

CRM Model for Smart Kid'z Preschool

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Abstract: *Customer relationship management is abbreviated as CRM. Customer relationship management is not a new concept by any means. Businesses are investing more and more in order to better understand and serve their customers, since it is now commonly understood that this will have a significant impact on their future performance and profitability. Although the idea of customer relationship management has existed since people first began trading goods, the name "CRM" didn't officially exist until the mid-1990s. Businesses are already investing billions of dollars on customer relationship management (CRM) solutions, which are programs and services that help companies manage customer relationships more successfully across all direct and indirect customer channels. A new tool is required to move data from the current database to the server side, where it can be imported or previewed in a CRM database*

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