Cloud Based Sales and CRM Application for Builders A Web Enabled and Android CRM Tool

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Abstract- This paper proposes a mobile application along with web enabled PC application for builders (sales manager and the salespersons). This application will help manager to manage and schedule the meetings with the clients. This application has the main feature of scheduling the meetings and the follow up of meetings which is Lead management. Manager can schedule meeting of salesperson with the client through Web application using SaaS on cloud. An Email alert and message notification will be sent to client and salesperson, also the later will be able to give the reviews of meetings through Android application using SOAP protocol used to communicate with Web application.

Keywords- *CRM tool,Software as a Service (SaaS), Simple Object Access protocol (SOAP), Android and Web application as CRM tool, CRM tool for builders.*

A. INTRODUCTION

The field of real estate is enormously growing. There is cut throat competition in this field. Customers are the source of growth for real estate. In order to make a difference, one has to maintain and manage the resources, which is nothing but the customers. Customer relationship management (CRM) deals with the managing relations with the clients. CRM tools deals with lead management of the clients and also optimizing resources for the sales. Thus CRM helps in forming strategies for the sales.

B. EXISTING SYSTEMS

The existing marketing and CRM sales software have facilities of inventory management and lead management. The available software are either android based or web-based[2] . Now a day, builders need centralized software handling. Builders need the software which provides feedback and re-scheduling. So it is a need to proposed new system which combines android applications and web applications.

Mass Email facility is provided in all existing software but to build good relationship with customer, customer history management is important which is rarely available. This system is builder specific which is not currently available. Almost all existing software are not free of cost.

C. PROPOSED SYSTEM

The web start application will be for manager. Manager will be able to do following tasks:
I.   Schedule Meeting
II. Lead Management
III. Sending mass e-mails and messages

IV. Taking feedback from agents and client
Manager will send E-cards to agents about the scheduled meeting with the clients. E-card for scheduled meeting will contain the meeting details. Also, in this system manager schedules the meeting from the web start application, an auto generated email will be sent to the client briefing about the meeting. The database of the clients and the salesperson can be maintained by the manager on the web start application. The database will be stored on the server /cloud storage. Only manager will have permissions to access the database of clients and the history with the clients.

The android application will be available to the agents. The sales person will receive the remainders for the meetings scheduled by the manager. The sales person will have to give feedback to the manager once the tasks are completed. The feedback given by the sales person will be recorded and further scheduling will be done.

D. WORKING

I.   Android platform is widely used now a day. The system has the application part of it on android platform. This application can be connected to database and also synchronized with the web based application running as software as a service on the cloud.

As the android application development involves the XML interface, it is essential to use the SOAP (simple object access protocol) protocol so that it can be synchronized easily with the web application part of the system. SOAP is nothing but a protocol used for enabling the web services for exchange of messages. It supports XML interface and also managing the messages information between Web application and android application in the XML is easier compared to any other protocols such as REST, WSDL etc. It can be used with HTTP and SMTP protocols on another layer[1].

II.   The web application will be deployed on Cloud using the SaaS feature of the cloud computing technology. This can help the provider to put the software on lease rather than providing the expensive licenses. In Software as a Service (SaaS) software is maintained centrally. As it is maintained centrally by vendor, any changes or updates made in the software can be easily made available to the users. Compatibility control becomes very easy and quick by software vendor.

III.   As the system is divided into two parts- One android application and another SaaS PC application. The working will go as follows as shown in the diagram:
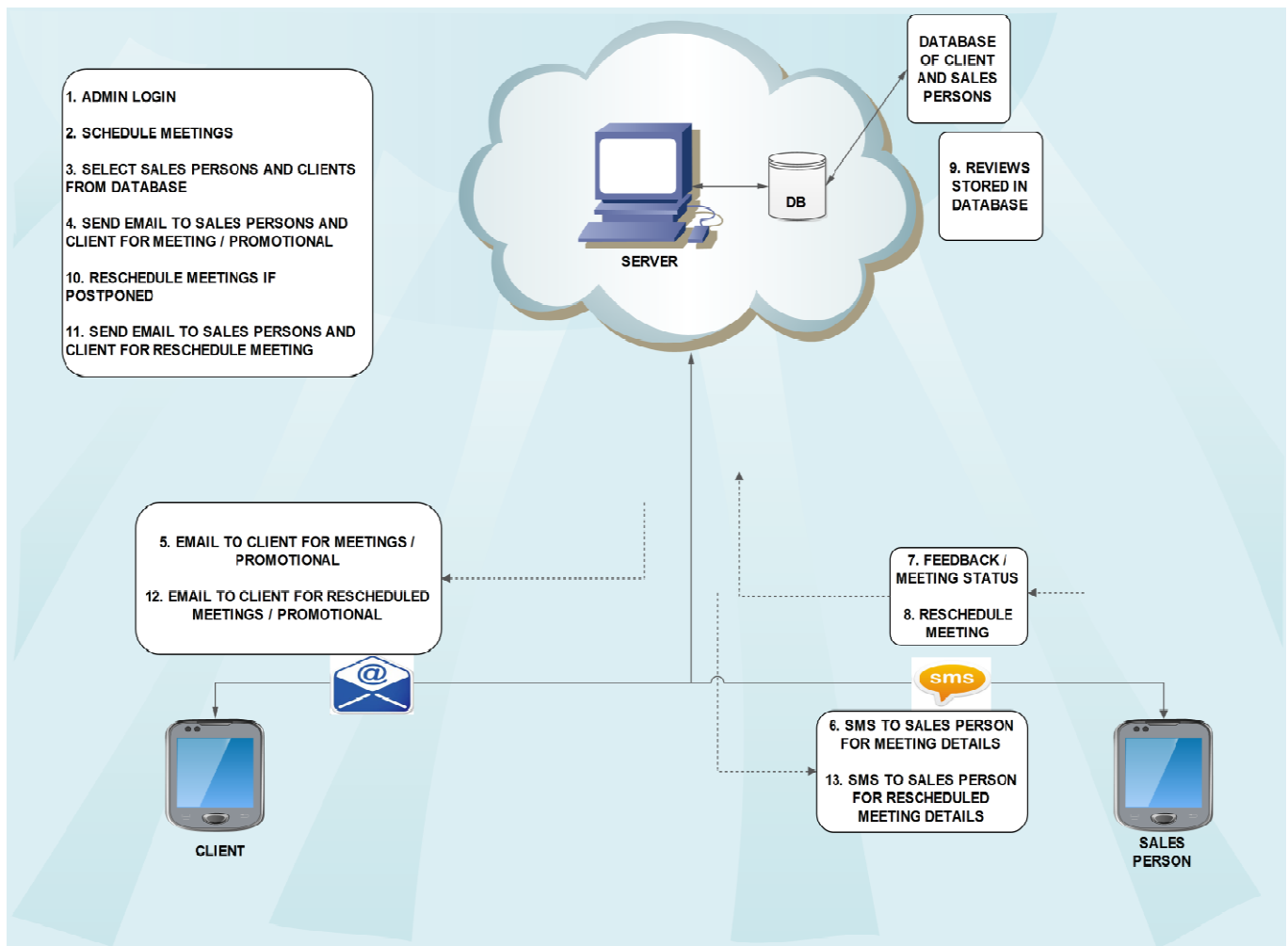
Fig. 1.1 Working block diagram of proposed system

E. ANDROID APPLICATION MODULES

-Schedule briefing message received by the agent.

-Instant review of the meeting with the client given here will be received by administrator working with the PC application part of it.

Web application modules:

-Scheduling meetings of agents with the clients

-Mass promotion emails can be sent through this application

-Client and agent details are managed. Also client history maintained for strategic planning.

F. CONCLUSION

The CRM application enables company to reduce time and help to maintain meeting records in a database for future reference. Web services along with android application provide easy way of communication between admin and salespersons. CRM mobile services represent collaboration with company and its clients.

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