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ETSJ009 - CUSTOMER RELATIONSHIP MANAGEMENT

Abstract — Customers play a very important role in performance growth of a firm or an industry. So it is very essential that admin of a particular firm has to take necessary measures to build and get along a good relationship with his customers. This is one such project which helps in good customer relationship management. This provides all the information about customer details, servicemen details in database. The main aim of the project is to maintain good relationship of the customers of an industry. Relationships define the feedback of the product from the industry and also providing service to the customers according to the details maintained in database. This provides good communication dealing with customers for the industries.