



## CUSTOMER RELATIONSHIP MANAGEMENT

Manufacturing

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### Project

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### Client

Leading Retail Manufacturer

### Summary

CRM (Customer Relation Management) application provides the admin to analyze the customer details and manage his operations of all his electronic gadget showrooms online or offline. The client needed the application which provides the options of customer details, customer complaints, products purchased and all the database of the internal operation.

### Challenges

- Application with customer details , complaints, pending service orders, purchased orders, integrated under a single roof with navigations
- Clear process of management once the complaint is queried.
- Everything needs to be stored in database and be accessed



## Solution

- Admin dashboard with navigation to all options transparently.
- Statistics of the all inventory generated
- MySQL database generated with dynamic interaction of data.
- Navigation with breadcrumbs.

## Results

- It's easy to access the customer detail which adds the services. With all the details in a single panel admin can maintain the operations transparently and satisfy his customers quickly.

## About Srinivasan Software Solutions

Srinivasan Software Solutions specialize in Business Intelligence & Data Discovery, ERP Analytics, Marketing Analytics, HR Analytics, Financial Analytics, Service Analytics, Customer 360° Analytics, Retail BI, Higher Education BI, Planning & Consolidation, Online (NoSQL) Databases, Cloud Application Integration, Cloud Master Data Management, Big Data / Hadoop, Delivery Leadership, and Product Engineering

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## Call Us

We're here to help. Call us and speak with our marketing specialist who will be there to answer any questions you might have.

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