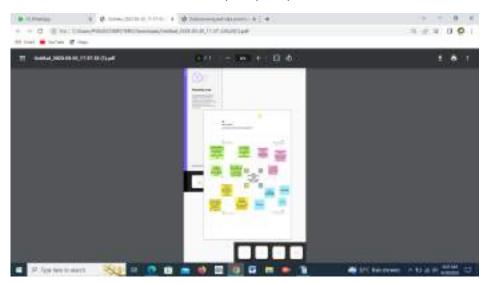# A CRM Application for School and College

1   INTRODUCTION

2   1.2 Overview :   **A School CRM (Customer Relstionship software is speicialised tool soft designed to manage and track student interations, data, and automate tasks related to student recuirment, enrollment, and retention.**

1.2Purpose :   **A CRM sytem can help educational irganisatio s effectively manage and track leads, resulting in improved enrolment numbers.**
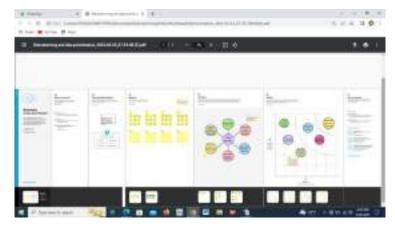
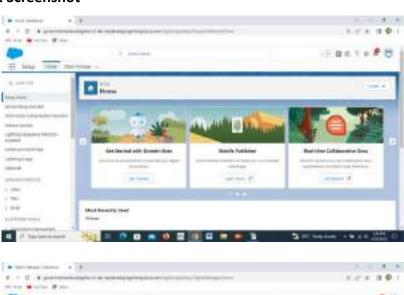2.1

2 Problem Definition & Design Thinking

2.1 Empathy Map
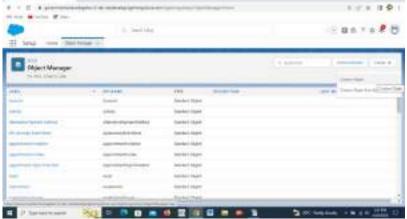

2.2 Ideation & Brainstorming Map

3   RESULT

3.1 Data Model:

Object name	Fields in the Object	
obj1		
	Field label	Data type
	School	Text
	Student	Text
obj2		
	Field label	Data type
	Parent	Text

3.2 Activity & Screenshot

4   **Trailhead Profile Public URL**

Team Lead - https://trailblazer.me/id/aaishwarya16
Team Member 1 - https://trailblazer.me/id/aashwinim
Team Member 2 - https://trailblazer.me/id/asmaa37
Team Member 3 – https://trailblazer.me/id/bataj1

Smart **Internz**   Project Report Template

5   **ADVANTAGES & DISADVANTAGE**

6   **Advantages: It facility thingsby giving you and the customer, easa of comunication, organised data, and improved customer serivce   Disadvantages: CRM costs. One of the greastest challenges to Crm implementations is cost. Business culture. A look of communication or resistnce to culture change from people within the company can use major difficultiesnwith CRMimplementation.**

7   **APPLICATIONS: For Schools: One of the top results- based education Marketing in India.We live in adigital era where people are accustomed to being able to do.**

8   **For College: Get more enrollment at a cost that makes Sense.   Grow your studentsnumbers peridictably and reliably.   Less Management No Headaches.**

9

10   **CONCLUSION**

Customer relationship management(CRM) is a technology for managing all your companys relationships and interactions with customers and potential customers.

11   FUTURE SCOPE   The Future Scope of CRM is about which Companies will be able to pivot to meet the changing needs and trends-driven by customers expections.