

The V Park Web based CRM system

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Abstract

Vinci Park Slovakia is a parking operator based in Bratislava. It is part of the international company VINCI established in the France. After the recent revised business plan they want to incorporate the Customer Relationship Management (CRM) Strategy to their organizational structure. As a part of the CRM tactic it was agreed to improve the client relationship and communication through the composition of the software tool. The requested form of the centralized client system will enable that the relevant information will be more accessible and the business can effectively deliver the added value with the help of the direct instrument.

The main intention was the development of the simple and functional model for the V Park database driven interactive solution with the essential utilities in order to retrieve critical customer records.

It was necessary to do overview examination of the existing approaches within the CRM solutions. Consequently the agile iterative software engineering method was adopted to organize the V Park project outline to enable the flexibility of potential changes. From the first indication it was needed to generate deep requirement analysis of the system functionalities with the initial building of the V Park database. The real data information was not provided however the tentative tables established from the requirements driven drafts were formed to demonstrate the reposition of the compulsory records. The user testing emphasized the interface as friendly and easy to use.

The development of the simple dynamic website from the rough outline was accomplished with still outstanding expandable options to be added to the current solution. The software device adheres to the central requirements of manoeuvring the client information to execute the main enterprise processes.