IJARSCT

International Journal of Advanced Research in Science, Communication and Technology

International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal

Volume 5, Issue 12, April 2025

Java-CRM Integration System for Improved Customer Relationship Management in Enterprises

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Abstract: With the fast-changing enterprise environment, Customer Relationship Management (CRM) systems play a critical role in building customer loyalty and business growth. This study introduces a Java-based CRM integration system that aims to improve enterprise CRM capabilities through interoperability, scalability, and real-time data processing. Taking advantage of Java's strong ecosystem, such as Spring Boot and Hibernate, the suggested system integrates heterogeneous enterprise applications to consolidate customer information; automate marketing, sales, and service processes; and facilitate decision-making. The system solves typical issues, such as data silos, integration complexity, and performance bottlenecks. A thorough review of the literature emphasizes recent developments in CRM integration, focusing on AI-based analytics, cloud computing solutions, and the interoperability of enterprise systems. The methodology describes the development, testing, and deployment of the system, with the findings showing enhanced operational effectiveness and customer satisfaction. This study

presents a scalable, secure, and extensible solution for enterprises to optimize their CRM processes.

Keywords: Customer Relationship Management, Java Integration, Enterprise Systems, Spring Boot, Data Interoperability, Customer Engagement







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