CLOUD COMPUTING CUSTOMER RELATIONSHIP MANAGEMENT FOR ONLINE RENTAL SYSTEM

Swati Y. Dhengre¹, Snehlata R. Golam², Asmita B. Lokhande³, Devyani N. Kandalkar⁴, Prof. Preeti K. Karmore⁵

¹²³⁴UG Students, B.E., Computer Science & Engineering, DBACER, Nagpur, Maharashtra, India
⁵Assistant Professor, B.E., Computer Science & Engineering, DBACER, Nagpur, Maharashtra, India

Abstract - Now a day’s, there are online reservation which gives much benefit to user. A rental service is a service in which customer arrive to request the hire of a rental unit. It is more convenient and beneficial than carrying the cost of owning and maintaining the unit. The number of agency of company, they gives our product or item to a customer on rent for few hours, one or two day’s or a week. It is an extended from of a rental shop. In India, the all record are most of time maintain manually and individually. There were several problem occurring to searching the rental shop and it is not necessary to always the needed thing is available in it. The solution come out on solving the various problem that always occur on customer The rental agency primarily serve people who needs product for temporary use. The rental system provides complete functionality of listing and booking the product. For example, customer need dance costume for an hour, so they will not able to purchase these costume for an hour, that time the rental system are play important role.

Key Words: Cloud computing, rental system, e-Rent, shopping, online rental system, rent service, Shortime access product, Customer Relationship Management, Software as a Service.

1.1. Customer Relationship Management Service provided by the Sales Force Automation

One of the key issues is to maintain a solid relationship with the client and meet their expectations. Information systems like Customer Relationship Management [CRM] enable to quickly increase productivity and are a wise investment for any business. Customer Relationship Management systems support companies for tracking, organizing and analyzing all the communication that is made with current and potential customers. CRM allows SMEs to improve the way to market products or services to customers and establish relationships with customers that will have longevity and profitability. CRM helps businesses to maintain customer information such as purchase trends, determine what and when products sell. The most popular CRM features are used for this project is Sales Force Automation. The idea of Cloud Computing simplifies many network connections and computer systems involved in online services. Users with an Internet connection can access the cloud and the services it provides Cloud Computing includes (e.g.):
- online backup,
- social services,
- personal data services,
- online applications,
- hardware services,
- mirrored websites.

1.2. Rental System

A rental system is the system that rents assets for short period of time, generally renting from a few hours to a few weeks and primarily located busy city areas and often complimented by a web side allowing online services. Rental system is where a fixed number of heterogeneous users rent one product at a time from a collection of reusable products. A rental durations of each user are independent and identically distributed with finite mean. The study of transient behaviour in this system following the introduction of a new product that is desired by all the users.
They represent the usage process for the new product in terms of an empirical distribution [1]. The main idea is to give such a platform for the vendor where they can put up their shops and deal with customers according to themselves. The website or the framework provider will act just as a platform for customers to act with the shopkeepers [2]. Understanding shifts in consumer behaviour gives insights into the demands of the market. Knowing these things enables marketers to drop certain products or make strategic changes in pricing that will result in big gains or, at the very least, limit damage to profits [3].

1.2.1 Proposed plan
In this proposed system, it has two important actors are; administrator and customers. Here discussing that two actor’s benefits and work flow.

There has three modules :

1.2.2. MODULES
• Customer Registration : Customer can fill their details in this registration form such as full name , email , contact number , address with pin code , id-proof , id-proof number , etc.
• Product Registration : This module basically include the details of all the products and its current offer such as , information of available products, booking of product, how customers can easily get the product on rent and also can give feedback.
• Cart Management : This module helps to customers to get details about their shopping products, current offers on individual product, and their total billing details. This module also works on arithmetic operations for billing task.

3. Implementation
We used Sales Force technology for implementing these project. Sales Force gives many facilities [e.g.]:
- costumer service software and support
- CRM and cloud computing to grow our business
- Help Desk Software, Customer service for small enterprises
- Maintenance Free
- Access Anywhere
- Better Security
- Fast Implementation

3.1. Admin modules implementation / representation :
At Admin site, The sales force technology provide the domain to create the mobile application as well as mapping all models with each other and managed the data base of product , users and transaction on cloud.

3.1.1. List view of product at the administrator site which gives the detail with Product ID | Category | Description | image link | MRP | Name | Quantity | Rent per day .

Fig 1.1 Product list

3.1.2. Details of each product separately at admin site.

Fig 1.2. Product details at Customer Site
3.1.3. Adding a new product details with **Product name** | **Category** | **Image url** | **description** | **MRP** | **Rent per day** | **quantity**.

![Adding new Product](image1)

Fig 1.3. Adding new Product

3.1.4. List view of user transaction details which given detail with **Username** | **Password** | **Name** | **Phone No.** | **Email** | **User Number**.

![User's Detail at admin site](image2)

Fig 1.4. User's Detail at admin site

3.1.5. Details of each users at Admin site.

![Each User's detail at Admin site](image3)

Fig 1.5. Each User's detail at Admin site

3.1.6. View All transaction at admin site.

![Transaction list at admin site](image4)

Fig 1.6. Transaction list at admin site

3.2. **Customer modules implementation / representation**: At user site, users use the application is made by the particular admin with the all access of data i.e viewing the product details, add to cart and see the all transaction of them.

3.2.1. Login page which shows the user id and password

![Customer Login](image5)

Fig 2.1. Customer Login.

3.2.2. If user are not registered then they fill the registration form with personal details.

![Registration to new user](image6)

Fig 2.2. Registration to new user

3.2.3. User can search product with their category.
3.2.4. User can update and modify our personal information like, shipping address, contact number, etc.

3.2.5. List view at user site with Product name| Quantity| MRP| Rent per day| Number of day| Rented\Bought| Amount.

3. CONCLUSION

This paper has present online rental system has offered advantage to both customers as well as Rental Company to efficiently and effectively manage the business and satisfy customers need at the click of a button. Finally, this system is providing good business for organization and company owner and for customers it will be good service. Multiple people these days prefer buying things online over the conventional method of going into stores. Now rent process is also become online through this project and make available rental product online. So it save time of customer for searching product store to store and sorting billing problem also.

REFERENCES


