

How to integrate custom-built widgets in CRM systems? An experimental study

Motivation

Customer Relationship Management (CRM) systems are an extremely important tool for supporting, organizing and steering large sales teams. Many CRM systems rely on versatile and customizable cloud solutions. However, sometime own, custom-built widget are necessary. A description how such extensions can be implemented can help many users.

Task

- Get your hands around a test version of a common CRM cloud solution such as salesforce
- Build a script the gets information from the systems, changes the information, and stores it back such that others can use it
- Write a solid documentation

Expected results

Students are expected to hand in substantiated report.

Title German

- Wie lassen sich benutzerdefinierte Widgets in CRM-Systeme integrieren? Eine experimentelle Studie

Level (Ambition: high)

- Bachelor thesis

Methodology

- Online research & system setup

Special prerequisites

- Some coding

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