IMPLEMENTING CRM FOR RESULTTRACKING

1. INTRODUCTION

1.1 Overview

The "Result tracking of a Candidate" Salesforce tool was created to make it simpler for educational institutions to monitor the academic progress of their students. The entire exam-related process, from creating exam schedules to disclosing results. An automated management process exists. The software makes it easy and efficient to manage a variety of student data, such as the students' identities, enrollment details, and academic standing.

1.2 Purpose

Data protection against unauthorized access and cyber attacks, data backup in case of unforeseen events, data retention, data access control, data classification, and adherence to all legal requirements are all offered.
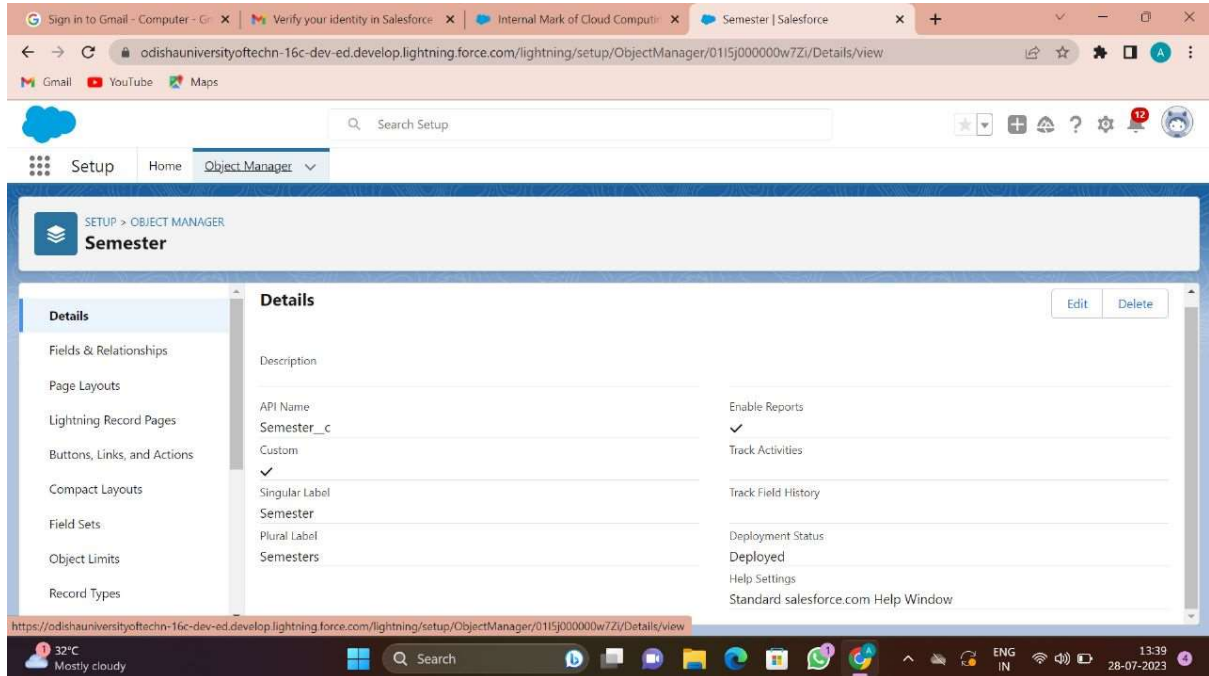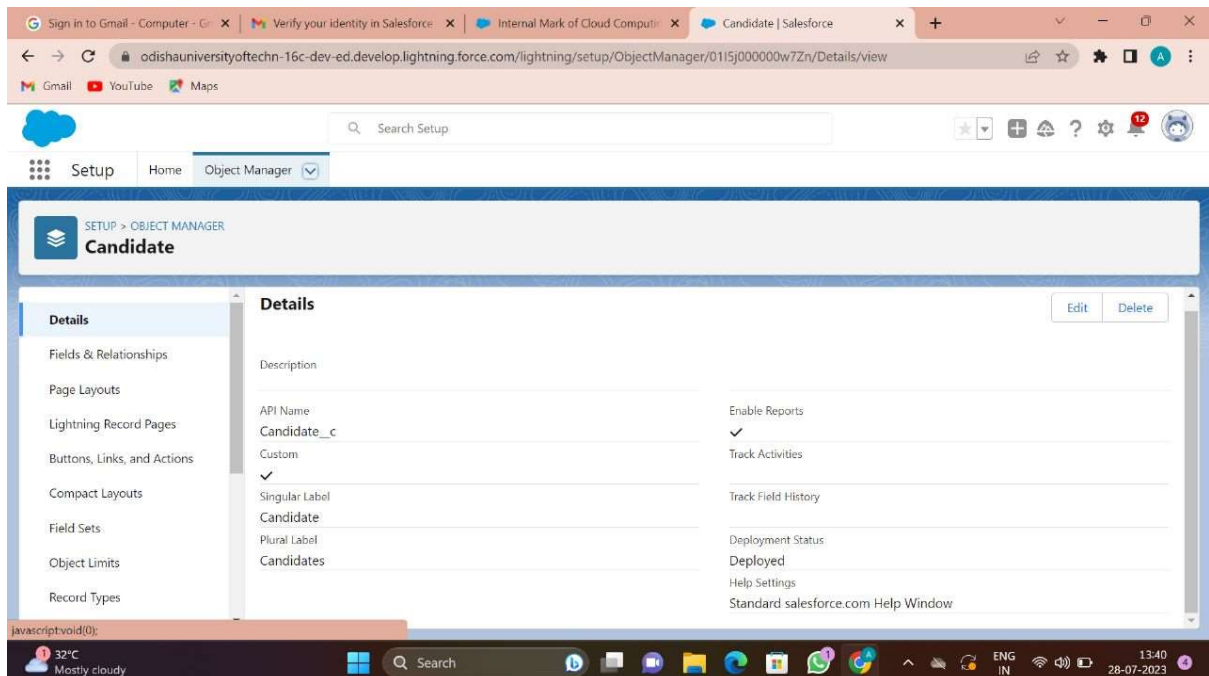
Project Report

2. RESULTS

2.1 Data Model

Object name	Fields in the Object	
Object-1 **SEMESTER**	**FIELD LABEL**	**DATA TYPE**
	Semester Name	Text
	Course Details	Lookup
Object-2 **CANDIDATES**	**FIELD LABEL**	**DATA TYPE**
	Candidate Name	Text
	Candidate Roll Number	Auto Number
	Semester Name	Lookup
Object-3 **COURSE DETAILS**	**FIELD LABEL**	**DATA TYPE**
	Course Name	Text
	Duration	Number
Object-4 **LECTURER DETAILS**	**FIELD LABEL**	**DATA TYPE**
	Lecturer Name	Text Long
	Lecturer Role	Text
	Course Details	Lookup
Object-5 **INTERNAL RESULTS**	**FIELD LABEL**	**DATA TYPE**
	Candidate	Lookup
	Candidate Roll Number	Formula
	Course Detail	Lookup
	Marks	Number

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2.2 Activity and Screenshot

All the fields for the semester object have been created

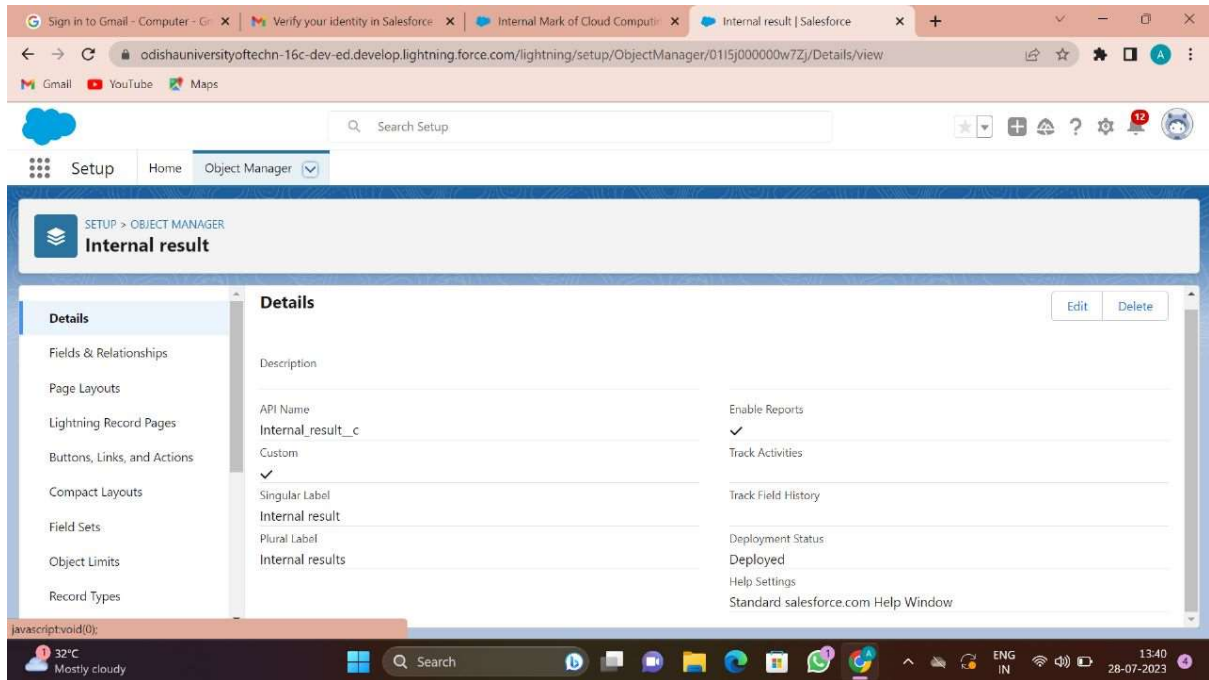**All the fields for the Candidate object have been created**

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All the fields for the Course Detail object have been created

All the fields for the Lecturer Detail object have been created

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All the fields for the Internal Result object have been created
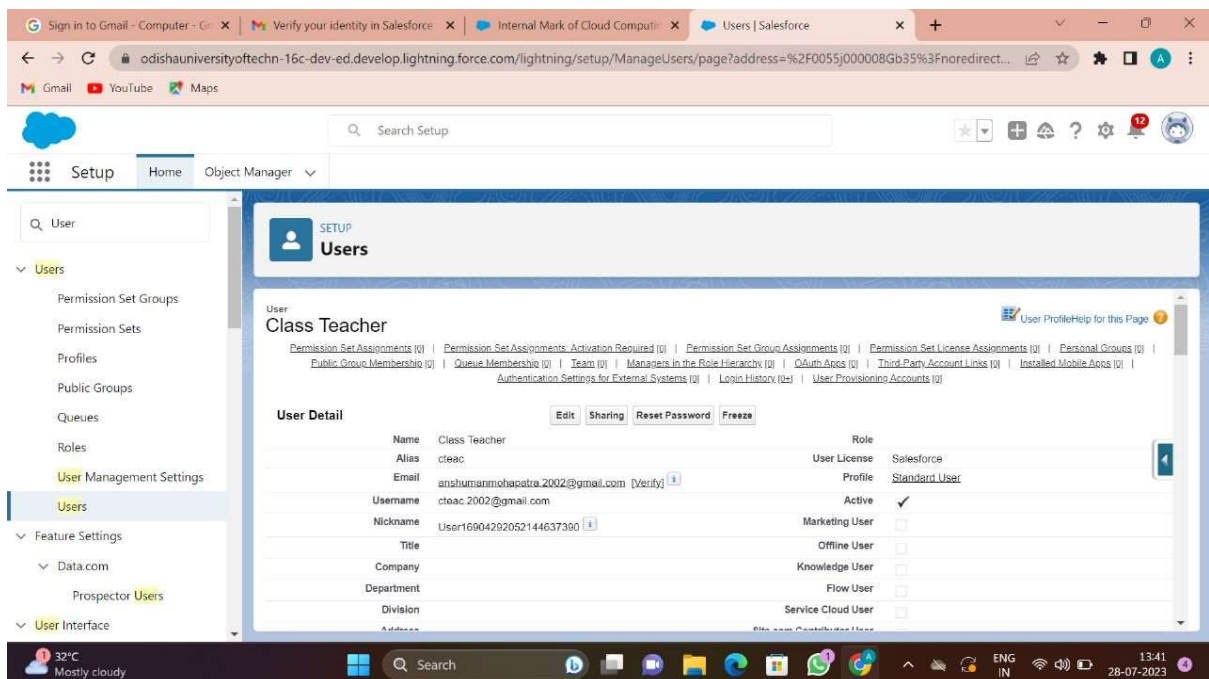
The user Class Teacher was created and Salesforce user profile is assigned to him/her

Project Report

The Report has been created
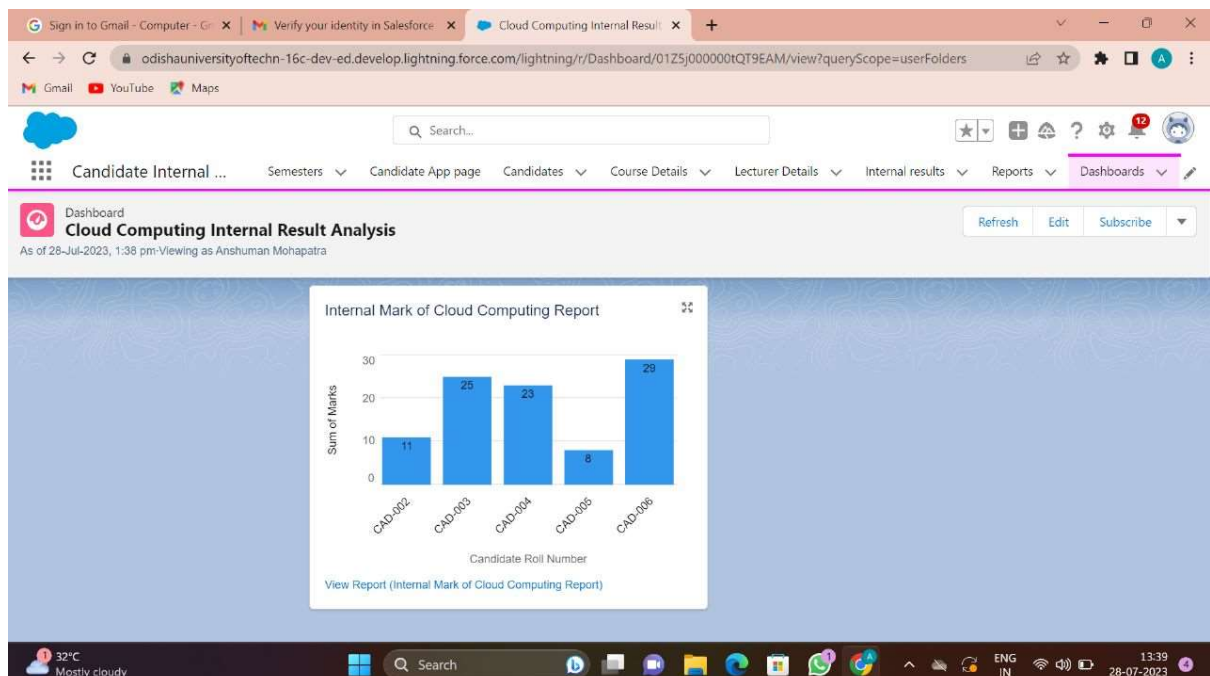
In dashboard Vertical Bar Chart has been added

3. Trailhead Profile Public URL

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4. ADVANTAGES

- ➢ A CRM system enables the centralization of candidate information, such as internal evaluations, biographical data, and communication records.
- ➢ CRM solutions make it easier for candidates, academics, and support personnel to communicate effectively.
- ➢ CRM systems can produce insightful information about candidate performance trends.
- ➢ A CRM system that is properly implemented can expand together with the institution of higher learning.
- ➢ Using a CRM system, candidates' parents or guardians might have access to pertinent details about the candidate's internal grades and academic progress.

5. DISADVANTAGES

- ➢ For educational institutions, particularly smaller ones or those with restricted funds, implementing a CRM system can require a large financial commitment.
- ➢ The confidentiality and privacy of candidate data kept in a CRM system, including internal marks, could be jeopardized.
- ➢ CRM systems may face technical difficulties, downtime, or browser or device compatibility issues, just like any other program.
- ➢ Not all applicants and parents could have access to or the knowledge necessary to use the CRM system efficiently.
- ➢ Faculty, administrators, and other staff members must receive the necessary training prior to the implementation of a new CRM system.

6. APPLICATIONS

- ➢ The CRM system's main use is to track and keep track of candidates' academic progress.
- ➢ The efficient management of candidate assessments, including the design, distribution, and scoring of tests and assignments, can be facilitated by the CRM system.
- ➢ The technology gives educational institutions data analytics and reporting tools so they may examine applicant performance trends and patterns.

> ➢ The technology streamlines communication procedures by providing applicants, teachers, and parents alerts and reminders about forthcoming exams, deadlines, and academic events.

7. CONCLUSION

Report card creation refers to the capability of an Internal result management system to automatically produce report cards for students. During the course of a particular academic period, such as a semester or school year, a report card frequently includes information about a student's academic performance, attendance, and behavior.

8. FUTURE SCOPES

> ➢ CRM software can foresee candidates' academic difficulties and identify those who are at danger of underperformance by utilizing predictive analytics.
>
> ➢ CRM software that incorporates blockchain technology can greatly improve data security and privacy. It guarantees the integrity of educational data and the immutability of candidate records and academic accomplishments, preventing unwanted access.
>
> ➢ Future CRM software is probably going to incorporate mobile apps so that candidates, staff, and parents can access crucial information while on the road.
>
> ➢ CRM software can design individualized learning paths for each candidate while taking into consideration their unique learning preferences, limitations, and capabilities with the aid of modern data analytics and machine learning.