

CUSTOMER RELATIONSHIP MANAGEMENT TOOL

Customer Relationship Management Tool:

- Client is the leading water and waste water management related company in the state that has been providing highly techno-economically viable solutions to its customers. Client required a Customer Relationship Management tool to manage its growing sales force, which would subsequently result in an increase of product sales.
- Customer Relationship Products are generally classified into Sales Force Automation Products and Customer/Service Support products. Based on the clients' requirements, and based on the some of the existing Sales Force Automation Products, we started developing a Sales Force Automation tool, SalesOne which when finished would offer much more exciting benefits than existing products in the market.
- Microsoft .Net 1.1 Framework and VB.Net language have been used. One of the major reasons in deciding to go with Microsoft .NET framework is the feature-rich set of ready to use System classes that can be employed by any .NET application. Also, compared to other leading web technologies like J2EE, this has a greatly streamlined development API, easy web service support, simple and efficient localisation, and provides great documentation as well.
- During the development process, we realized that SalesOne had to be customized to suit the management hierarchy of the clients' company. We then started development of SalesOne on two fronts, one that could easily be customized to suit other clients' requirements, and one that would actually be customized to meet the client specified criterion.
- The customizable SalesOne application will address the needs of Sales Executives, Managers, Directors and Chief Executive Officer in the clients company. An administrator created in the tool is provided with adequate privileges to add, remove or alter access rights to all the necessary sales people in the clients company, so that the sales force can access and update the tool with the required information in a standard format. Some of the competitive advantages offered by SalesOne are increased productivity due to the reduction in costs, increase in sales revenue, and increase in market share; significant decrease in management response time due to daily information updates to the system rather than weekly updates; and increase in customer satisfaction if the sales staff use SalesOne to expertly service the customers.
- We investigated existing automation products in the market before starting development of SalesOne to try and address some of the major aspects these management tools were lacking. Some of the issues that have been effectively addressed by SalesOne are reduction in maintenance from the clients' perspective, easy to understand and use of the SalesOne automation tool, economical, and easy integration with other management information systems if needed.