

# Customer - Management Relationship Service using Android

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## ABSTRACT

Digital Computing plays an important role for the development of the business communication system. Monitoring and Tracking the information in various fields is critical and mainly important growth of business application. In this Scenario Smart Marketing is responsible for the well deployed constrains for the business growth. We proposed a Smart marketing Technique for the well-defined functional growth for the business which is mainly focus on the monitoring and tracking the information of the salesman of the management. And also it is used to maintain a good relationship between the management and the Sales person for the successfully sales of their products; we focus on the Sales person to establish the healthy connection by fulfilling the needs of the enterprise. The management monitors or track the sales person location and the conversation as well as sales order from his/her place using the android application software.

## Keywords

Monitoring, Tracking, Digital Computing

## 1. INTRODUCTION

In order to maintain a good relationship between the enterprise and the management, we focus on the executives to establish the healthy connection by fulfilling the needs of the enterprise. Here enterprise will be acting as the customer for the management which provides the raw materials for the enterprise. Management cannot directly interfere to the enterprise door for taking the requirements for their needs. So they employed the distributors as the representation of the management (i.e. Salesperson). In management via it is impossible to maintain the requirement resource for the individual enterprise person. We propose a system namely "customer-management relationship service" to monitor the actions of dealers of the management which they act as a sales person via for each and individual enterprise. There are many issues regarding the sales person from the management because sales person are the main backbone for the management and the related activities. Manual activities of the sales person are to get the new client for the management

and also to maintain the existing enterprise clients smoothly and to fulfill the requirements for both of them. But it is impossible for the management to check the activities of the sales person manually. There may arise a few issues regarding the activities of the sales person.

## 2. ISSUES

- Management does not know the how the sales person dealing with the clients of the enterprise via taking the requirements.
- Management does not know the how the sales person explain the concepts and the schemes of the products.
- Management does not know the how the sales person maintain the schedule and then concern the new clients for the management.

Meanwhile in the existing these issues are rated according to the performance of the salesperson in the management. But there is a disadvantage for monitoring the ON-Spot concern for the sales person by the management.

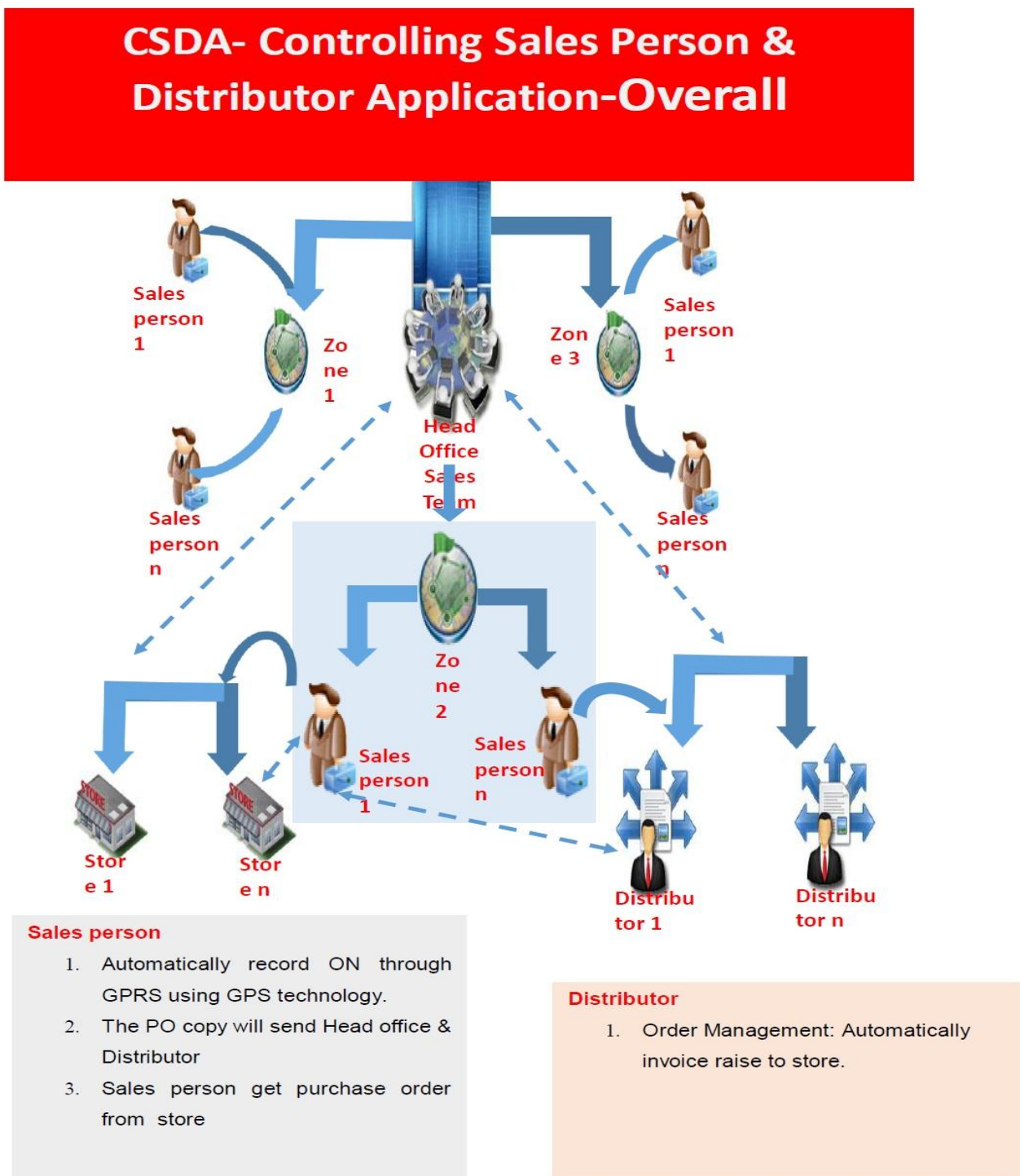
## 3. NEW METHODOLOGY

In order to overcome the above issue we proposed a system called Smart Marketing for the customer-management relationship service. In this Smart Marketing System use an application software in Android Smart phone for the monitoring the activities such as sales person talking to the clients, presentation delivery, location of the enterprise and also they can store the list of items selected by the clients in the cloud using the SAAS. We use two main parameters to find the location of the enterprise visited by the sales person namely "latitude and longitude".

## 4. DESCRIPTION

As the sales person started to on site the apps automatically starts in it .it records the conversation of the sales person. It monitors the sales person visiting areas and if sales person reach the customer location the app automatically start recording as well as send the SMS to the company.

#### 4.1 Implementation Overall View



**Figure 1: Customer-Management Relationship Architecture**

The management can listen the conversation in both online and also in the offline in it. The company can able to listen the sales person speech live and if sales person ask anything wrong, the company can interrupt the sale person and explain the correct thing to the sales person. In our proposal, the company able to know current location of the sales person at any time. To find the location of the sales person using latitude and longitude values we can find in it.

Our android application uses the GPS (Global Position System) to locate the current location of the sales person and send information to sever using web service (Json Rest Web service) at 1 minute interval. The company already schedules the sales person visiting area. Once the sales person visited the customer location/ scheduled location, using GPS geo coordinates (Latitude and longitude) and automatically update the schedule as well as start recording the conversation of the sales person.

We use the dynamic website to listen the conversation of the sales persons. If the sales person speaks anything wrong, the company can interrupt and easily rectify the problems. This application is able to take instant order booking from customer to company at any time. Because this application is directly connected to server in cloud via web service. Once the order can received by the company, they can able to deliver their product in time.

## 5. VALUE PROPOSITION

- **Automatic monitoring**
  - Our System can monitor the sales person automatically, based on geo coordinates such as latitude and longitudes. So the company easily knows our sales person activities.
- **Avoid malpractice**
  - The sales person cannot initiate about non existing offers. It is also helps to get information about whether sales person have reached the scheduled customer's place.
- **Computerized system**
  - No need of manual update when the sales person takes a order from the customer, he can simply enter the order in the app and the other process continues automatically.

### 5.1 Controlling Sales Person Activity



Figure 2: Controlling Sales Person Activity

### 5.2 Working of the System

The sales zone divided into geography. The sales zones are allocated to sales persons as well as distributor. The management will give the Smartphone to sales person for controlling their operations. Extra battery provision for mobile to avoid escapism. The management will give the predetermined activity schedule for all sales person. Tracking Sales Person performance, Order List, zone wise moving items and sales ratings.

The sales person activity will get fine tune for following process.

1. Once customer place reached as per schedule through GPS, the recordings will automatically on & live audio available in head office sales team.
2. Sound proof conversation recorded.

3. The sales team randomly listens & corrects the sales person activity in case of misshapen.
4. The sales team tracking the sales person conversation & feedback directly

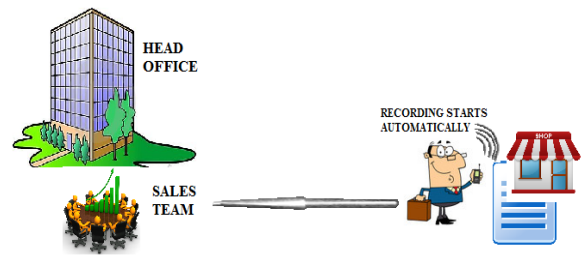


Figure 3: Controlling Sales Person Activity – Store

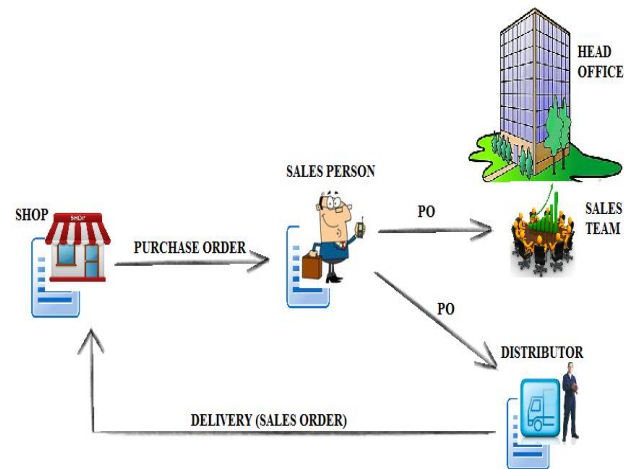


Figure 4: Controlling Sales Person Activity – Invoice Generation

- The customer purchase order will send to head office as well as distributors.
- The distributor will automatically generate the sales invoice.
- The head office will monitor the distributor if the product is delivered properly or not through order mgt. desktop application.

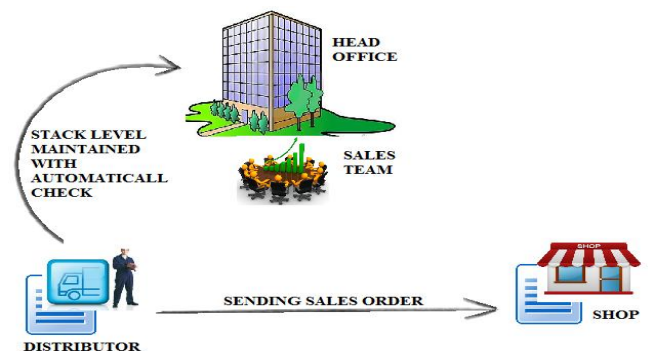


Figure 5: Controlling Distributors Inventory & On time Delivery

- Once the stock reach the minimum level, the invoice will be created by the application provided to the Distributor.

- The invoice will be created in a single click by opening the application and it will be forward to the head office.

## **6. CONCLUSION**

Some application are there in market for only the order booking and those application are not send the order to server at a time. But our application can monitor the sales person as well as send an order from customer to server instantly. So it is more convenient for the maintenance of the customer-management relationship service and also for the invoice generation. As a future work video conversation of sales person in live can be carried out using the android smart phone.

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