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## A REVIEW ON CLOUD BASED CUSTOMER RELATIONSHIP MANAGEMENT

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**Abstract:** CRM is used to develop a productivity based software solution that multiple companies can use to manage their customer queries and complaints to achieve satisfaction. To demonstrate how multi tenant cloud based application for customer relationship management is developed, deployed, distributed and maintained. Helping an enterprise to enable its marketing departments to identify and target their best customer, manage marketing campaigns and generate quality leads for the sales team. Assisting the organization to improve telesales, account, and sales management by optimizing information shared by multiple employees, and streamlining existing processes. Allowing the formation of individualized relationships with customers, with the aim of improving customer satisfaction and maximizing profits; identifying the most profitable customers and providing them the highest level of service. It provides employees with the information and processes necessary to know their customers understand and identify customer needs and effectively build relationships between the company, its customer base, and distribution partners.

**Keywords:** Cloud Computing, Software as a service(SAAS)

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## INTRODUCTION

CRM(Customer Relationship Management) is an information industry term for methodologies, software, and usually Internet Capabilities that help enterprise manage customer relationships in an organized way.

The overall goals are to find, attract, and win new clients, nurture and retain those the company already has, entice former clients to return, and reduce the costs of marketing and clients service.

Customer relationship management focuses on your enterprise's number one priority creating a satisfactory customer experience that will delight your current clients and help you acquire new ones quickly.

More times our customer relationship management software is in the cloud, so it frees up your team from cumbersome admin, data entry, and security updates, allowing them to focuses on lead generation, closing deals and gaining expertise.

A greater overview Salesforce's CRM software streamlines and automates your business processes, providing deep analysis and insight into important sales and client data, ensuring greater client satisfaction.

There are many good software providers who work through the cloud to give their customers optimal solutions to power many businesses. But users who visit multiple vendors have to keep track of everything from passwords and data , across multiple interfaces for this CRM is beneficial.

### **Software as a service (SaaS)**

In the business model using software as a service (SaaS), users are provided access to application software and databases. Cloud providers manage the infrastructure and platforms that run the applications. SaaS is sometimes referred to as "on-demand software" and is usually priced on a pay-per-use basis. SaaS providers generally price applications using a subscription fee.

In the SaaS model, cloud providers install and operate application software in the cloud and cloud users access the software from cloud clients. Cloud users do not manage the cloud infrastructure and platform where the application runs. This eliminates the need to install and run the application on the cloud user's own computers, which simplifies maintenance and

support. Cloud applications are different from other applications in their scalability—which can be achieved by cloning tasks onto multiple virtual machines at run-time to meet changing work demand.[65] Load balancers distribute the work over the set of virtual machines. This process is transparent to the cloud user, who sees only a single access point. To accommodate a large number of cloud users, cloud applications can be multitenant, that is, any machine serves more than one cloud user organization. It is common to refer to special types of cloud-based application software with a similar naming convention: desktop as a service, business process as a service, test environment as a service, communication as a service.

The pricing model for SaaS applications is typically a monthly or yearly flat fee per user,[66] so price is scalable and adjustable if users are added or removed at any point.[67]

Proponents claim SaaS allows a business the potential to reduce IT operational costs by outsourcing hardware and software maintenance and support to the cloud provider. This enables the business to reallocate IT operations costs away from hardware/software spending and personnel expenses, towards meeting other goals. In addition, with applications hosted centrally, updates can be released without the need for users to install new software. One drawback of SaaS is that the users' data are stored on the cloud provider's server. As a result, there could be unauthorized access to the data. For this reason, users are increasingly adopting intelligent third-party key management systems to help secure their data

## **I. Characteristics of CRM**

Well-designed CRM includes the following characteristics:

1. Relationship management is a customer-oriented feature with service response based on customer input, one-to-one solutions to customers' requirements, direct online communications with customer and customer service centers that help customers solve their questions.
2. Salesforce automation. This function can implement sales promotion analysis, automate tracking of a client's account history for repeated sales or future sales, and also coordinate sales, marketing, call centers, and retail outlets in order to realize the sales force automation.
3. Use of technology. This feature is about following the technology trend and skills of value delivering using technology to make "up-to-the-second" customer data available. It applies dataware house technology in order to aggregate transaction information, to merge the

information with CRM solutions, and to provide KPI (key performance) Opportunity management. This feature helps the company to manage unpredictable growth and demand and implement a good forecasting model to integrate sales history with sales projection.

### **Problem Definition**

The major problem with the existing system was that it does not provide a user friendly environment to the clients. Previously in corporate sector there was vast impact which initially focuses on automating back office functions that did not affect customers and the general public. Front office functions such as customer relationship management(CRM) deal directly with customers.

At earlier time, when CRM was used it was for one organization only, there was problem with portability as once it install ion one computer it can't access from the remote place if that computer is far from that remote place.

Traditional business applications have always been very complicated and expensive. The amount and variety of hardware and software required to run them are daunting. One needs a whole team of experts to install, configure, test, run, secure, and update them.

When someone multiply this efforts across dozens or hundreds of apps, it's easy to see why the biggest companies with the best IT departments aren't getting the apps they need. Small and mid-sized businesses don't stand a chance.

### **Literature Review**

There are various existing system which provides software as per user requirements but it is to specific service which can satisfy only one organization. In that system one has to buy separate software that provides all functionality which is required to customer. It requires large storage capacity. This is achieved by purchasing hardware storage devices. Hence it increases that cost and it requires large man power.

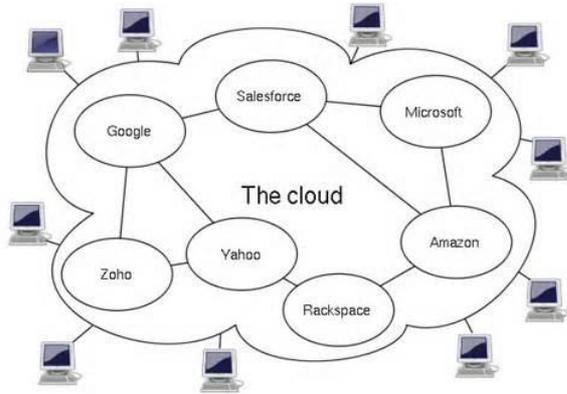


Fig 1 :Cloud Computing

Conversely, cloud based CRM provides such facility that customer need not to buy a particular software for their requirements. CRM consists of bunch of services and customer can use only those services which they required to them. And they have to pay for those services which they are using. Hence it saves unnecessary expenses. In CRM there is less hardware requirements as whole data is stored and manage in centralized database.

Successful implementation, development, use and support of customer relationship management system can provide significant advantage to the user, but often there are obstacles the obstruct the user from using the system to its full potential.

### **What makes this tool the better choice?**

Customer relationship management is a term that refers to the system through which businesses market, sell and deliver services to clients. Various CRM solutions are available from different that can be tailored to the needs of the business, whether it is a small to mind-sized business or an enterprise organization.

Enabling companies of any size to capture customer information and analyze the data to achieve better product deliverance and ultimate customer service, CRM solutions used to only be stored in central database consisting of hardware and network infrastructure.

As long as a user has an Internet connection, he or she may access the cloud CRM applications and software, making customer interactions more timely and less costly.

Ultimately the cloud is growing trend amongst businesses hoping to take advantage of the ability to host technology without having to maintain the cumbersome database, and the CRM industry is steadily coming into play in the cloud-based arena.

The challenges faced by the company will last longer for the convenience of their customer. Companies are urged to consider the overall impact of a viable CRM software suite and the potential for good in its use.

### **FUTURE SCOPE**

The cloud based CRM system has great future scope. It is developed in such a way that further enhancements can be made to it. The role of cloud computing is set to increase in areas like warfare and scopes.

Most of the computer professional loose of their time and effort downloading different versions of software so that can access various programs and data with little efforts.

Using the cloud based CRM for banking that offers the right bells and whistles will make the client tracking easier. Modify the services according to clients. This increasing presence of Internet is opening new vista in educations and healthcare. With the help of cloud computing we can use these services at a little cost.

With the arrival of cloud computing it is no longer necessary to purchase hard drives with large storage capacity, as is can be stored on cloud. So keep fear of losing your data away. All your data with complete back up can be stored on the cloud. So with rising popularity the computers will act as an interface to communicate with cloud computing.

### **CONCLUSION**

Cloud based CRM leads to rapid development. Hosted CRM implementation generally take as little as a new days to almost three months and companies do not need to invest up front time in the planning of hardware and software purchases. Cloud based CRM reduces cost since there is no hardware to purchase server to install or techniques to recruit when using hosted CRM. It also provides security safeguards. It also leads to easy up gradation.

A good way to understand the SAAS model is by thinking of bank, which protect the privacy of each customer while providing the services that is reliable and secure on a massive scale. Bank

customer all use the same financial system and technology without worrying about any one accessing their personal information without authorization.

Multitenant architecture, in which all users and application share a single, common infrastructure and code based that is centrally maintained. Cloud based CRM banking module improved access at the same time.

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