



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



Customer Relationship Management Unit 1-Components and Architecture



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Guess the Topic!!!



Component Architecture is an architecture based on replaceable components as described in Concept





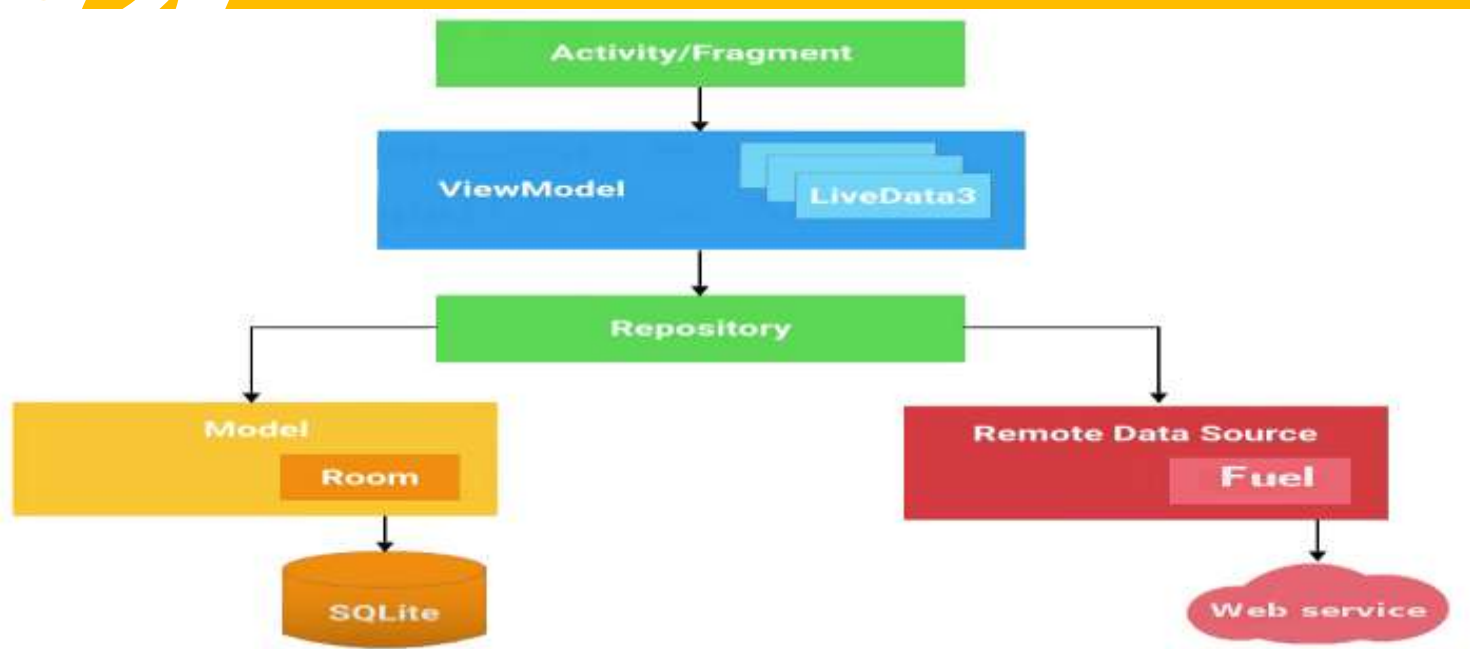
Recap

Touch Point Analysis involves identifying and evaluating the various interactions a customer has with a company across different channels and stages of their journey. These touch points include customer service calls, website visits, social media interactions, and in-store experiences.





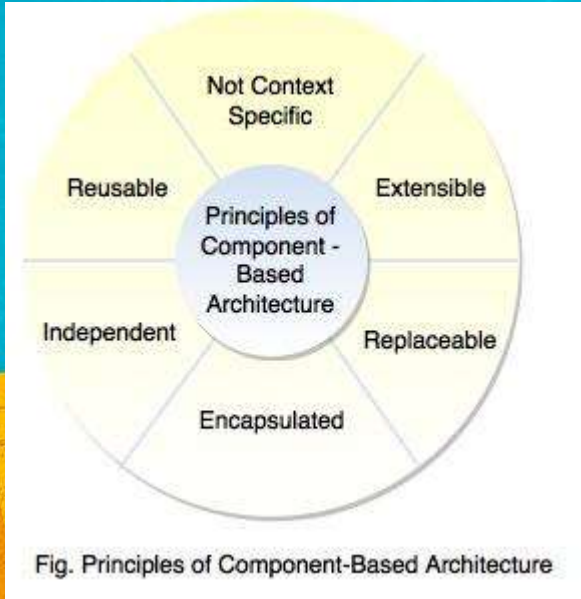
Discussion about....





Customer Relationship Management (CRM)

Component-based architecture is a framework for building software based on reusable parts.





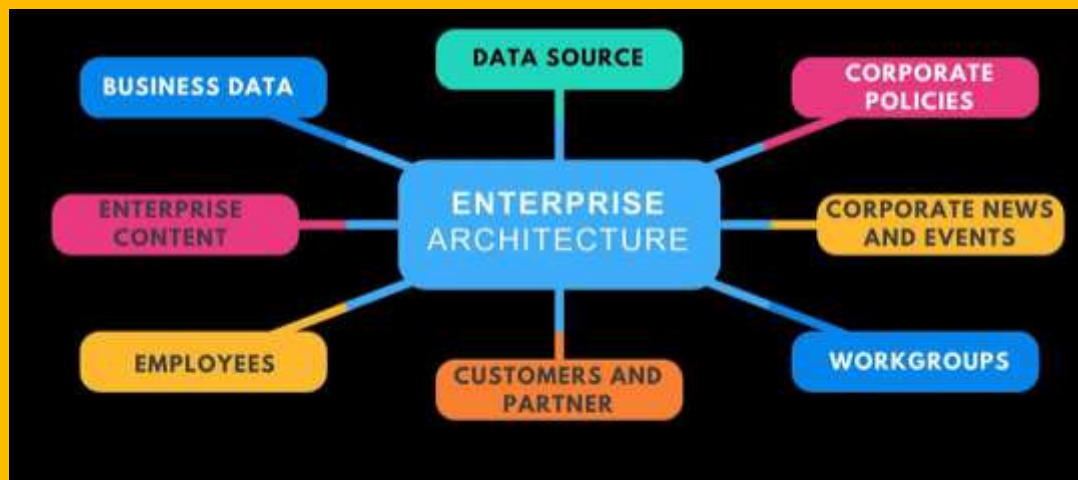
Components of the Architecture Design System

Aiming to clarify the concepts and outline my objectives for its implementation, Let's take a look at the three main parts of our architecture design system together.

- Styles: The styles are the visual aspects of the architecture design system, where are defined the typography, icons, and color.
- Components: Components are well-defined, reusable, and adaptable elements that serve for a specific function within the architecture.
- Such as diagrams, services, resources, layers, groups, etc.



Exploring the Components and Architecture



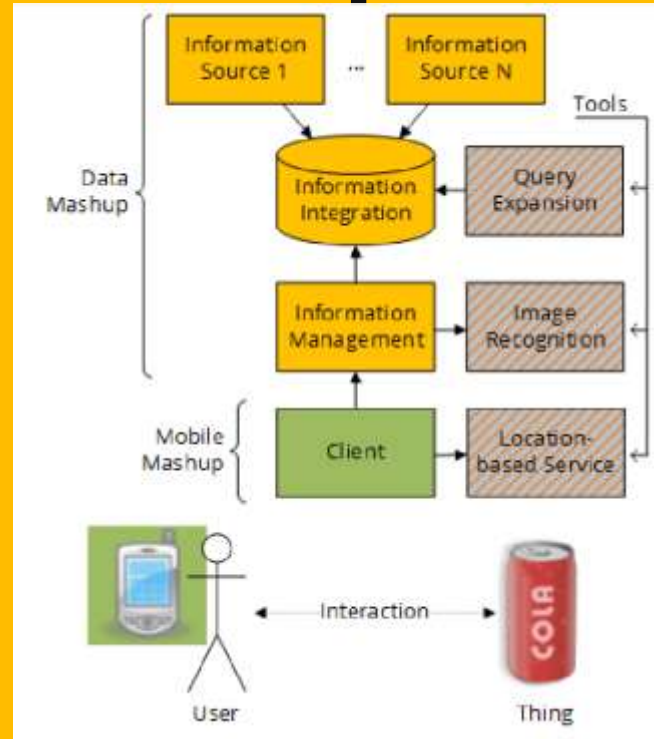


Key components of CRM

Components of Customer Relationship Management

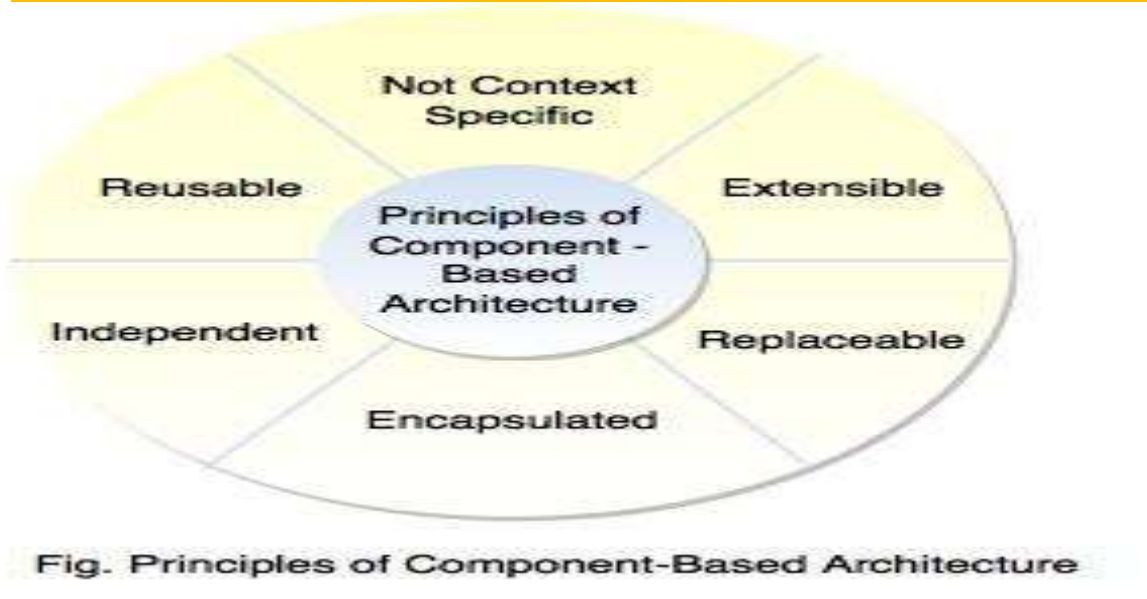


Layers of Components system





Principle Components





Knowledge Check

Which component of a CRM system is primarily responsible for storing and managing customer data?

- A) User Interface (UI)
- B) Application Logic
- C) Database Management System (DBMS)
- D) Analytics and Reporting

C) Database Management System (DBMS)





Summary

Drawbacks of Component-Based Architecture



Breaking of Component



Limited Customization Option



High Maintenance



Degrade Readability

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Thanks!

