INSTITUTE CRM AND ERP SYSTEM

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Abstract - The paper presents a review of the current literature published in journals in the field of information system application 'enterprise resource planning' (ERP) and 'Customer Relationship Management (CRM)' in institutes. The proposed system is an automated Institute CRM and ERP System. As we can see the existing system has so many drawbacks to overcome that this system has been proposed. Our system is highly scalable which means we can store the data on multiple servers. But it is really difficult to manage manually because if we try to do it manually then we have to maintain multiple registers *for* it which is time-consuming and not economically feasible.

*Key Words***:** CRM(Customer Relationship Management), ERP(Enterprise Resource Planning), Institutes, Higher Education Institutions, selection criteria.

1.INTRODUCTION

As time has changed dramatically. Now everything is computer based, i.e. a lot of work we rely on technology as it saves a lot of time and effort etc. But there are still too many institutions with no client-side programs available, so all work is handled manually and should be recorded in another register.

The proposed system is an automated Institute CRM and an ERP system. As we see the current system has many issues that need to be completed so that this plan has been proposed.

Through our website, the administrator can arrange a course, manage an academic record, manage a student record, course record, tuition fee length etc. in the system there is no need for any registers or any kind of manual labor.

With this system we will be able to replace the registers and store the data or records of student, course, faculty, revenue etc. in Database, due to which the paper work is reduced.

As the manual work is very time consuming so this system is less time-consuming to maintaining the records.

This System is easy to handle because in an existing system we are using the registers and we are not having a single register for maintaining record so it becomes so difficult to handle it.

2. CRM

CRM has been described as "a customer-focused business strategy that aims to increase customer satisfaction and customer loyalty by offering a more responsive and customized service to each customer" (Croteau and Li, 2003)

CRM systems allow customers to interact with the business in an individualized way, tailored to specific needs, and incorporate processes to integrate information about both customers and the business.

The CRM system we are implementing in our project will fullfill functions in two main categories - operations and analysis. In short, the operating side collects data from a variety of touch points; analytical systems make sense of it.

The Customer Relationship Management Strategy connects the three basic components of organization, strategy, philosophy and technology. Additionally, the success of a Customer Relationship Management strategy depends on the right balance between the three critical organizational resources, people, technologies and processes

In our project Electronic customer relationship education program helps Higher Education Institutions to have a complete understanding of students' requirements as it collects customer information collected at all stages of student engagement (admission, enrollment, payment, conclusion of the lesson, etc.

3. ERP

The Enterprise Resource Planning (ERP) system allows an organization to integrate all it's key business processes to improve efficiency and maintain cut-throat position.

In this project, ERP will be a business software that automates the institute's core processes, such as enrolling students, manage courses, department management, subject specific update from teachers, student and staff management fees, reviews from faculty and students to admin etc.

It has long been associated with large private and public corporations, now. ERP software is suitable for medium or small companies.

Organisation's competitive advantage and ultimate survival depend in the use of extended information systems and / or technologies. This has led to an increase in interest among retailers to develop future ERP programs to support an even better customer organization using emerging technologies.

The 3 major modules in our project will be Admin, Faculty and Student.

The admin will have privilege of user management, staff management, student management, course management, exam management, etc.

The staff will have a role to manage batch, teaching allotted subject, exam management, etc.

The roles of student will be less in number like accessing the course, fulfilling attendance at assigned batches, paying fees, etc.

4. LITERATURE REVIEW

4.1 SELECTION OF AN ORGANIZATION SPECIFIC ERP

Radut and Codreanu (2012) asserted that the most important part of adopting ERP system is part of the selection process and the selection process should understand the organization as it considers the needs of the organization and should be an analytical method based on standards. The most important ones are performance, technology and expertise, flexibility   , scalable ability of application, cost, implementation and ease of usability.

Their offer is a simple model of quality sequencing with six characteristics functionality, reliability, efficiency, usability, maintainability, and portability.

4.2 ERP SELECTION CRITERIA:

THEORETICAL AND PRACTICAL VIEWS

Ratkevicius et al. (2012) presented an analysis of the various stages of the ERP system selection process, and describes two main groups - software-related, and application-related. The importance of the ERP system performance is emphasized by the software-specific ERP selection principle.

The other eleven methods were described are important to consider such as a whole project cost of ERP implementation project, vendor reputation, ERP reliability, ease of integration with other systems, technological continuity, flexibility, development capability, customization / parameter opportunities; easy to use; flexibility and modularity. The importance of

complete information on the effective use of ERP is emphasized which includes ERP software implementation, project management and transformation, business processes, training organization etc. All of these places are integrated with ERP selection factors related to implementation: organization equity, end user readiness, training, quality system support

4.3 CUSTOMER RELATIONSHIP MANAGE-MENT IN HIGHER EDUCATION

Elaine D. Seeman and Margaret O'Hara(2006)

The benefits of using CRM in a college setting include student focus, improved customer data and process management, increased student loyalty, retention and satisfaction with college programs and services. In order to support the goal of student-centered learning, the student information system incorporates a systematic application application that allows at any time, any subscription by date-based setup to support regular offers and distribution of learning.

Access to student services is provided, and students can access and update their own information without the need for assistance or assistance from the employee unless problems arise. In addition, complete date tracking keeps all history and status changes for student records available on the web. Everything that is done is immediately displayed on the website and related processes (such as a student dropping out of school and immediately re-enacting financial aid). Information about students and staff is accessible to all activities (with due security).

With the removal of archives and duplicate records, student views are no longer separated from the organization as a whole. Instead, student data is stored in one location on a single system. This integration of data enhances interoperability between workplaces and streamlines processes, thereby enhancing customer service.

As colleges increasingly embrace distance learning and e-business, CRM will be strong and very widespread. Viewing students as customers provides a competitive advantage and enhances the college's ability to attract store and deliver to its customers.

4.4 CUSTOMER RELATIONSHIP MANAGE-MENT IN HIGHER EDUCATION

Jehad J. Badwan, Mazen J. Al Shobaki, Samy S. Abu Naser, Youssef M. Abu Amuna(2017) The educational environment is not only extremely flexible but also challenging. Competition is intensifying in Higher Education Institutes(HEI). There is a lot of discussion in academic literature about how current conditions in higher education organize students as clients. Student

satisfaction and loyalty are part of the HEI strategy. To find out this they have e-CRM received.

The issue of e-CRM is increasingly becoming more effective in identifying the effective use of CRM allowing organizations to earn the highest value in their e-business investment. In order to achieve better results, HEI institutions adopted the CRM (Customer Relationship Management) strategy. As industry executives in other business sectors, HEI executives, by adopting CRM programs, aim to expand work, develop better management practices, and improve HEI relationships with current and potential students.

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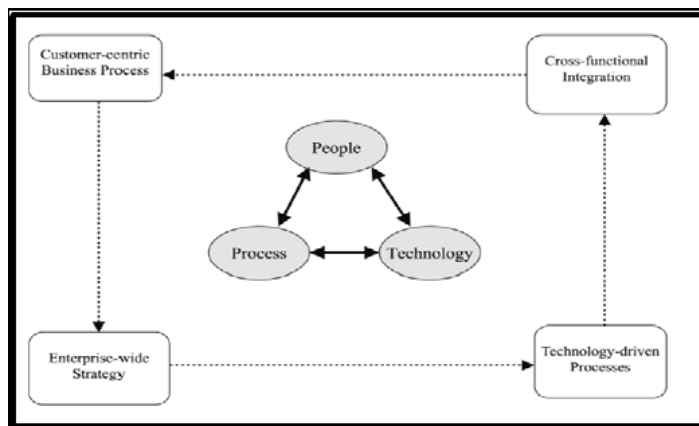

fig.-The Conceptual Framework

Sr no.	Author	Technique	Remarks
1.	Radut and Codreanu (2012)	Specific to organisation, analytical method based on criteria.	High Subjectivity, lacks of measurable approach
2.	Ratkevicius et al. (2012)	Defines two main groups for selection- Software related and implementation related.	Necessity of a quantitative evaluation of the identified ERP selection criteria
3.	Elaine D. Seeman and Margaret O'Hara (2006)	Viewing students as customers provides a competitive advantage and enhances college's ability to attract, retain and serve its customers.	Student-centric focus, improved customer data and process management, increased student loyalty
4.	Jehad J. Badwan, Mazen J. Al Shobaki, Abu Naser,Youssef M. Abu Amuna (2017)	Customer relationship management's three key dimensions of people, process, and technology	Some statistical tools were used for analyzing the data and testing the hypotheses

5. CONCLUSIONS

In this paper we have proposed a predictive model of CRM and ERP System for institutions. With the help of the survey of above research papers we will definitely improve our system in every possible way.

The aim of project is to develop well performance to the Elite Institution. According to project plan system is to cover this function Registering, calculate payment and manage and generates reports. The main objective of this project is to provide easy management to the Intuition. There is no doubt that is interactive system will increase the customer convenience in future

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