

CUSTOMIZED CRM MOBILE APPLICATION FOR RETAIL INDUSTRY

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1. Abstract - The customized CRM application is important for all customers. The already existing system is contains Web based application for food and safety. Those systems won't provide any necessary intimation about the complaint status. Consider this as background, a more sophisticated android application was developed which can provide proper Intimation about the complaint status. Mobile application is employed by the user to post complaint about consumer products like Newspapers, groceries, TV, washer, open-end credit, Adhar, service quality, banking and food items etc. during this consumer care mobile application, the user can register and login the system using his/her user name and password. After login process the user can post the complaint with some proof like image sharing, videos sharing, location sharing, Chatbot, Share Documents, check status of your documents, send SMS and Record your calls and more. The complaint information's are sent to the buyer department. The consumer department login the system and update the status of the complaint. The task of Administrator executives can control all the activities within the system .The action taken by consumer department which will be uploaded alongside the proof for the user.

Key Words: Complaints, image sharing, videos sharing, location sharing, Chabot AI, share documents, check status of your documents, Send SMS and Record your calls.

2. Introduction:

The most objective of this Complaint Management system to specialize in the problems associated with internal system. Complaint Management system may be a platform independent application, so this mobile application are often accessed anywhere. This is often also developed for reduces the communication cost between the user and to supply the efficient service to their staffs.

The system got to provide the services to the user who is accessing this technique from the collected information and this technique gathers Complaints to supply services. This

technique which could enhance the day to day activities of the business efficiently and correctness.

3. Literature survey:

Out of the previous related work done concerning customer complaint, the most recent research was: Rizal et 2011) [6] develop a complaint management system called (e-Aduan) as a platform for UiTM Pahang's customers to complaint and comment regarding the services and facilities provided by the university. The researcher found out that the most appropriate to the research topic handling customer complaint using SOA was: Najar et al. (2010) [5] tried to improve relation between Citizens and Government by presenting a new model based on Service Oriented Architecture (SOA). With utilizing the presented model in Government body on one hand Governments will have the ability to minimize Citizens' dissatisfaction and on the other hand it can encourage Citizens to participate in controlling Government body such as Governments' staffs and organizations. In this paper the researcher tries to improve the relationship between Citizens and the Social Solidarity by presenting a new model of e-Complaint web service based on SOA. The Proposed model aims to develop a Service-Oriented framework for e-Complaint Web-based that targets the charity lifecycle The cycle starts with distribution of different services that are provided through charity. Those services are applied for different people based on their needs. Due to different obstacles those services may not be applied in appropriate way. Therefore, a need for a system that could detect Citizen's problems and provide them with suitable feedback is raised. Also, this paper describes the Complaint Management System oriented by Web-application which will be used by Citizens in order to make complaints about their dissatisfaction on provided services. This system will be able to handle complaints by recording and giving feedback for each raised complaint.

4. Existing System:

In the existing system the people must attend the office for any quite help. The users can post their problems but cannot get the small print of the issues and a few other services. This technique doesn't have much popularity and isn't user friendly. Supported the priority, the complaint are often submitted in drop box or on to the commissioner or the

concerned department, which can take physical effort and time consuming task. The matter is written in paper and can be submitted at the buyer office. Then the buyer officer will take care of it then he will take care about the customer's problem then the manager will enquire and allocate the matter.

5. Overview of the project:

The system is Client-server application designed by keeping in view the numerous activities that are performed at internal complaint management system. The issues faced on day-to-day hardware and software issues during this technique and also register their clients. This mobile app service is meant to supply the varied services to the clients it uses the mobile server and application server. Server receives the varied requests from the client and therefore the server has got to respond the client's request. This system's front screen designed with the ANDROIDSTUDIO, XMAL AND JAVA this Application server uses the both process.

6Module Description:

- USER MODULE
- ADMIN MODULE

6.1User Module:

Register: User can register their details like name, telephone number, user name and password. Login: User can login to the system using user name and password. User can open their page Post Complaint with Proof User can post their complaints which the includes product details, product image then on. Received Notification Consumer can view the notification of the complaints. user can CRM features need to using can easily post the complaints .to view the complaints, recording voice to hear a process, shared a documents and check a status of process These all are CRM application of features user can accessing a process.

6.2Admin Module:

Admin module allows system administrator to set up back-end of the system and perform basic system configuration, mainly definition of predefined drop-down fields, definition of class's time schedule, etc. All the new packages and promo bundles as well as new prices and price types for classes, new subjects offered, etc. are defined here. Part of the admin set up is user's management which allows users to be set up with definable access level/roles, access to a single or multiple branches. Admin can also set up overall system security settings such as required password strength, inactive session time out, inactive accounts lock out, password reset period, etc. Important part of security is audit log – any changes in the system are logged here – so it's

easy to check who changed/removed what, at what time, what was the original value and what is the new value set

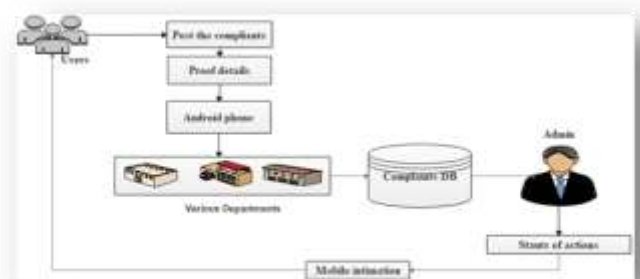
7. Basic rights of consumers include:

1. Right to be protected against marketing of goods and services that are hazardous to life and property
2. Right to be informed about the quality, quantity, standard, and price of goods services so as to protect the consumer against unfair trade practices
3. Right to receive assured access, wherever possible, to a variety of goods and services at competitive prices
4. Right to be heard and to be assured that consumers interests will receive due consideration at appropriate forums.
5. Right to seek redressal against unfair trade practices.
6. Right to consumer education.

8. E-Complaint:

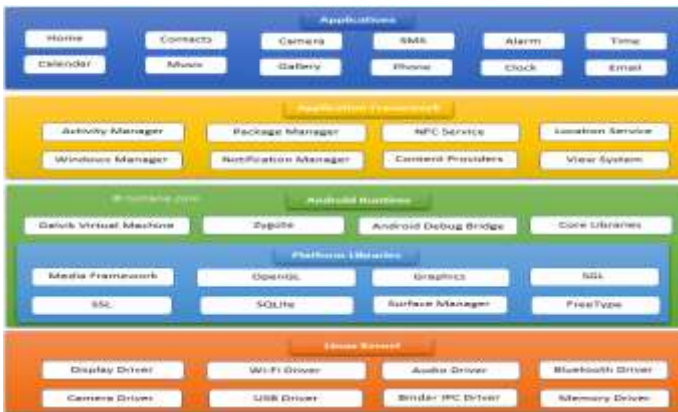
Each organization has its own definition for complaint. They define complaint related to the services they provide for users. The value of complaints, both as a communication device and as a means of giving them a chance to turn a dissatisfied customer into a satisfied and loyal customer. Customer complaining behavior can be defined as the consequences of customer dissatisfaction. On the other hand, customer satisfaction is not an absolute scenario, but very much depends on interactions, feedback, praise, and complaints. Complaint industry System is a system that we accept the user complaint and it will make sure that the user complaint are properly solved and managed by the appropriate department to which complaint belongs.

9. Architecture diagram:



10. Android Architecture:

Android operating system contains software components that can be divided into five sections and four main layers as shown above in the. Android Architecture Linux Kernel The Linux layer provides



Different level of abstraction between the device hardware and it contains different types of drivers like keyboard, cameras, display etc. Also, the kernel handles all the things that Linux is really good at such as networking and array of device drivers, which will remove the trouble to interact with the devices. The Linux kernel API, is meant to be very stable and to not break user space programs some programs, such as those with GUIs which rely on other APIs as well International Journal of Computer Science and Mobile Computing, All Rights Reserved 61 Libraries: The layer above Linux kernel there is a set of libraries that includes open-source Web browser engine Web kit, well known library SQLite database is useful for storage and sharing of application data, libraries to play and record sound and video and for SSL libraries responsible for Internet security etc. Android Libraries: This section contains Java-based libraries that are specific to Android development. Examples of libraries in this category contains the application framework libraries with user interface building, graphics drawing and database access PROPOSED MODEL SYSTEM.

11. CRM features:

Our sophisticated technology allows us to integrate voice, email, chat and other customer interaction channels to offer consumers a seamless interaction with the brand. Customer relationship management is an approach to manage a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business Relationships with customers, specifically focusing on customer retention and ultimately driving sales

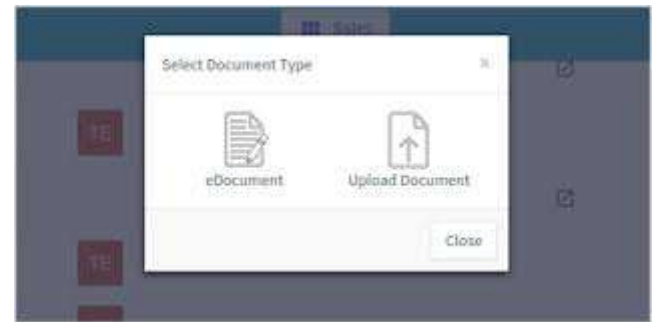
11.1. Voice and Video Calls:

Voice and Video Calls your colleagues via with is an excellent replacement for external services. And you can use the instant messenger during calls – handy for giving email addresses and domain names, etc. This keeps all of your internal communications internal. The Bitrix24 video

functions only use your browser there are no plugins or add-ons. Bitrix24 also provides users with access to video conferencing for groups up to 4 people. If you are away from your desk, the instant messenger will notify you about missed calls and add it to your call history Call your colleagues via Bitrix24. Bitrix24 with voice and video calls is an excellent replacement for external services. And you can use the instant messenger during calls – handy for giving email addresses and domain names, etc. This keeps all of your internal communications internal. The Bitrix24 video functions only use your browser support presently for Chrome 26.0 and higher there are no plugins or add-ons. Bitrix24 also provides users with access to video conferencing for groups up to 4 people. If you are away from your desk, the instant messenger will notify you about missed calls and add it to you call historyion.

11.2. Chabot:

This approach enables the bot to be more dynamic in its responses, also as functionality. The method itself is far more complex as compared to the above, because it requires that the Chabot is connected to an AI. The driving forces behind this approach are advanced data analytics, API (Application Programming Interface) integration, and therefore the subsequent machine learning that takes place. During this way, the bot is in a position to find out dynamically, and modify its working responses so as to supply a more efficient, personalized user experience. You should note however that, both of the above approaches have their merits, and their applicability is conditional solely to developer requirement. Given that Chabot's are a fast-growing concept today, I feel it necessary to arm you, with the essential facts associated with the topic, and the way and why the planning of a Chabot is of utmost importance. the subsequent points will offer you an honest handle on Chabot applications, where they are available from, what they are doing , and where they're going, in order that you're ready to design them in such how , that it provides the simplest possible user experience. Following, are some basic guidelines I've found are extremely useful for creating Chabot's.



11.3. Share documents of a CRM entity for signing:

Signing Hub allows documents sharing in the form of a documents package. A package may contain multiple files to facilitate sharing bundle of documents by consuming a single workflow from your available quota. The recipient are notified through email by Signing Hub (upon their turn) to sign the document package. You can share documents related to any of the CRM entities i.e. Opportunities, Contracts, Leads, Contacts, Campaigns etc. for signing. Consider an example of sharing the "Opportunities" documents package, the same process can be followed to share documents of other CRM entities.

11.5 Send SMS:

SMS feature in CRM adds one more channel of communication with customers. It could be helpful in sending notifications to customers and running a marketing campaign. SMS, as the name suggests, are short and can be read quickly.



11.4. Check status of your documents:

You can view the statuses of your shared documents from the "Check Status" section of the same CRM entity object (i.e. Opportunities, Contracts, and Leads, from where they were shared for signing. Similarly you can view those documents as well that have been shared with you for signing by other users, provided you have got the sufficient viewing privileges of that entity object. Consider an example of viewing the document's status of an "Opportunities" entity, the same process can be followed to view the "Check Status" section of other CRM entities. A screen will appear, listing all the shared documents of the opened Opportunity along with their respective information, i.e. Document Name, Owner, Next Signer, Date Sent, Document ID, and Status.

11.6 Record your calls:

As the type of conversation your team is carrying with the client. Further, this would help you in channelizing the training program. It would provide audit control and a means to identify the loopholes especially when the targets are not achieved.



11.7 Customer database

Allows to collect and store all available customer-related information about current and prospective clients in one place. It helps identify valuable customers and allows agents follow client interactions.



11.8 Contact management system is a great tool for tracking all contacts and planning customer interactions.



12. Future enhancement:

This system is found tested and examined for its successful processing. Future change in the environment or processing can be easily adopted by having simple change in coding. It is very user friendly, cost effective, feature rich and it provides very high level of security. It protects the unauthorized users. Moreover, the system coding is so well designed that new operations can be easily incorporated without much modification. A facility to inform through LIVE VIDEO or LIVE COMPLAINT REGISTER on landing of the consignment can be added in future

13. Conclusion:

The system has the benefits of easy access because it is developed as a platform independent web application, so the admin can maintain a proper contact with their users, which may be access anywhere. All communications between the client/user and administrator has done through the online, so this communication cost also be reduced.

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