CRM for Information Analysis and Provision

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ABSTRACT

Many Universities, including the University of Reading, currently do not have a CRM system in place; this is because they are either under construction, or have not been thought to be implemented. In order to tackle this, a CRM system was built for higher education utilising a standard Content Management System (CMS) named WordPress. The essential architecture for normal operation & also maintenance was determined and a proof of concept implementation was constructed to satisfy limited, but representative, functional & non-functional requirements. One of the main reasons CRM projects fail is due to a lack of user involvement. Taking this into consideration, a main point of focus for the CRM system was to ensure that it was implemented in a way which reinforced sufficient user involvement via different implemented features, as this would be a means of ensuring widespread acceptance & retention.
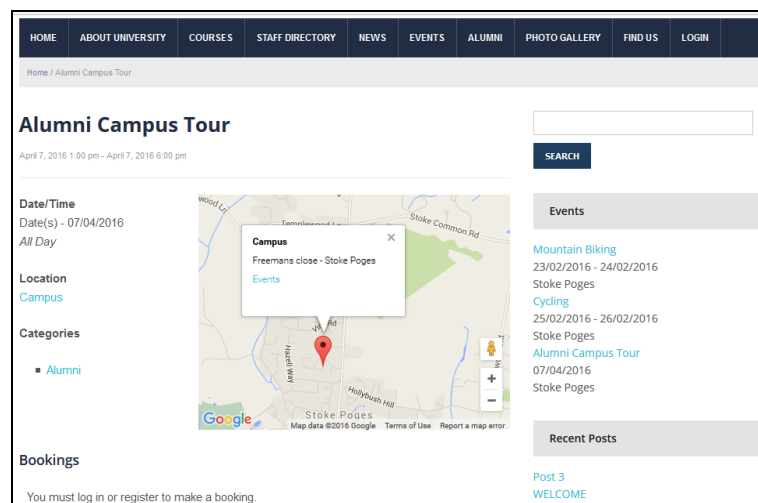
Figure 1: Events