

University of Science & Technology
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Technology
Master Program of Information System

Implementation of CRM methodology in
marketing

Case Study :Khartoum Company For Electronic
Market

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Abstract

Today “CUSTOMERS” are very important factors in companies management , with the power to change their short-term and long-term polices and strategies. Therefore enough knowledge of environment, expectations of customers and their desires are very important to find the best solution for facing un-expected behaviors of customers , then find a way to change the mind of customers in the direction of companies’ profit. It’s an art to absorb customers by using different techniques such as CRM .

Customer relationship management is not only a computer program ,it is also a business strategy that define the customer needs and behavior.

The main objective of this thesis is to develop CRM system that help business to interact with customers , improved quality of customer service , also has ability to analyze customer data , sales ,and products management.

To achieve goal , several tools several tools were used such as PHP language, MYSQL Server and Dreamweaver Software.

المستخلص

في عصرنا هذا يعتبر العملاء من العوامل الرئيسية التي تستمد منه المؤسسة قوتها في بناء وإدارة سياساتها واستراتيجياتها نحو عملاءها على المدى القصير والطويل .

إن وجود قدر كافي من المعلومات عن العملاء وسلوكهم ورغباتهم والبيئة المحيطة بهم أمر في غاية الأهمية في سبيل إيجاد الحلول اللازمة لمعرفة رغبات العملاء غير ظاهرة للعيان والسعي الحثيث لمحاولة معرفة سلوكياتهم الغير متوقعة أيضاً ، ومن ثم التفكير ملياً في ابتكار أساليب جيدة لمحاولة تغيير طريقة تفكير العملاء في اتجاه يصب في مصلحة الشركة والعملاء أنفسهم . لذلك فانه من المهم جدا إيجاد أفضل الطرق لمحاولة جذب العملاء باستخدام أفضل التقنيات مثل نظام إدارة علاقات العملاء .

إدارة علاقات العملاء في حد ذاتها ليست برنامجا حاسوبياً فقط ، بل هي أيضاً إستراتيجية للعمل التجاري، تعرّف حاجات العملاء وسلوكهم بقدر أكبر واشمل ، بهدف السعي لتطوير وابتكار علاقات أقوى بهم .

إن الهدف الرئيسي من هذا البحث هو بناء نظام فعال له المقدرة على إدارة علاقات الشركة بعملائها ، هذا النظام له المقدرة على التعامل معهم وفهم سلوكياتهم ، وتقديم أفضل الخدمات لهم . هذا النظام لديه من القدرة على تحليل وإدارة بيانات العملاء والمبيعات .

وللوصول لهذا الهدف تم استخدام لغة PHP و MySQL Server و برنامج

Dreamweaver . لقد تم اختبار التطبيق واثبت فاعليته عملياً.

1.1 Introduction

Every business organization depends on customers for sustenance, the question is how to create and maintain customer satisfaction. Every business communicates with their clients in many different ways, especially in our technology rich and information based society. How we treat all of this information is where CRM plays a key role.

CRM acts as a central repository of information on your clients and potential clients. Customer relationship management software hones in on the relationship. As in many publications of late on one to one marketing, cyclical selling and counselor selling the mainstay is the relationship and how we recognize it.

CRM tools use technology to organize information you receive about your customers and record it in an orderly manner. Online, hosted, web based CRM software helps you understand your customer needs and helps you recognize the processes in place to achieve your business goals. Customer loyalty has a significant impact on both the top and bottom line. To maintain customer loyalty is to be informed on where you have been and where you are going. The first step in your CRM strategy is to take a snapshot of where you are currently. From this base you can design streamlined, customized and fully automated business processes.

Just think of CRM as a tool that when you open a customer's account, you can see all the consolidated data about that account: contact information, account history, sales, cases, invoices, quotes, files, emails, faxes, letters, notes

and any other pertinent information. All of this information is readily available online, anywhere the Internet is available [1] .

1.2 Research problem

Most companies have an aggressive effort to manage the quality of its interactions with their customers.

Customer doesn't get the service they deserve , doesn't know new promotions , managers may spend more time handling employee issues such as interacting with customers , analysis of information is very difficult.

To solve all these problems business needs to develop CRM system which provides seamless integration of every area of business that touches the customer.

1.3 Research objectives

The main objective of this thesis is to develop CRM system . With an effective CRM strategy , a business can :

- Know customers behavior .
- Interact with their customers.
- Improved quality of customer service.
- Retaining existing customers and discovering new ones.

It doesn't happen by simply buying software and installing it. For CRM to be truly effective, an organization must first understand who its customers are and

what their value is over a lifetime. The company must then determine what the needs of its customers are and how best to meet those needs.

1.4 Research methodology

This thesis will use a special methodology for analysis and design, called Ripple, which is geared towards learning what's involved in all software development, large or small, but it, is applicable to the real world as well.

Ripple is simplified object oriented analysis and design methodology, which is about viewing and modeling the world system as a set of interacting and interrelated objects. It also has many features such as universe consists of interacting objects and describes and builds systems consisting of objects:

- An analytical descriptive approach was used to describe the characteristics of the developed system.
- A practical implementation and testing system.

1.5 Research organization

The research organized as follows:

Chapter two concentrated on the definition of CRM , CRM & SCM ,CRM process ,the concept of customer life cycle Management, building customer loyalty – market intelligence way. Chapter three presents system design & analysis. Chapter four clarifies the system implementation and testing. Chapter five consists of the conclusion and the recommendations of the research.