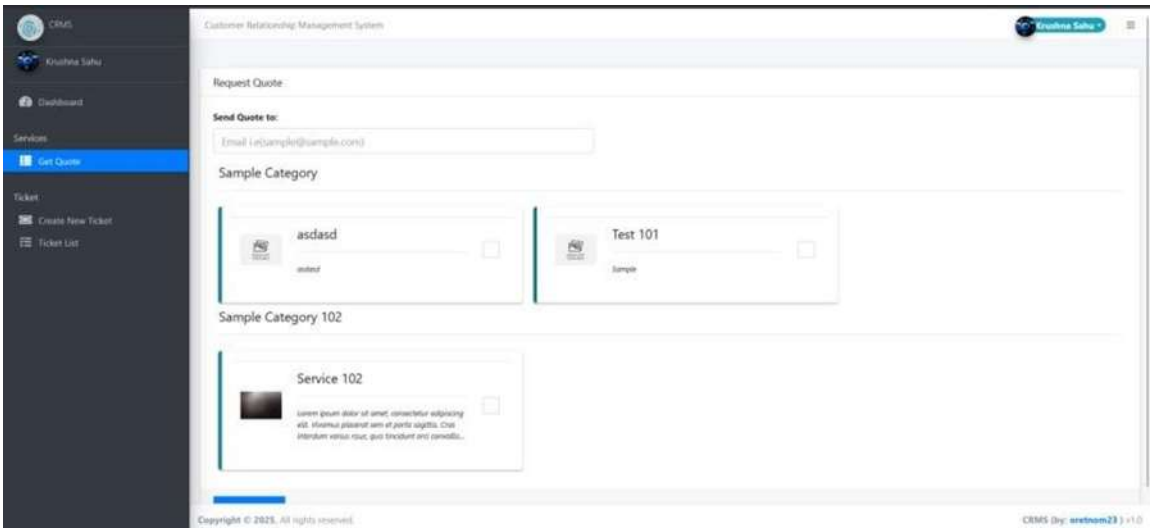
III. SYSTEM DESIGN

The CRM system is designed as a web application using PHP for the backend and MySQL as the database. The frontend employs HTML, CSS, JavaScript, and Bootstrap for responsive design. The architecture consists of modules for customer registration, lead management, feedback processing, and service tracking. Secure login, user role management, and data visualization enhance usability. A relational database model links customer, feedback, and service records efficiently.

IV. IMPLEMENTATION

The CRM system implementation includes modules for customer data entry, service tracking, marketing feedback, and reporting. PHP handles server-side logic while MySQL manages structured data. Admins and support teams can log in securely, view and update customer records, and handle feedback. Automated notifications and search features are added for better support operations. The interface ensures simplicity for staff while maintaining the integrity of business data.





V. RESULTS

The system was tested successfully across all modules. Secure login, customer record management, and feedback tracking worked as expected. Reports generated on customer satisfaction offered insights into engagement levels. The application proved efficient in maintaining records, facilitating communication, and assisting with service tracking, resulting in enhanced customer satisfaction.

VI. CONCLUSION

The CRM system achieved its objective of providing a robust and accessible platform for managing customer relationships. It improves customer satisfaction through organized service and data tracking. The user-friendly interface, combined with cost-effective technology, makes it suitable for companies like Dr. Ethix seeking to strengthen their customer base and streamline internal operations. Future improvements may include AI- based analytics, chatbots, and advanced marketing tools.

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