



CONTACT MANAGEMENT SYSTEM

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ABSTRACT

The primary goal of a contact management system is to enhance communication with customers and safeguard important information and interactions related to them. This is achieved through the use of the internet, which can help reduce the manual effort required for managing details. Such a system is not only capable of storing details about pre-existing customers but also performing necessary updates and adding new information about recent customer activities. It allows businesses to keep track of phone calls, emails, and all types of communication in one consolidated online database that can be updated even on mobile devices such as tablets and smartphones.

Keywords: Customer Relationship, Data Visualization, Data Privacy.

INTRODUCTION

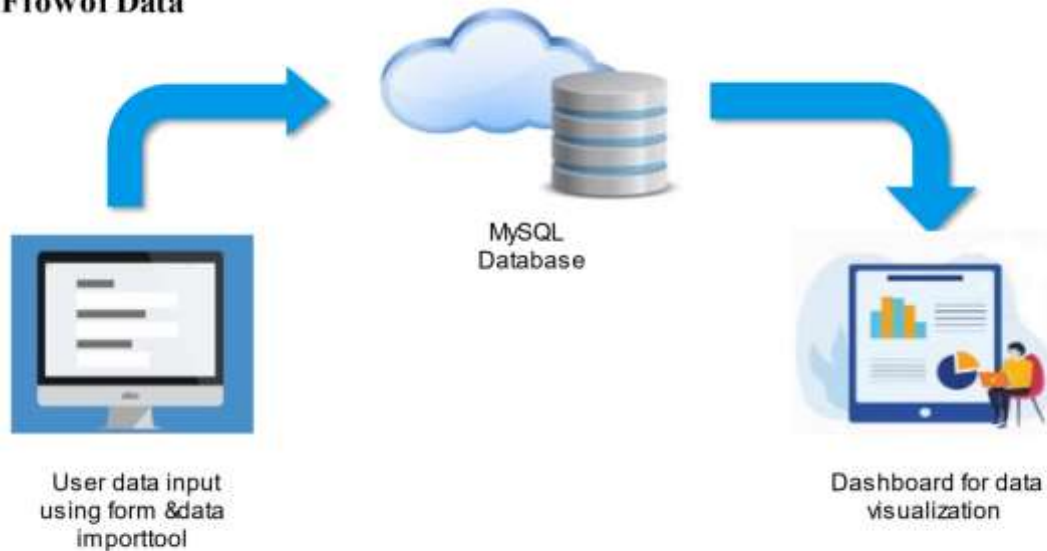
An average business organization tends to lose about 50% of its customers within a five-year business cycle, mainly due to unmet customer needs that are constantly changing. Therefore, it becomes increasingly important for an organization to effectively understand the requirements of its customers to keep them coming back for more. However, keeping track of every customer in a large company can be quite confusing and sometimes impossible. This is where the need for an automated or semi-automated system comes into play. Such a system should not only store details about pre-existing customers but also perform necessary updates and add new information about recent customer activities. This system can be referred to as a Contact Management System, which will also provide options to save reminders like birthdays or product releases and save different timeframes for different activities. Additionally, this Contact Manager app will have options to view events or groups added by the admin and accessible to all registered users. If a group is created by a registered user, it will first need to be approved, and the user who created the group can then send an add request to other registered users. Options to log in and log out of the application will also be available

METHODOLOGY

The agile methodology is a flexible and iterative approach to software development that focuses on collaboration, continuous feedback, and the incremental delivery of working software. In the context of developing a web-based dashboard for contact management, the agile methodology will allow for the incorporation of user feedback at every stage of the development process. The development team will work in short iterations, typically lasting one to four weeks, during which they will implement and test a small set of features. Each iteration will start with a planning meeting. Regular meetings

and check-ins, such as daily stand-ups and sprint reviews, will be held to facilitate communication and collaboration between the development team. These meetings will allow the development team to provide updates on progress and receive feedback, ensuring that the development process stays on track and that the final product meets the users' needs.

Flow of Data



The website will be developed using modern web technologies, such as HTML, CSS, and JavaScript for the frontend and Node.js for the backend, along with the MySQL database. The development team will follow coding best practices and use version control tools, such as Git, to manage changes to the codebase. To ensure that the website is user-friendly and customizable, the development team will employ user-centered design principles. This includes conducting user research and testing, and incorporating user feedback into the design and development process.

RESULTS

The management of contacts is a part of Customer Relationship Management (CRM), but not the entirety of it. Your primary objective is to develop a dashboard that presents your customer record database in a way that enables marketers to quickly grasp essential information. This dashboard should include details such as the number of active customers and the types of contact information available in the database. We intend to host our CMS on our company's servers, giving us complete authority over the data. This approach will prevent any potential misuse of our customer records and other critical information. Creating a custom CMS in-house considerably reduces expenses compared to purchasing a commercial one. Generally, CMS platforms are straightforward to operate. Our goal is to design a user-friendly CMS that allows new employees to navigate it efficiently right from the start. This will significantly save the employer or organization time and money.

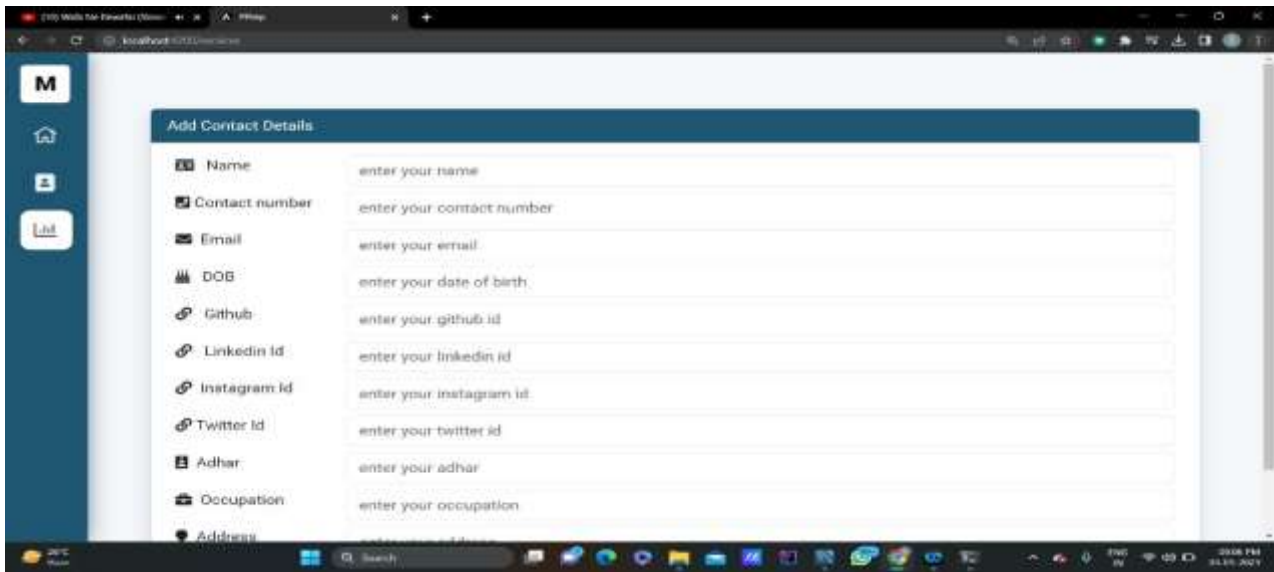


Fig.1.Add contact details of individual

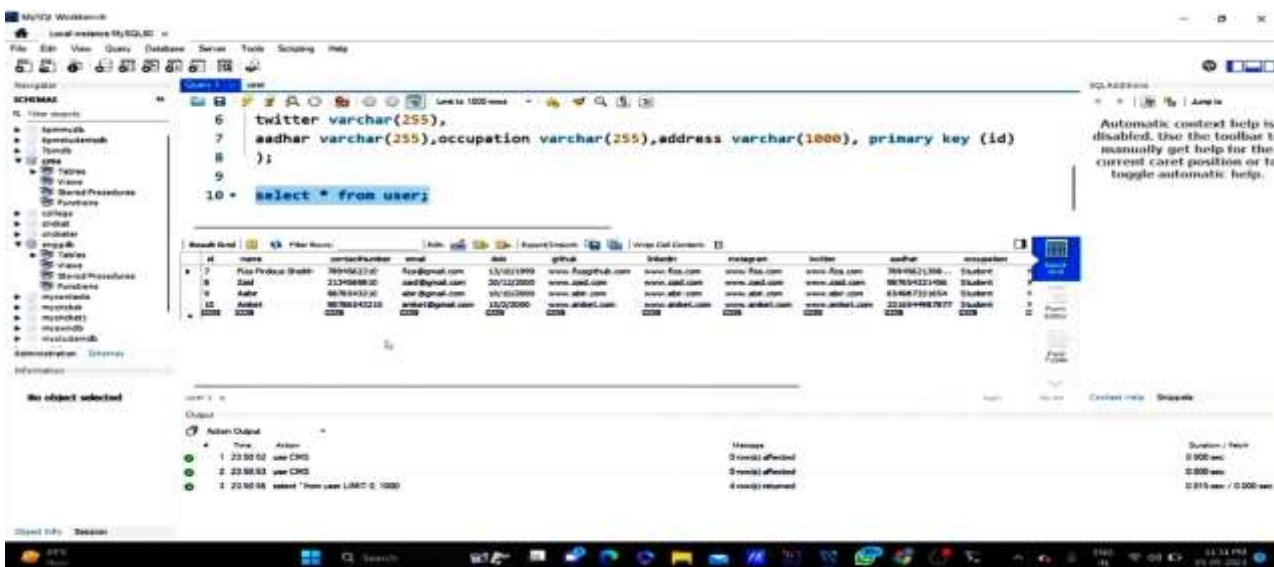


Fig.2.Database

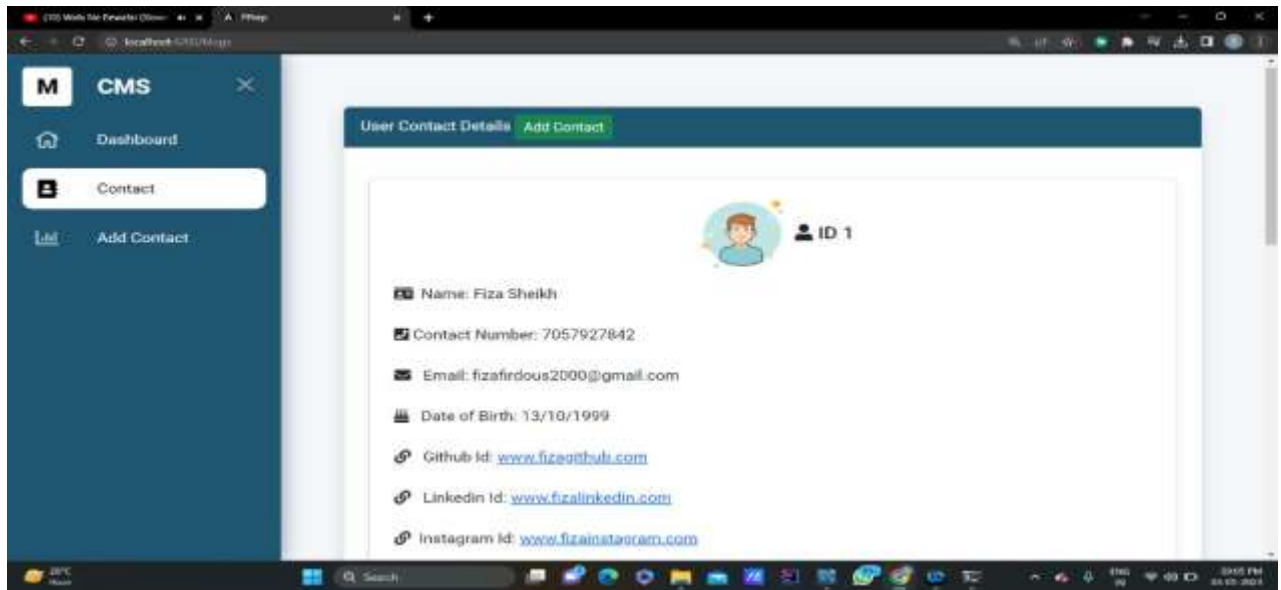


Fig.3.User contact details

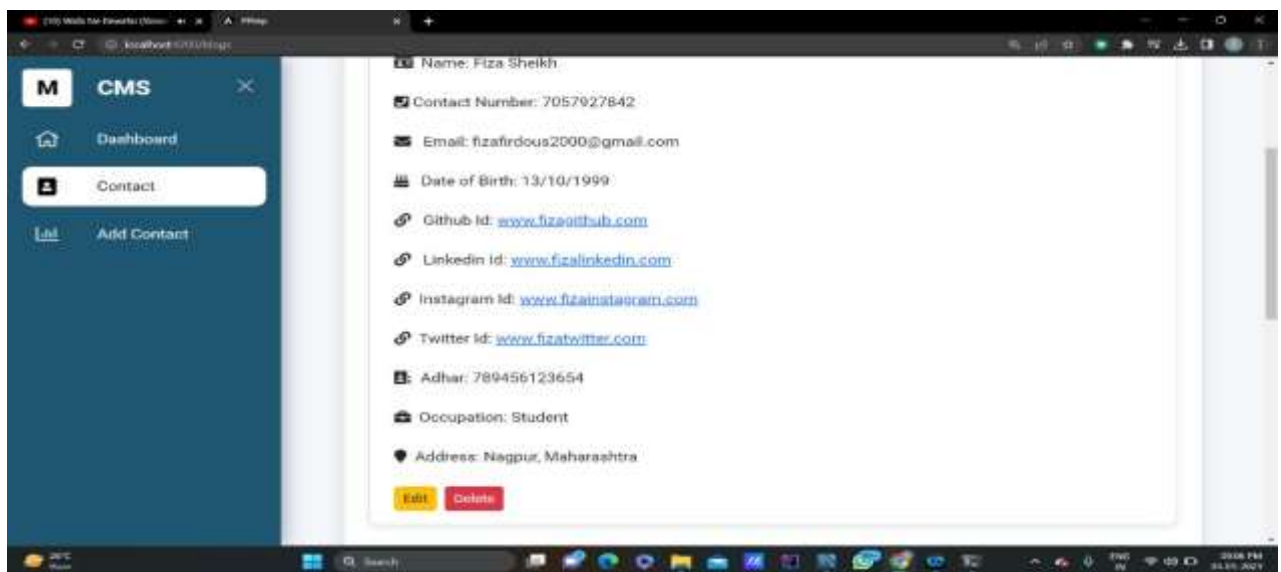


Fig.4.Edit or Delete user contact details



Fig.5. Dashboard for data visualization

CONCLUSION

CRM software, with the help of Contact management, enables you to deliver an exceptional customer experience. As mentioned earlier, personalized interactions are crucial to enhancing the customer experience. By having all customer data readily available, you can establish closer relationships with them, resulting in even better customer experiences. These are just a few examples, but the bottom line is that with aligned teams, automated processes, and more time freed up for one-on-one customer interactions, you can provide a superior customer experience. Contact management allows you to store vast amounts of personal information about each customer. Over time, as you accumulate more data about them, your understanding of who they are becomes increasingly accurate. You can learn about their unique pain points, needs, challenges, interests, and much more. Armed with that kind of insight, your sales and customer support representatives can initiate customer conversations with all the necessary information to establish a quick rapport. Overall, implementing contact management and CRM software is essential to achieve these outcomes.

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