Abstract

In this paper, they try to represent the importance of communication and interaction between an organization and its clients. Cloud CRM (Customer Relationship Model) is a dynamic application that is developed with latest technologies in order to mark a remarking presence of CRM process. This is built as a web application for both the customer and clients. Cloud CRM has exceptional features like employee management system to manage employees in an organization, leads management system which is built for extensive leads generation, payroll management system for managing salaries, inventory management system, bulk SMS and bulk Email facilities for notifications and campaigning and Interactive Voice Response with virtual numbers facility for the organization. The entire project is deployed in cloud. The three major sections of this project is deployed as client interface, organization interface and mobile application. All these sections are connected to a central database in the cloud. The project is deployed in Windows Azure cloud and the cloud services makes this application dynamic. The most important features of doing so is dynamic allocation of network resources and pay per usage features makes the project more powerful. The Android mobile application is built for the clients that will be using the services of the real estate CRM. It helps in generating leads from a
wider scope for the organization and at the other side the clients even get to use a portable application in this age of digitization.

Refer
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Index Terms

Computer Science
Distributed Systems

Keywords
Android CRM Inventory IVR Lead Management System Mobile Application MySQL Payroll
PHP

Windows Azure