A STUDY AND IMPLEMENTATION OF A CLIENT/SERVER BASED CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEM FOR PRIVATE COLLEGE

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ABSTRACT

The purpose of the Customer Relationship Management system is for college to learn more about their customer's needs and habits in order to build a better relationship with them. CRM software stays on top of continually changing data and can help to respond instantly to the needs of various departments. The system that will be developed in client-server architecture can be used to track the status of a student in terms of academic, accommodation, personal details, and daily attendants. It can also be used to track, to handle and to recall the student enquiries. This system will allow the student to make any inquiries by interacting with the system thus reducing the bureaucracy of making inquiries personally. The college would benefit from using the system to easily track all the required information of students to know their progress and condition in the college.