

Android System, Call and SMS Automation (Pocket CRM)

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ABSTRACT

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Android System Call and SMS Automation our project is like a pseudo virtual assistant which will follow your orders as you have stated it, how you have stated, in what order and at what time. Our project is mainly targeted at CRM (Customer Relationship Management) teams to give them an important helping tool to simplify and automate their tasks. We would like to call this as a “Pocket CRM”, which the end users can modify to their own will. The app will use various inputs from your android smartphone to conditional context to perform your tasks like sending follow-up SMS in missed call campaigns, sending bulk SMS, sending SMS through any messaging service APIs, etc.

Keywords: CRM (Customer Relationship Management), Android, Automation.

I. INTRODUCTION

Make your smartphone your personal or enterprise pocket CRM solution which is also pocket-friendly and exceptionally simple. To reduce the repetitive routine tasks done manually, an event-driven Android automation app is needed where all system tasks can be automated like sending SMS or calling as per the events or conditions specified by the user. Many Android CRM applications are present on the Google Play Store, but most of them are paid. Limitations in these applications are that they don't offer customizability and integration interface to make it possible to integrate them in CRMs or business applications, neither they are open source.

II. LITERATURE SURVEY

There are no simple and affordable CRM available for Miss-Call campaigns (A missed call campaign is a

form of a marketing strategy designed to generate interest in a product or service. The strategy relies on the use of technology and calls made on mobile phones that are not answered.) and Bulk SMS. Thus, our Android Application can solve this using minimal resources with no mandatory need of external API or any subscription it can work over your Network Carrier.

III. OBJECTIVE

- We are trying to build a Dynamic Framework for CRM Automation free for end users.
- We want to make our app not only useful for CRMs (Customer Relationship Management) but also user friendly for normal users.
- We have noticed that small to mid-cap Industries have no affordable software to use for social marketing.

- As now-a-days, almost every network carrier provides a minimum 100 Daily SMS usage thus using our app, we can utilize this SMS usage to its full extent.

IV. SYSTEM ARCHITECTURE

Our application will be a self-sufficient model requiring no external support or APIs. There would be no need to take any subscription or hire any IT professionals to run your CRM campaigns anymore, it will be done through your own android smartphone and network. Following flowcharts depict our simple and straightforward design model of our App which is exceptionally user-friendly and practical to use.

In the below given Flow Chart, we can see all the working of our application:

- How it would intercept the calls and send messages to our clients.
- Sending bulk SMS.

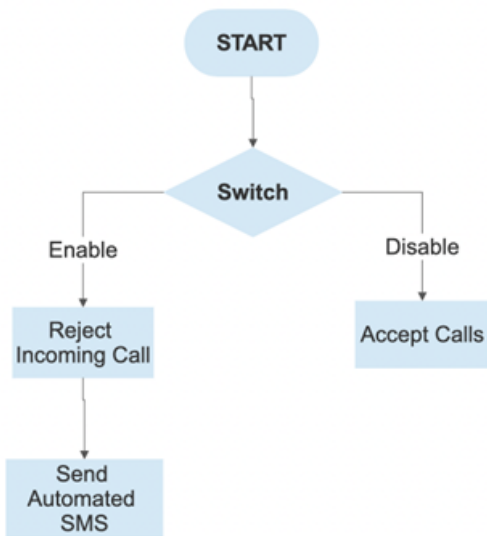


Figure 1: System Architecture – Missed Call Campaign

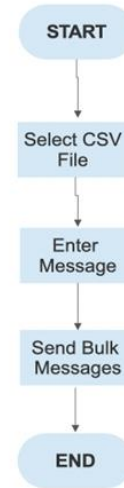


Figure 2: System Architecture – Bulk SMS

V. SYSTEM REQUIREMENT

1. Software Specifications

Operating system: Android 5 (lollipop) or above.
 Coding language: Java
 Frameworks used: Android Studio
 RAM: 3GB or above.

2. Hardware Specifications

Network Modem
 Android Smartphone

VI. OUTPUT

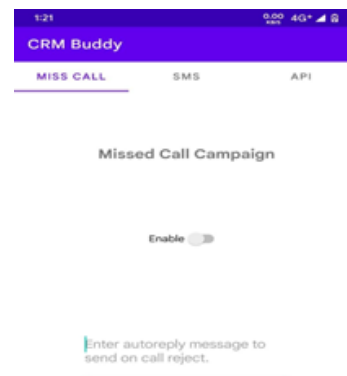


Figure 3: MISS CALL CAMPAIGN FRAGMENT

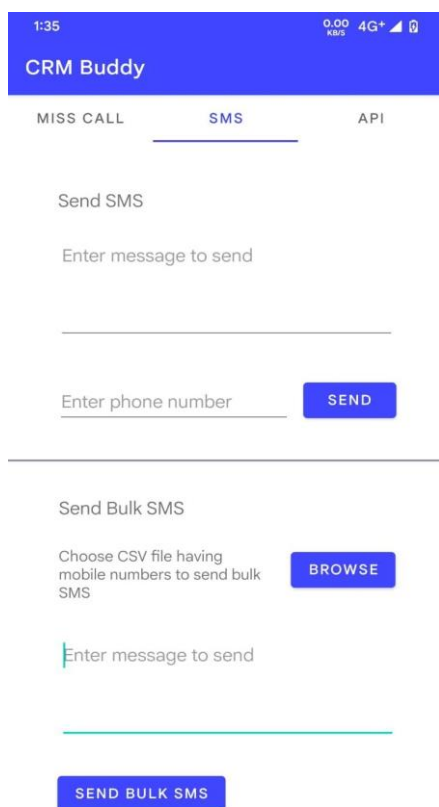


Figure 4: BULK SMS FRAGMENT

VII. CONCLUSION

We have successfully built a pocket CRM application for the android platform which can be used as a great utility tool in small business management and marketing strategy. In CRMs (Customer Relationship Management) this will be a great automation utility to generate follow-ups for the customers. Into upcoming years, as all of the world is going online, Applications like these will be of great help to get small and mid-cap industries in touch to the potential clients.

VIII. REFERENCES

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