

Aura for Business Insight

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Abstract: *The integration of Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) systems enhances organizational efficiency and customer satisfaction by examining current business processes. This study aims to uncover gaps and identify opportunities for improvement, facilitating seamless data flow between CRM and ERP. This integration streamlines operations and enables more effective resource allocation. Leveraging real-time data analytics, the project optimizes customer interactions and inventory management, allowing businesses to be more responsive and customer-centric. This approach contributes to an improved business model that meets evolving customer needs. The framework proposed benefits Small and Medium-sized Enterprises (SMEs), equipping them with a strategy to leverage CRM and ERP for sustainable growth and competitive advantage.*

Keywords: CRM, ERP, efficiency, real-time analytics, SMEs

