

IMPLEMENTATION OF AN E-CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM FOR TALOL MARKET

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ABSTRACT

This proposed system is about developing an Online shopping system for Talol Market. It covers the aspect of treating the customers better to achieve better relationship. Customers will have the ability to order and get their needs through the online system without the need to go to the physical market. The E-CRM system will help to enhance and improve Customer Relationship Management, whereby the market management can get to know the customers better in term of needs and desires. Through the existing system the marketing employees are having difficulty in keeping track of customers and locating their information and data, identifying which customers are loyal and which are not, there are also barriers of time and distance, where there is a limitations to reach customers at certain area. Integrating E-Commerce and CRM can deliver a better method for flagging preferred customers and for promoting marketing incentives such as promotions and point's redemption. The E-Customer Relationship Management system will help the market management in decision making by having full data on each customer through the database to know on what items to be promoted and when to do promotions or discounts. The system will allow customers who have difficulty to go to the physical store because of transportation issues or having no time to do shopping. Therefore through the new system they will be able to order and purchase goods from anywhere and anytime only by few click. It also helps Talol Market to have better record management, decision making and report generation.