

## INTRODUCTION

Administrator should be able to create all base data including Semester, Candidate, Course and Lecturer, Lecturer should have the ability to create Internal Results, Dean, who is one of the Lecturer, should be the only one with ability to update Internal Results, Re-evaluation Can be initialized by Candidate for all Internal Results. Now only dean can update the marks after re-evaluation

Welcome to Salesforce! Salesforce is game-changing technology, with a host of productivity-boosting features, that will help you sell smarter and faster. As you work toward your badge for this module, we'll take you through these features and answer the question,

## PROBLEM DEFINITION AND DESIGN THINKING

[illegible]

## Ideation and brainstorming map

### Brainstorm & Idea prioritization

Use the template in your own brainstorming sessions as you work out what that it may mean and start changing concepts as you're not sitting in the same room.

- 1. Set a goal for the session
- 2. Choose a topic
- 3. Start generating ideas

**Define your problem statement**

What problem are you trying to solve? Please post problem as a short light idea statement. Then call for the focus of your brainstorm.

1. Brainstorm

**Brainstorm**

Brainstorming is a process to find the best solution for your problem statement.

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Data Model:

OBJECTNAME	FIELDSINTHEOBJECT	
Contact	FIELDLABEL	DATATYPE
	Class	Number(18,0)
	Createdby	Lookup(User)
	Lastmodifiedby	Lookup(User)
	Marks	Number(18,0)
	Parentaddress	Testarea(255)
	Parentnumber	Phone
	Results	Picklist
	School	MasterDetail(school)
	Studentsname	Test
Semester	FIELDLABEL	DATATYPE
	CreatedBy	Lookup(User)
	LastModifiedBy	Lookup(User)
	Owner	Lookup(User,Group)
	ParentName	Test(80)

## Activity1:

Search Setup

Setup

Home

Object Manager

Quick Find

Setup Home

Service Setup Assistant

Multi-Factor Authentication Assistant

Release Updates

Lightning Experience Transition Assistant

Salesforce Mobile App

Lightning Usage

Optimizer

ADMINISTRATION

Users

Permission Set Groups

Permission Sets

Profiles

Public Groups

Queues

Roles

User Management Settings

Users

Data

Email

PLATFORM TOOLS

Subscription Management

Apps

Feature Settings

Slack

MuleSoft

Einstein

Objects and Fields

Object Manager

Picklist Value Sets

Schema Builder

Events

Process Automation

User Interface

Custom Code

Development


Performance

Environments

User Engagement

SETUP Home


Create



### Get Started with Einstein Bots

Launch an AI-powered bot to automate your digital connections.

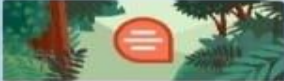
Get Started



### Mobile Publisher

Use the Mobile Publisher to create your own branded mobile app.

Learn More



### Real-time Collaborative Docs

Transform productivity with collaborative docs, spreadsheets, and slides inside Salesforce.

Get Started

Most Recently Used

8 items

NAME	TYPE	OBJECT
Semester Name	Custom Field Definition	Semester
Semester	Custom Object Definition	
Chandhiralekha G	User	
Languages	Custom Field Definition	Contact
Loan Amount	Custom Field Definition	Contact
Level	Custom Field Definition	Contact
Semesters	Custom Tab Definition	Semester
Chandhiralekha G	User	

4:54 pm

ctivity2:

Search Setup

Setup

Home

Object Manager

SETUP > OBJECT MANAGER

Contact

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

Hierarchy Columns

Scoping Rules

Triggers

Flow Triggers

Validation Rules

Contact Custom Field

Languages

Back to Contact Fields

Validation Rules (0)

Help for this Page

Custom Field Definition Detail

Edit

Set Field-Level Security

View Field Accessibility

Where is this used?

Field Information

Field Label	Languages	Object Name	Contact
Field Name	Languages	Data Type	Text
API Name	Languages__c		
Description			
Help Text			
Data Owner			
Field Usage			
Data Sensitivity Level			
Compliance Categorization			
Created By	Chandhira Lekha G. 31/03/2023, 10:36 am	Modified By	Chandhira Lekha G. 31/03/2023, 10:36 am

General Options

Required	<input type="checkbox"/>
Unique	<input type="checkbox"/>
Case Sensitive	<input type="checkbox"/>
External ID	<input type="checkbox"/>
Default Value	

Text Options

Length	100
--------	-----

Validation Rules

New

Validation Rules Help

No validation rules defined.

Back To Top

Always show me more records per related list

4:56 pm

### Activity3:

Search Setup

Setup

Home

Object Manager

SETUP > OBJECT MANAGER

Contact

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

Hierarchy Columns

Scoping Rules

Triggers

Flow Triggers

Validation Rules

Contact Custom Field

Loan Amount

Back to Contact Fields

Validation Rules

Help for this Page

Custom Field Definition Detail

Edit

Set Field-Level Security

View Field Accessibility

Where is this used?

Field Information

Field Label	Loan Amount	Object Name	Contact
Field Name	Loan_Amount	Data Type	Currency
API Name	Loan_Amount__c		
Description			
Help Text			
Data Owner			
Field Usage			
Data Sensitivity Level			
Compliance Categorization			
Created By	Chandhira Lekha G, 15/04/2023, 5:42 pm	Modified By	Chandhira Lekha G, 15/04/2023, 6:02 pm

General Options

Required

Default Value

Currency Options

Length

18

Decimal Places

0

Validation Rules

New

Validation Rules Help

No validation rules defined.

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#### Activity4:

Search Setup

Setup

Home

Object Manager

SETUP > OBJECT MANAGER

Semester

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

Restriction Rules

Scoping Rules

Triggers

Flow Triggers

Validation Rules

Semester Custom Field

Semester Name

Back to Semester

Validation Rules (0)

Help for this Page

Custom Field Definition Detail

Edit

Set Field-Level Security

View Field Accessibility

Where is this used?

Field Information

Field Label	Semester Name	Object Name	Semester
Field Name	Semester_Name	Data Type	Text
API Name	Semester_Name__c		
Description			
Help Text			
Data Owner			
Field Usage			
Data Sensitivity Level			
Compliance Categorization			
Created By	Chandhira Lekha G, 03/04/2023, 9:00 pm	Modified By	Chandhira Lekha G, 03/04/2023, 9:00 pm

General Options

Required	<input type="checkbox"/>
Unique	<input type="checkbox"/>
Case Sensitive	<input type="checkbox"/>
External ID	<input type="checkbox"/>
Default Value	

Text Options

Length	255
--------	-----

Validation Rules

New

Validation Rules Help


No validation rules defined.









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Always show me more records per related list

4:56 pm

## Activity5:






Search Setup

Setup

Home

Object Manager

SETUP > OBJECT MANAGER

 Semester

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

Restriction Rules

Scoping Rules

Triggers

Flow Triggers

Validation Rules

Field

Quick Find

New

Deleted Fields

Field Dependencies

5 Items, sorted by Field Label

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIE
Created By	CreatedById	Lookup(User)	
Last Modified By	LastModifiedById	Lookup(User)	
Owner	OwnerId	Lookup(User,Group)	
Semester Name	Name	Text(80)	
Semester Name	Semester_name__c	Text(255)	



Semester Custom Field

Help for this Page ?

## Semester Name

[Back to Semester](#)[Validation Rules](#) (0)

## Custom Field Definition Detail

[Edit](#)[Set Field-Level Security](#)[View Field Accessibility](#)[Where is this used?](#)

## Field Information

Field Label	Semester Name	Object Name	<a href="#">Semester</a>
Field Name	Semester_Name	Data Type	Text
API Name	Semester_Name__c		
Description			
Help Text			
Data Owner			
Field Usage			
Data Sensitivity Level			
Compliance Categorization			
Created By	<a href="#">Chandhiralekha_G</a> 03/04/2023, 9:00 pm	Modified By	<a href="#">Chandhiralekha_G</a> 03/04/2023, 9:00 pm

## General Options

Required	<input type="checkbox"/>
Unique	<input type="checkbox"/>
Case Sensitive	<input type="checkbox"/>
External ID	<input type="checkbox"/>
Default Value	

## Text Options

Length	255
--------	-----

## Validation Rules

[New](#)[Validation Rules Help](#) ?

No validation rules defined.

[^ Back To Top](#)Always show me [▼ more](#) records per related list

Search...



Salesforce Schedul...

Salesforce Scheduler Setup Assistant

Service Territories

\* New Accounts Report

More



Report: Accounts

## New Accounts Report

Enable Field Editing

Add Chart

Edit

Records

	ity	Account Owner	Account Name	Billing State/Province	Type	Rating	Last Modified Date
1	-	Chandhiralekha G	sForce	CA	-	-	31/03/2023
2	-	Chandhiralekha G	United Oil & Gas Corp.	NY	Customer - Direct	Hot	31/03/2023
3	-	Chandhiralekha G	University of Arizona	AZ	Customer - Direct	Warm	31/03/2023
4	-	Chandhiralekha G	Express Logistics and Transport	OR	Customer - Channel	Cold	31/03/2023
5	-	Chandhiralekha G	Grand Hotels & Resorts Ltd	IL	Customer - Direct	Warm	31/03/2023
6	-	Chandhiralekha G	Dickenson plc	KS	Customer - Channel	-	31/03/2023
7	-	Chandhiralekha G	Pyramid Construction Inc.	-	Customer - Channel	-	31/03/2023
8	-	Chandhiralekha G	Burlington Textiles Corp of America	NC	Customer - Direct	Warm	31/03/2023
9	-	Chandhiralekha G	Edge Communications	TX	Customer - Direct	Hot	31/03/2023
10	-	Chandhiralekha G	United Oil & Gas, Singapore	Singapore	Customer - Direct	-	31/03/2023
11	-	Chandhiralekha G	United Oil & Gas, UK	UK	Customer - Direct	-	31/03/2023
12	-	Chandhiralekha G	GenePoint	CA	Customer - Channel	Cold	31/03/2023

TrailheadProfilePublic URL

TeamLead-	<a href="https://trailblazer.me/id/aarthi6565">https://trailblazer.me/id/aarthi6565</a>
TeamMember1-	<a href="https://trailblazer.me/id/Deepika6565">https://trailblazer.me/id/Deepika6565</a>
TeamMember2-	<a href="https://trailblazer.me/id/chandralekha6565">https://trailblazer.me/id/chandralekha6565</a>
TeamMember3-	<a href="https://trailblazer.me/id/mohanasundari6565">https://trailblazer.me/id/mohanasundari6565</a>

## ADVANTAGES & DISADVANTAGES

List of advantages

- \* List of advantages
- \* Reduction in the cost of expenses
- \* Improving the quality of service/product
- \* Improving the organization management process
- \* Increased customer loyalty
- \* Track and increase the number of potential clients
- \* History of work with each student
- \* Relevant and visual MIS analytics reports
- \* Easy integrating with third party services
- \* Planning and multitasking
- \* Easy implementation
- \* Increase in repeat courses sales
- \* Elimination of errors in processes
- \* CRM costs. One of the greatest challenges to CRM implementation is cost
- \* Business culture. A lack of commitment or resistance to
- \* cultural change from people within the company can

\* cause major difficulties with CRM implementation....

\* Poor communication....

\* Lack of leadership....

## APPLICATIONS

### CRM Solutions:

A customer relationship management (CRM) solution helps you find new customers, win their business, and keep them happy by organizing customer and prospect information in a way that helps you build stronger relationships in a way that helps you build stronger relationships with them and grow your business faster.

## CONCLUSION

It would probably be particularly difficult to develop and install customer-centric strategies. If CRM is used, it must be with the backing of those at the highest level and it must be planned carefully. A process must be gone through which would take note of CRM theory and use the experiences of others to maximise the chances of success.

## **FUTURESCOPE**

**Customer satisfaction has replaced customer experience as the top sales metric.**

To meet customer-centric goals, CRM systems need to evolve with greater precision and predictive analytics, as well as a focus on customer needs and behaviour.

As AI becomes more prominent in the sales space, reps will transition to more customer-care-focused tasks.

CRM solutions act as a single source of truth for organizations looking to unify operations across departments.

Organizations seek to automate rudimentary, day-to-day functions to allow staff to focus on more pressing tasks.

As customers increasingly demand hyper-personalized experiences, CRMs are adapting to deliver mass personalization at scale...