A Study of E-Commerce and Customer Relationship Management (CRM) in the Implementation of an Online Purchase System for Dolls

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ABSTRACT

The Customer Relationship Management (CRM) online system for Dolls Bazaar is a system that allowed users to purchasing dolls online, redemption process, interaction process and also related information retrieving. In addition, this is an interactive and user friendly system that uses credit card and collection points to pay all the transactions which users can easily purchase for products from the website system with their credit card. Meanwhile, the customer service will be given to satisfy the customers. It is concept whereby the system would computer-based system and operated with a graphically interface.

Other than that, this system is built to help the company owner and staff to organize their data and business using information technology that brings their business online and to a new technology new era. At the same time, this system can help the owner and staff to reduce their work load and also help them to solve their problems that they are facing with their current manual system.

The author's main focus is to develop a system that would help to save up time and work load of both employees as well as their customers. This online system helps to give information and also frequent updates that can retain old customers while attracting new customers. In addition, this online system also helps to increase the quality of work to the company which can increase their effectiveness in customer service, standardize, and also helping them to do the work more accurate.

Mainly, there are two systems in this project. One is the front-end system where only the customers will be interacting with this system. Besides that, there is another back-end system which is designed for the administrators to update new products, feedback management and also edit product images.

The author hopes to help doll shops to improve their quality of the services as well as to ease the customer's time as they can purchase products and check for information at anytime and anywhere. The author hopes that this system will form a new alternative as well as option for the customer to browse for information and do their purchasing online by using this system frequently in future.

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