

**DEVELOPMENT OF
CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM
FOR EDUCATION SECTOR**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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Customer relationship management (CRM) is an innovative technology that seeks to improve customer satisfaction, loyalty, and profitability by acquiring, developing, and maintaining effective customer relationships and interactions with stakeholders. The main objective of this study is to develop a system that can improve the quality of customer relationship services at Swiss German University. The objective is achieved by formulating hypotheses, which are later tested for acceptance or rejection. The methodology used consists of requirements analysis, architecture design, development, testing, data migration, and user acceptance test. So, the application developed is suitable to user's needs and can solve the problems in this research. The researcher found that the application greatly reduced the work time of the marketing team. Especially, in the data migration process. Therefore, this application successfully reduced the workload of the marketing team. Unfortunately, data migrated using the

import from Excel feature must be retested for accuracy because of the inconsistent data from Jotform. With the help of customer journey feature, customer satisfaction can be increased. The steps taken have left a good impression on potential customers and increase the number of potential customers as a result.

Keywords: Customer Relationship Management, Customer Satisfaction, Customer Loyalty, Education Sector, Information and Communication Technologies (ICT)

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DEDICATION

I dedicate this works for my future and for my parents

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