



FINAL YEAR PROJECT REPORT

**CUSTOMER RELATIONSHIP
MANAGEMENT FOR GROCERY STORES**

**In fulfillment of the requirement
For degree of
BS (COMPUTER SCIENCES)**

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DECLARATION

We hereby declare that this project report is based on our original work except for citations and quotations which have been duly acknowledged. We also declare that it has not been previously and concurrently submitted for any other degree or award at Bahria University or other institutions.


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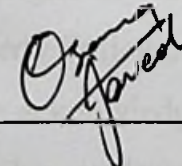
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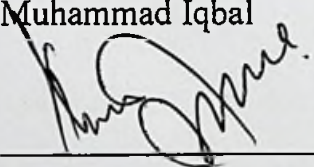
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CUSTOMER RELATIONSHIP MANAGEMENT FOR GROCERY

STORES

ABSTRACT

To define CRM, you should first understand its history. CRM is an acronym that stands for customer relationship management. Customer relationship management is any tool, strategy, or process that helps businesses better organize and access customer data. It all started with handwritten notes and Rolodexes, but with the advent and proliferation of digital technology, it eventually evolved into databases stored on individual computers. It's a platform that connects your different departments, from marketing to sales to customer service, and organizes their notes, activities, and metrics into one cohesive system. Every user has easy, direct access to the real-time client data they need also makes it possible for businesses to provide their customers with something extra ordinary: personalize, one-to-one customer journeys. Customer relationship management (CRM) is a technological initiative that focuses on building mutually beneficial customer relationships by employing technology that allows marketing, sales, and service to share information and work as a team. CRM systems can be either operational or analytical. Operational CRM systems gather customer information across various channels, such as on-site encounters, phone, Web, and call centres organizes it; and makes it available to front-line employees so they can better serve customers. Analytical CRM systems analyse the data collected by the operational system to help improve the overall customer satisfaction and profitability of customers individually and collectively. In general, CRM systems are used to track encounters with consumers and record communications with customers. This information can be used for purposes of segmentation and targeting of products and customer communications. The information gathered can also be used to help retain and develop customer. CRM software uses an integrated approach to store customer information. An all-in-one CRM has sales, marketing and service automation rolled into one. It automates interactions, provides business intelligence, and empowers sales reps to make the sales process smoother. A CRM analyses the data and opportunities of your sales force and helps them deliver a stellar customer service. Making a business successful and keeping it running can be an arduous task. When all happen simultaneously and you must handle chunks of data in form of campaigns, meetings, appointments etc. you find a need to adopt a powerful app in place of many individual apps. An all-in-one CRM unites all the functions on a single platform.

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