

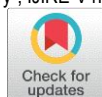
## CRM Using In IT Industry

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**Abstract:** CRM is commonly used in IT and other production based and sales-based industry but the software or the CRM services are quite high and differs form brand to brand in our company we are using ZOHO CRM by this our data's and other clients' details are managed by other organization so in order to eliminate the high cost and third party handling of our data we are developing a CRM which contains sufficient modules and effective functionalities and high confidentiality for our organization it also contains super user control and user modules limitation so it can be monitored by means of centralization which can eliminate the headache between the user and super user collision in the process. This helps the organization to take complete control over the portal it contains a lot of analytical data of the processes and sales the follow up module will remain the sales person to take complete track of the prospect. By which the portal will add lot of advantages by means of revenue and time consumption on a long run this portal can be customized on the clients need and sell to them with proper guidance of handling the portal and make set up for their organization the additional feature of the portal is HR feedback system by which the HR gets to know the needs and feedback by conducting quiz and feedback form through the portal.

**Key Word:** CRM; Centralization; Analytical; Feedback;

### I.INTRODUCTION

CRM services is one of the greatest tools for improving the sales in the modern-day business. Also, the tools which are in markets are bombarded with lots of additional features which the user can't use the feature in his lifetime due to that additional feature the client is need to pay an additional amount for the option that he never used for his/her business in his lifetime. So, this SPMS (Sales production management system portal) will help in replacing the high-priced CRM tags with highly efficient and effective modules which provide the clear way for managing the leads and prospect until converting them as a customer this portal provides a complete report on dashboard and one can download the report as excel and pdf for others reference this can pop notification for the sales person with next follow up person and the persons details on the screen the portal act as a chat app on can message to other person while logged in which makes the portal more connected with people on the site .

### II.METHODOLOGY

For this SPMS portal we are using Angular for frontend, for backend we are using node js for API creation and accessing the data from the DB and for database we are using MySQL which makes the project complete through this cycle the Admin can login with his login credentials and can control the entire portal which module can be shown to which user though access control in this the access control plays a major role the access control will limit the module for the person which are the admin allowed to show this builds the unnecessary interference of sales person into production module this works on the centralized system by which the entire portal is handled and managed by the super user The RIOTA PRODUCTION PORTAL is an web application developed for both android and web which will allow the production and sales team to access and update the product status from the web at present the sales team know the machine status after the order placed through phone calls and emails this makes slow down the process and has a high risk of handling paper works in case of loss due to some extent. To make it multi beneficial an additional feature is developed for client who can view their order and track the arrival and dispatch records through the progress chart in track my order using the user id created on the web production portal which builds a lots of trust in the entire team and reduce the frequent calls raised by the client when will the machine arrive? In this portal both client and user can register using the sign-up option. The user is limited to tracking their order records and details of the po and agreement.

### III.EXISTING SYSTEM

There are lots of customer relationship management systems are available in the market that includes Sales force, ZOHO CRM and ZOHO book etc are available in market they are the leading CRM providing industry the are having a good UI the user loves but by the reference of these into consideration we are developed a system for our internal team which makes our system more unique and user friendly.

### IV.PRODUCT FUNCTION

The application functions are as follows:

- An authorized sales and production head is already added in the web portal using their official mail-id with temporary password

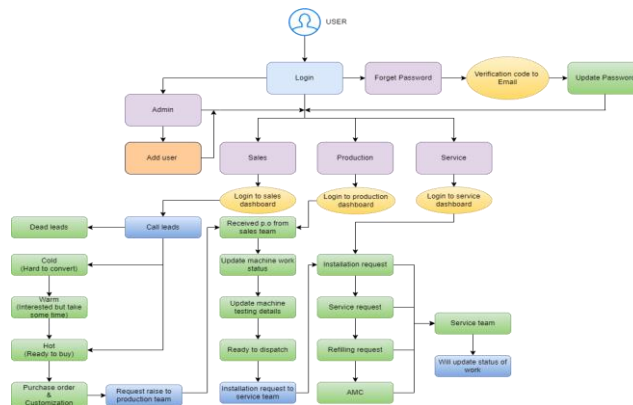
## CRM Using In It Industry

- Then the user logs on to the page using the credentials
- If the user forgets the password, then he/she can use the forgot-password option to reset the password
- After successful login the WEB PORTAL Automatically redirects the user to the specified page for instance (admin to Admin page, Production to Production page, Sales to Sales Page and Service to Service page)
- On sales Portal the sales head can raise the Machine order request to the production team through raise order and the order status is viewed as text and tracker
- On the Production portal the Production team will be able to update the daily records and reports about the process which can be viewed on the sales portal.

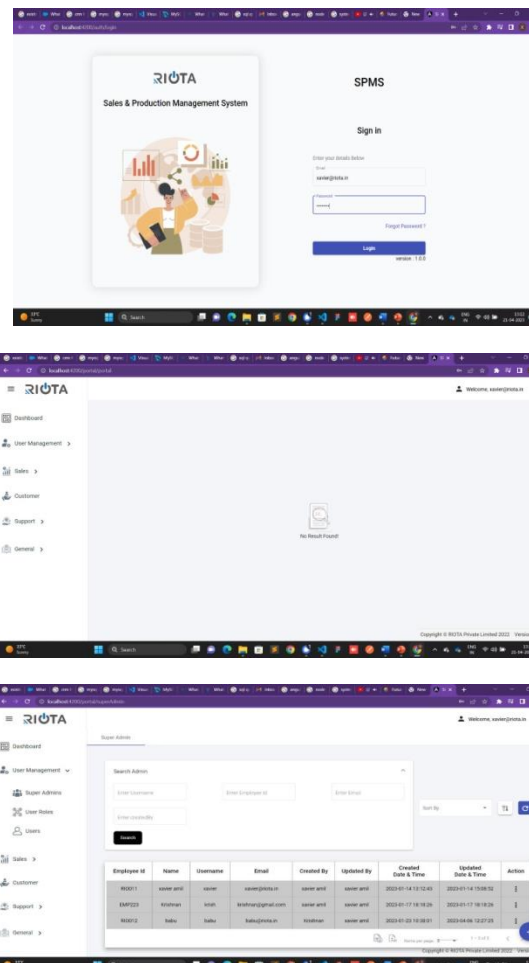
Then the client who ordered the machine gets the tracking records through a message on every time Production team updates the order status on the portal.

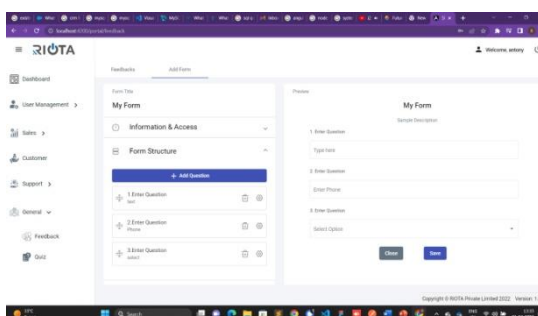
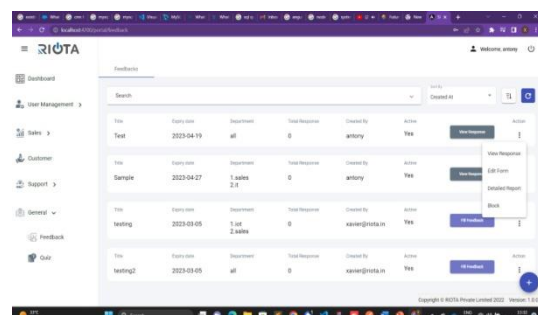
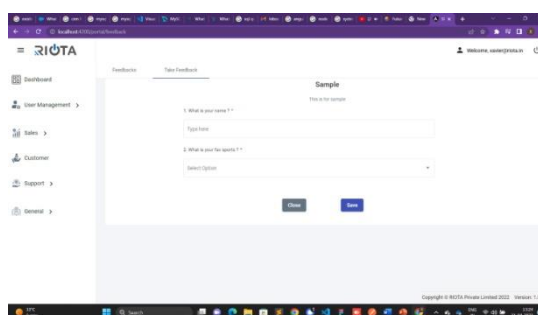
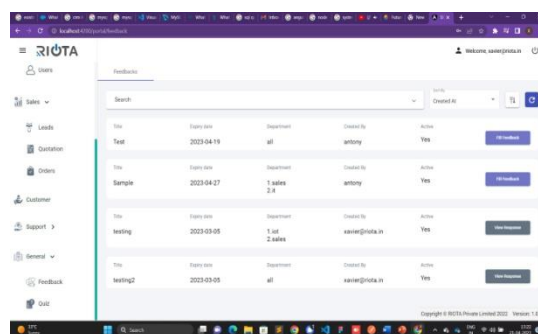
## V.OVERALL FLOW

The overall flow of the web portal is given below as a pictorial representation



## VI.RESULT





## VII.CONCLUSION

CRM is the best tool for sales and production management but it also need much more narrow down to sustain the customers and clients with us without scattering them into different platform by means of high cost and irrelevant features for the business etc.

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