PROJECT REPORT ON

IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE WITH INTERNAL MARKS

- **INTRODUCTION**

1.1 Overview

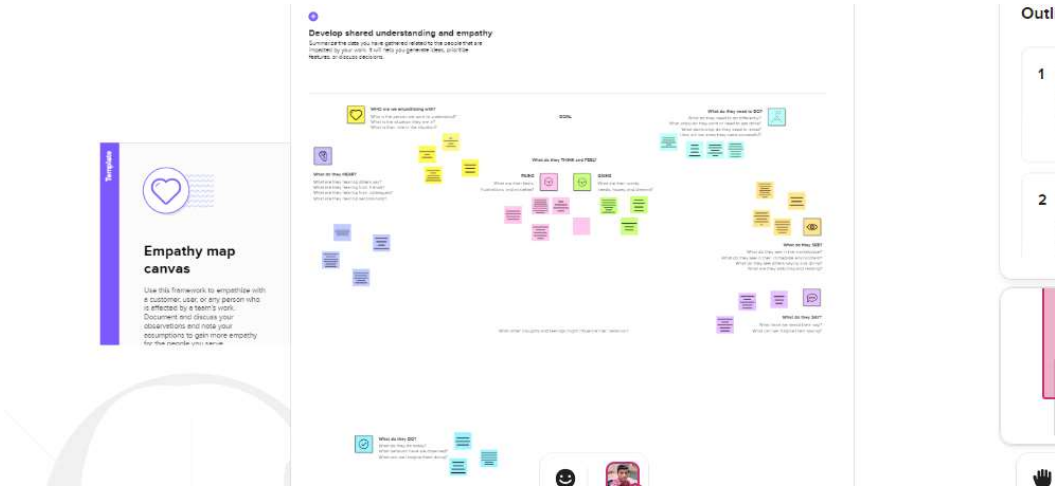
Implementing a Customer Relationship Management (CRM) system for tracking candidate results with internal marks using Salesforce is a useful tool for educational institutions, universities, and training centres. This project aims to streamline and automate the tracking of student results and academic progress.

- **Purpose**

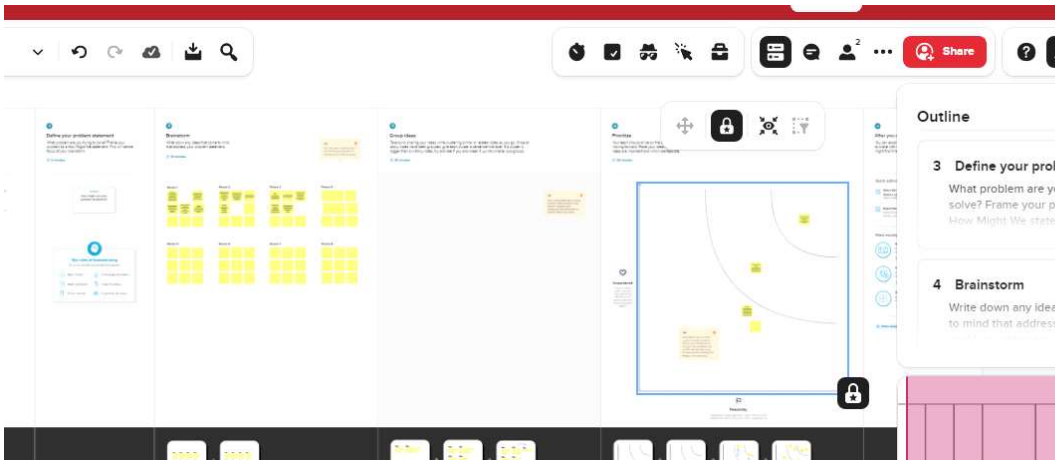
The purpose of this project is to develop a CRM system that integrates with the internal marking system, allowing educational institutions to track student results in real-time. The system will provide a centralized location for storing and managing student data, enabling administrators and faculty to access and analyse the information for academic planning and decision-making.

- **PROBLEM DEFINITION & DESIGN THINKING**

2.1 Empathy map



2.2 Ideation & Brainstorming Map

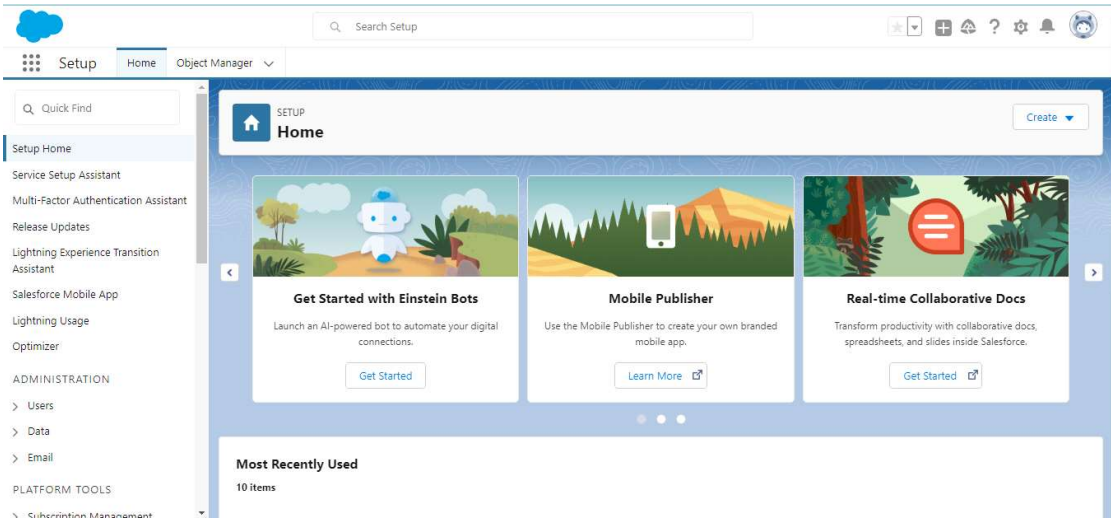


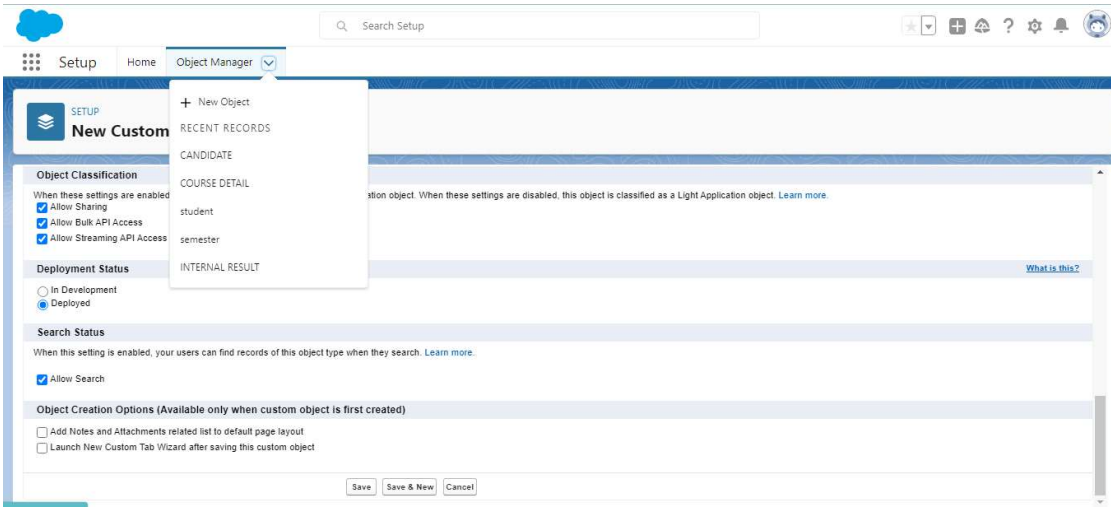
- **RESULT**

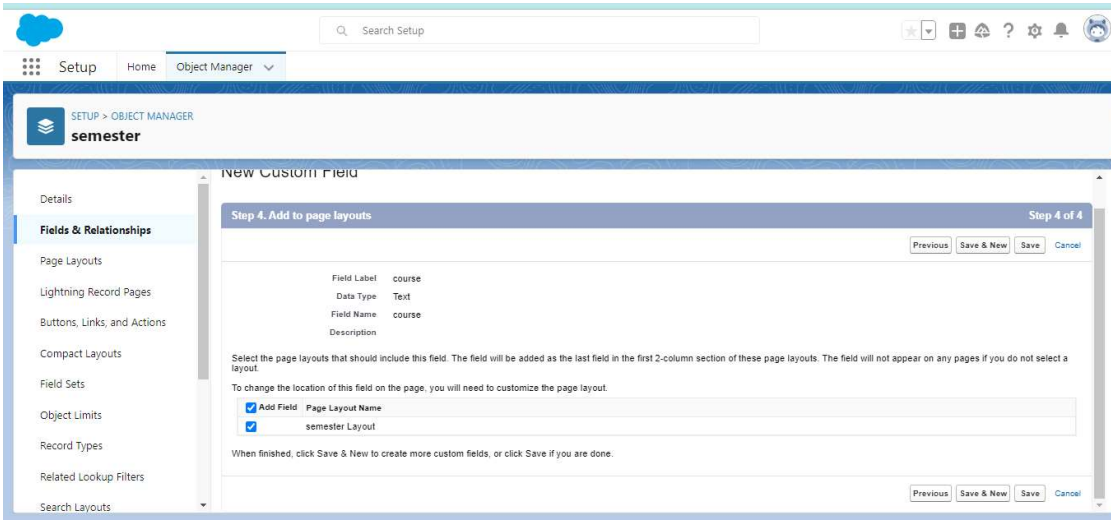
3.1 Data Model:

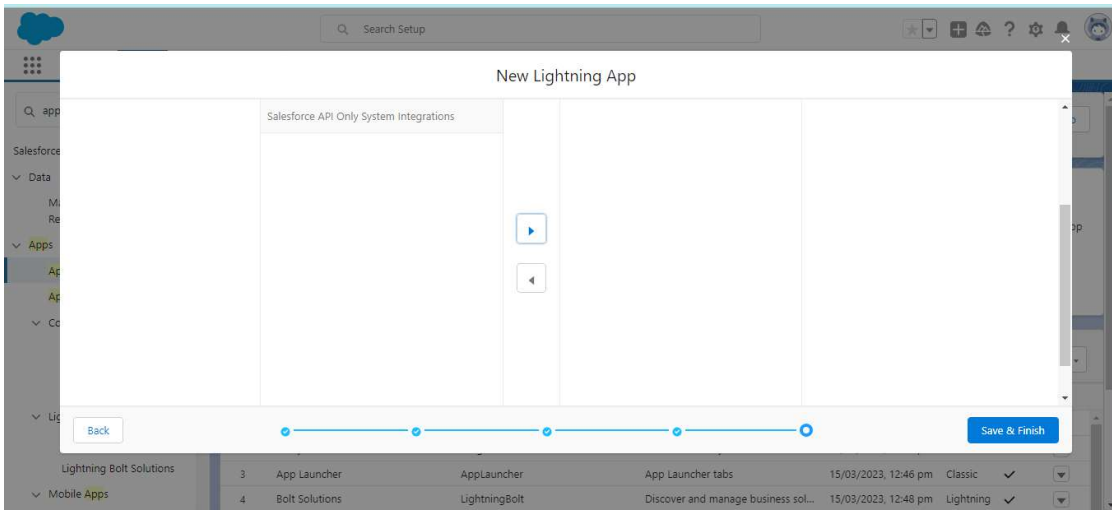
Object name	Fields in the Object
Object 1	Field label: Data type SEMESTER: TEXT CANDIDATE: TEXT
Object 2	Field label: Data type COURSE DETAIL: TEXT INTERNAL RESULT: TEXT

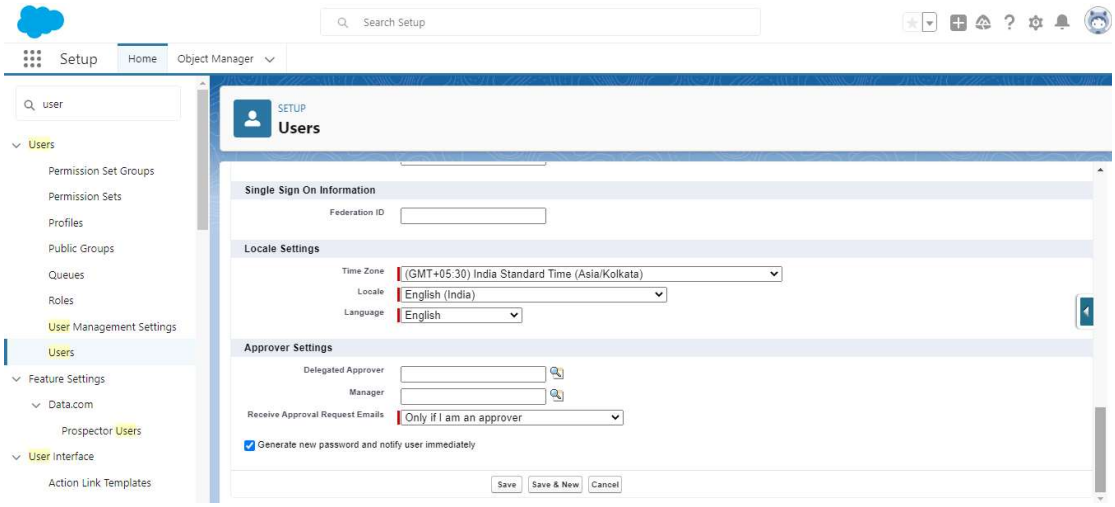
3.2 Activity and Screenshot

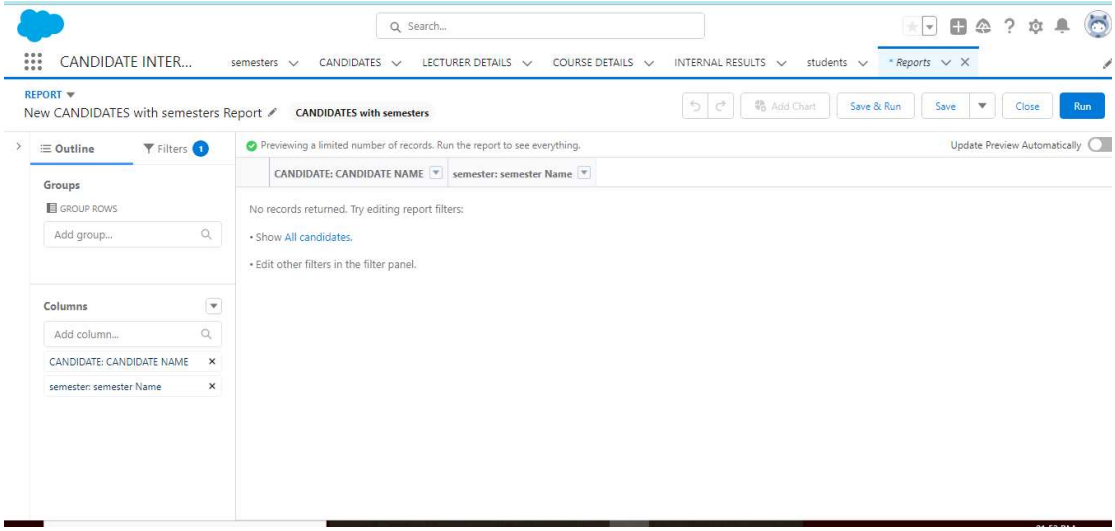

Search Setup
Setup
Home
Object Manager
Quick Find
Setup Home
Service Setup Assistant
Multi-Factor Authentication Assistant
Release Updates
Lightning Experience Transition Assistant
Salesforce Mobile App
Lightning Usage
Optimizer
ADMINISTRATION
Users
Data
Email
PLATFORM TOOLS
SETUP
Home
Create
Get Started 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
10 items


Search Setup
Setup
Home
Object Manager
New Object
RECENT RECORDS
CANDIDATE
COURSE DETAIL
student
semester
INTERNAL RESULT
SETUP
New Custom
Object Classification
When these settings are enabled
Allow Sharing
Allow Bulk API Access
Allow Streaming API Access
tion object. When these settings are disabled, this object is classified as a Light Application object. Learn more.
Deployment Status
What is this?
In Development
Deployed
Search Status
When this setting is enabled, your users can find records of this object type when they search. Learn more.
Allow Search
Object Creation Options (Available only when custom object is first created)
Add Notes and Attachments related list to default page layout
Launch New Custom Tab Wizard after saving this custom object
Save
Save & New
Cancel


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
Step 4. Add to page layouts
Step 4 of 4
Previous
Save & New
Save
Cancel
Field Label course
Data Type Text
Field Name course
Description
Select the page layouts that should include this field. The field will be added as the last field in the first 2-column section of these page layouts. The field will not appear on any pages if you do not select a layout.
To change the location of this field on the page, you will need to customize the page layout.
Add Field
Page Layout Name
semester Layout
When finished, click Save & New to create more custom fields, or click Save if you are done.







- **TRAILHEAD PROFILE PUBLIC URL**

Team Lead – https://trailblazer.me/id/asrinivasan55

Team member 1 - https://trailblazer.me/id/ruthiravel0205

Team member 2 - https://trailblazer.me/id/ssakthi84

Team member 3 -

- **ADVANTAGES AND DISADVANTAGES**

Advantages:

- Streamlined tracking of student results: The CRM system will simplify the process of tracking student results, making it easier for administrators and faculty to monitor student academic progress.
- Real-time data: The system will provide real-time data on student results, enabling administrators and faculty to respond quickly to any academic concerns or issues.
- Customizable and flexible: The system can be customized to meet the specific needs of different educational institutions, providing a tailored solution to meet their academic tracking requirements.
- Increased efficiency: The system will automate the process of tracking student results, reducing the time and resources required for manual data entry.

Disadvantages:

- Cost: Implementing a CRM system can be expensive, requiring resources for software development, hardware, and technical support.
- Technical complexity: Implementing a CRM system requires technical expertise and ongoing maintenance, which can be a challenge for some educational institutions.
- User adoption: Some administrators and faculty may be resistant to using a new system, which could affect user adoption rates.

- **APPLICATIONS**

The CRM system for tracking student results has applications across various educational institutions, including universities, colleges, and training centres. The system can be used by administrators, faculty, and academic support staff, enabling them to manage and analyse student data for academic planning and decision-making.

- **CONCLUSION**

In conclusion, implementing a CRM system for tracking student results with internal marks using Salesforce is an effective tool for educational institutions to monitor and analyze student academic progress. While there are potential drawbacks, such as cost and technical complexity, the advantages of the system, such as real-time data, increased efficiency, and customization, outweigh the disadvantages. Overall, the CRM system is a valuable tool for educational institutions seeking to streamline and automate the tracking of student results.

- **FUTURE SCOPE**

The future scope of this project is significant, with potential enhancements and features that could be added to the system, such as:

- Integration with external examination boards: The system could be developed to integrate with external examination boards, allowing educational institutions to track student results across multiple academic assessments.
- Artificial Intelligence (AI) capabilities: The system could be developed to include AI capabilities, such as predictive analytics, to provide insights on student academic performance.
- Student engagement tools: The system could be developed to include student engagement tools, such as gamification and social learning, to improve student motivation and academic performance.
- Mobile application: A mobile application could be developed to complement the web-based system, providing students with on-the-go access to their academic progress.
- Integration with Learning Management Systems (LMS): The system could be enhanced to integrate with LMS platforms, providing administrators and faculty with a holistic view of student academic progress.