Customer Relationship Management Website

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Abstract: *This project aims to develop a **Customer Relationship Management (CRM)** website designed to improve the management of customer interactions, streamline communication, and enhance sales strategies for businesses. The system is built with **role-based access control (RBAC)** to ensure that users with different roles (administrators, sales representatives, and support staff) can access only the necessary features. Additionally, an AI-powered assistant is integrated to provide real-time support, streamline query handling, and assist users in navigating the system efficiently. The CRM website is tailored for small to medium businesses seeking an intuitive and scalable solution to manage their customer relationships more effectively.*