

# IMPLEMENTING CRM FOR RESULT TRACKING OF

## CANDIDATES WITH INTERNAL MARK

### 1. INTRODUCTION:

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#### 1.1 Overview:

Customer relationship management (CRM) is the combination of practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle. The goal is to improve customer service relationships and assist in customer retention and drive sales growth

They allow businesses to learn more about their target audiences and how to best cater for their needs, thus retaining customers and driving sales growth. CRM may be used with past, present or potential customers..

CRM stands for Customer Relationship Management, and it's a technology for managing and supporting customer relationships. CRM technology helps companies build and grow customer relationships across the entire customer lifecycle.

The beginnings of CRM as we know it started in the 1980s. Robert and Kate Kestnbaum were pioneers of database marketing. Which was a form of direct marketing that analysed the customer database statistically to identify which customers would be most likely to react to a marketing campaign?

The CRM cycle involves marketing, customer service and sales activities. It starts with outreach and customer acquisition and ideally leads to customer loyalty. There are five key stages in the CRM cycle: Reaching a potential customer. Customer acquisition

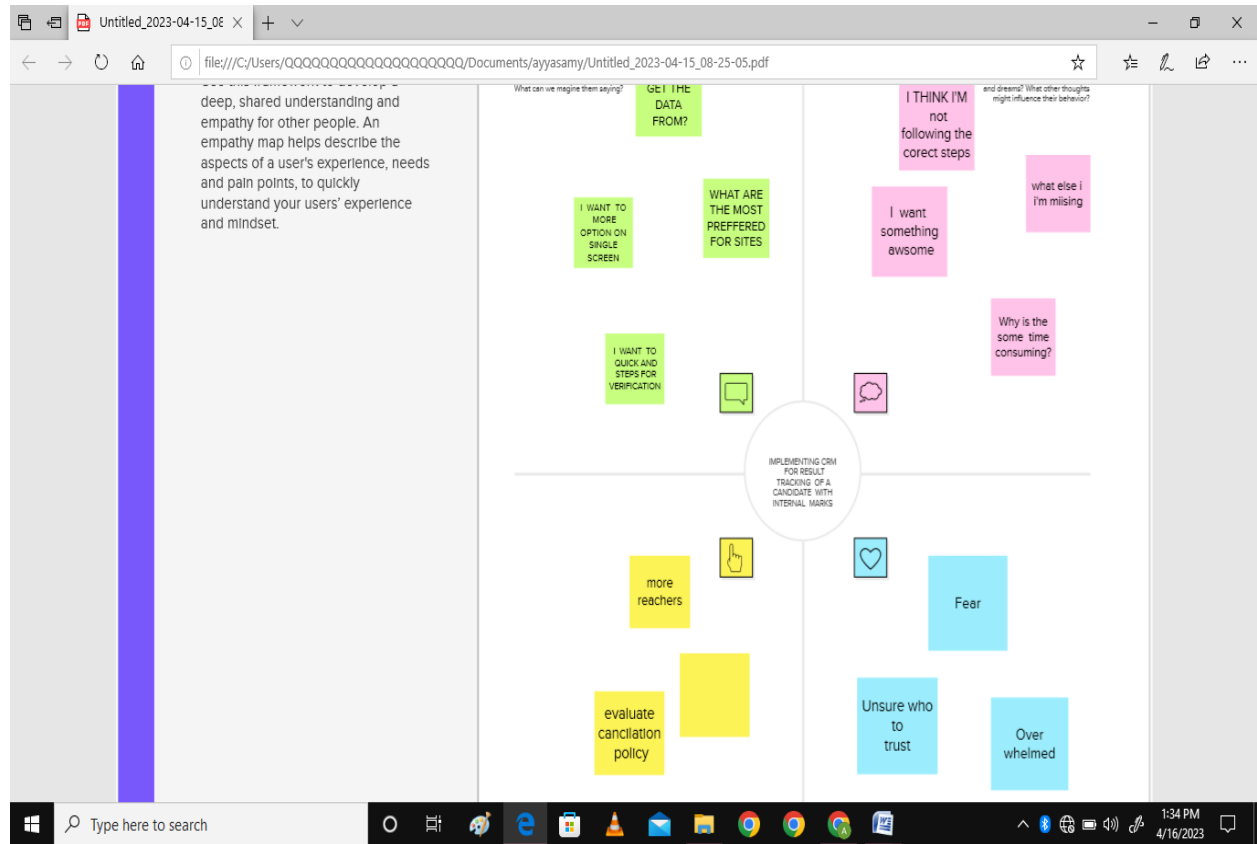
#### 1.2.PURPOSE:

Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability

Basically, it helps nurture relationships with customers for long-term sales. Although the underlying principle in CRM is not to squeeze out more profits but to make customers happy, which in turn results in product loyalty and more revenues for the business.

## 2. PROBLEM DEFINITION & DESIGN THINKING

### 2.1 Empathy map:



## 2.2 Ideation & Brainstroming Map:

Write down any ideas that come to mind that address your problem statement.

10 minutes

**TIP**  
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

**Person 1**

faculty name	semester mark	student information
they could make you miss well qualified application	candidate validity	course details
they could save item		

**Person 2**

improved confidence	learning	assessment
etification	programs	in action between teaching and learning

**Person 3**

Data base	application of skills	knowledge
time limitation	student performance	

**Person 4**

the information management process	technology process and organization	the multi-channel integration process

**3 Group Ideas**  
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.  
20 minutes

**4 Prioritize**  
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.  
20 minutes

**TIP**  
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

**TIP**  
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as they come within your mind.

**Person 3**

Data base	application of skills	knowledge
time limitation	student performance	

**Person 4**

the information management process	technology process and organization	the multi-channel integration process

**Person 7**


**Person 8**


they make you miss well-qualified application

Interaction between teaching and learning

right product your company

the information management process

they could

**Importance**  
If each of these teams could get above difficult and difficulty or task, which would have the most positive impact?

improvement confidence



### 3. RESULT

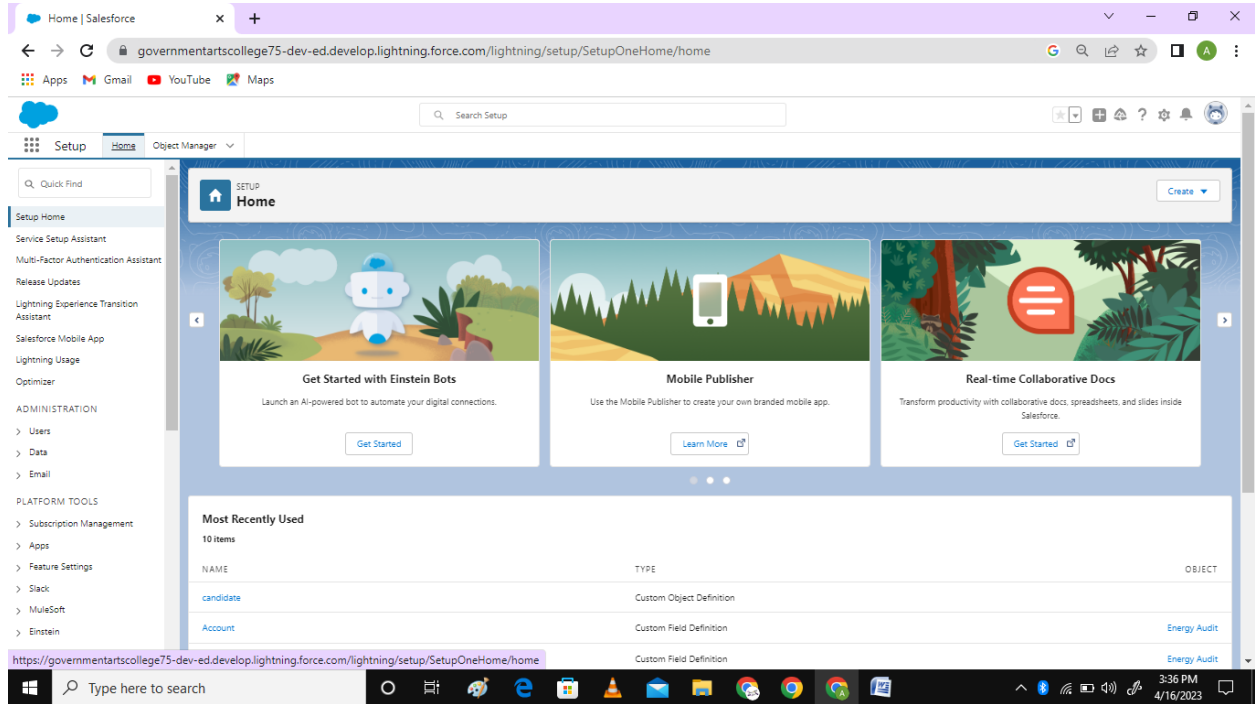
#### 3.1 Data model

OBJECT NAME	FIELD IN THE LABLE	
Semester	FIELD LABLE	DATA TYPE
	Semester name	text
	course	lookup
candidate	Candidate name	text
	Candidate ID	Text
	Semester Name	Text
	Internal result	Lookup
Course details	Course name	text
	Course ID	Text

Lecturer details	<table><tr><td data-bbox="812 241 1105 359">Lecturer role</td><td data-bbox="1105 241 1448 359">Text</td></tr><tr><td data-bbox="812 359 1105 476">Lecturer name</td><td data-bbox="1105 359 1448 476">Text</td></tr><tr><td data-bbox="812 476 1105 619">Course ID</td><td data-bbox="1105 476 1448 619">Text</td></tr><tr><td data-bbox="812 619 1105 772">course</td><td data-bbox="1105 619 1448 772">Lookup</td></tr></table>	Lecturer role	Text	Lecturer name	Text	Course ID	Text	course	Lookup
Lecturer role	Text								
Lecturer name	Text								
Course ID	Text								
course	Lookup								
Internal results	<table><tr><td data-bbox="812 835 1118 930">Candidate ID</td><td data-bbox="1118 835 1448 930">Text</td></tr><tr><td data-bbox="812 930 1118 1066">Course ID</td><td data-bbox="1118 930 1448 1066">Text</td></tr><tr><td data-bbox="812 1066 1118 1218">Marks</td><td data-bbox="1118 1066 1448 1218">text</td></tr></table>	Candidate ID	Text	Course ID	Text	Marks	text		
Candidate ID	Text								
Course ID	Text								
Marks	text								

### 3.2 Activity & screenshot:

#### MILESTONE -01:



MILESTONE -01:

OBJECTS:

SEMESTER:

The screenshot shows the Salesforce Object Manager interface for the 'Semester' object. The browser address bar indicates the URL: `governmentartscollege75-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003jilQ/Details/view`. The Salesforce logo and 'Semester' name are visible in the top left. A search bar labeled 'Search Setup' is in the top right. The left sidebar contains a 'Details' section with a list of tabs: Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, and Related Lookup Filters. The main content area is titled 'Details' and contains the following fields:

Details	
Description	
API Name	semester__c
Custom	✓
Singular Label	semester
Plural Label	semesters
Enable Reports	✓
Track Activities	
Track Field History	
Deployment Status	Deployed
Help Settings	Standard salesforce.com Help Window

At the bottom of the page, there is a Windows taskbar with a search bar and various application icons. The system clock shows 2:29 PM on 4/21/2023.



## CANDIDATE OBJECT:

The screenshot shows the Salesforce Setup interface for the 'candidate' object. The browser address bar indicates the URL: `governmentartscollege75-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003jim4/Details/view`. The page title is 'candidate | Salesforce'. The left sidebar contains a navigation menu with the following items: Details (selected), Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, and Related Lookup Filters. The main content area is titled 'Details' and includes 'Edit' and 'Delete' buttons. The 'Description' section is expanded, showing the following fields: API Name (candidate\_\_c), Custom (checked), Singular Label (candidate), and Plural Label (candidates). The right-hand section contains the following settings: Enable Reports (checked), Track Activities (checked), Track Field History, Deployment Status (Deployed), Help Settings, and a link to the Standard salesforce.com Help Window. The bottom of the screen shows the Windows taskbar with the search bar and various application icons. The system clock in the bottom right corner displays 2:30 PM on 4/21/2023.

candidate | Salesforce

governmentartscollege75-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003jim4/Details/view

Apps Gmail YouTube Maps

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER  
candidate

**Details** Edit Delete

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

**Details**

Description

API Name  
candidate\_\_c

Custom  
✓

Singular Label  
candidate

Plural Label  
candidates

Enable Reports  
✓

Track Activities

Track Field History

Deployment Status  
Deployed

Help Settings

Standard salesforce.com Help Window

https://governmentartscollege75-dev-ed.develop.lightning.force.com/one.ap...

Type here to search

2:30 PM  
4/21/2023

## COURSE DETAILS OBJECT:

The screenshot displays the Salesforce Setup interface for the 'course detail' object. The browser address bar shows the URL: `governmentartscollege75-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003jim9/Details/view`. The Salesforce navigation bar includes the 'Setup' menu, a search bar, and various utility icons. The left sidebar lists configuration categories: Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, and Related Lookup Filters. The main content area, titled 'course detail', shows the 'Details' tab with the following configuration:

Details	
Description	
API Name	course_details__c
Custom	✓
Singular Label	course detail
Plural Label	course details
Enable Reports	✓
Track Activities	
Track Field History	
Deployment Status	Deployed
Help Settings	Standard salesforce.com Help Window

The bottom of the image shows the Windows taskbar with the search bar and several application icons. The system clock indicates the time is 2:30 PM on 4/21/2023.

## LECTURER DETAILS OBJECT:

The screenshot displays the Salesforce Object Manager interface for the 'lecturer Detail' object. The browser address bar shows the URL: `governmentartscollege75-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003jje1/Details/view`. The Salesforce navigation bar includes the 'Setup' menu, a search bar, and various utility icons. The main content area is titled 'lecturer Detail' and features a left-hand navigation pane with the following options: Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, and Related Lookup Filters. The 'Details' section is currently selected, showing a table of configuration settings. The table has two columns: the first column lists the configuration item, and the second column shows its current value. The settings include 'API Name' (lecturer\_Detail\_\_c), 'Custom' (checked), 'Singular Label' (lecturer Detail), 'Plural Label' (lecturer Details), 'Enable Reports' (checked), 'Track Activities' (checked), 'Track Field History' (checked), 'Deployment Status' (Deployed), 'Help Settings' (Standard salesforce.com Help Window), and 'Standard salesforce.com Help Window'.

Configuration Item	Value
API Name	lecturer_Detail__c
Custom	✓
Singular Label	lecturer Detail
Plural Label	lecturer Details
Enable Reports	✓
Track Activities	✓
Track Field History	✓
Deployment Status	Deployed
Help Settings	Standard salesforce.com Help Window
Standard salesforce.com Help Window	

## INTERNAL RESULTS OBJECT:

The screenshot displays the Salesforce Object Manager interface for the 'internal result' object. The browser address bar shows the URL: `governmentartscollege75-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003jje6/Details/view`. The Salesforce navigation bar includes a search bar and navigation links for Setup, Home, and Object Manager. The left sidebar lists various configuration options: Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, and Related Lookup Filters. The main content area, titled 'Details', shows the following configuration:

Field	Value
API Name	internal_result__c
Custom	✓
Singular Label	internal result
Plural Label	internal result
Enable Reports	✓
Track Activities	
Track Field History	
Deployment Status	Deployed
Help Settings	Standard salesforce.com Help Window

The bottom of the image shows the Windows taskbar with the search bar and various application icons. The system clock indicates the time is 2:31 PM on 4/21/2023.

MILSTONE-03:

FIELD AND RELATIONSHIP:

SEMESTER:

Screenshot of the Salesforce Setup interface showing the 'Fields & Relationships' section for the 'semester' object.

The browser address bar shows the URL: `governmentartscollege75-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003jilQ/FieldsAndRelationships/view`.

The Salesforce Setup navigation bar includes: Setup, Home, Object Manager (selected).

The left sidebar shows the navigation menu with the following items: Details, Fields & Relationships (selected), Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, and Related Lookup Filters.

The main content area displays the 'Fields & Relationships' section for the 'semester' object. It includes a 'Quick Find' search bar and tabs for New, Deleted Fields, Field Dependencies, and Set History Tracking.

The table below lists the fields and their relationships:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
course	course__c	Lookup(Campaign)		✓
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
semester name	semester_name__c	Text(20)		
semester Name	Name	Text(80)		✓

The Windows taskbar at the bottom shows the system clock as 2:31 PM on 4/21/2023.

## CANTIDATE:

candidate | Salesforce

governmentartscollege75-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003jim4/FieldsAndRelationships/view

Apps Gmail YouTube Maps

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER  
candidate

Details

**Fields & Relationships**  
9 Items, Sorted by Field Label

Quick Find New Deleted Fields Field Dependencies Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
candidate Id	candidate_id__c	Text(20)		
candidate mark	candidate_mark__c	Lookup(candidate)		✓
candidate name	candidate_name__c	Text(20)		
candidate Name	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
internal results	internal_results__c	Lookup(candidate)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
semester name	semester_name__c	Text(20)		

Type here to search

2:32 PM  
4/21/2023



## COURSE DETAILS:

The screenshot displays the Salesforce Object Manager interface for a custom object named 'course detail'. The browser address bar shows the URL: `governmentartscollege75-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003jim9/FieldsAndRelationships/view`. The left sidebar contains a navigation menu with the following items: Details, Fields & Relationships (selected), 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, and Restriction Rules. The main content area is titled 'Fields & Relationships' and shows a table of 6 items, sorted by Field Label. The table has columns for FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are: 'course details Name' (Text(80), indexed), 'course Id' (Text(20)), 'course name' (Text(20)), 'Created By' (Lookup(User)), 'Last Modified By' (Lookup(User)), and 'Owner' (Lookup(User, Group), indexed). The bottom of the image shows a Windows taskbar with various application icons and a system clock indicating 2:32 PM on 4/21/2023.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
course details Name	Name	Text(80)		✓
course Id	course_id__c	Text(20)		
course name	course_name__c	Text(20)		
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User, Group)		✓



## LECTURARE DETAILS:

lecturer Detail | Salesforce

governmentartscollege75-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003jje1/FieldsAndRelationships/view

Apps Gmail YouTube Maps

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER  
**lecturer Detail**

Details

**Fields & Relationships**  
8 Items, Sorted by Field Label

Quick Find New Deleted Fields Field Dependencies Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
course	course__c	Lookup(API Anomaly Event Store)		✓
course ID	course_ID__c	Text(20)		
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
lecturer Detail Name	Name	Text(80)		✓
lecturer name	lecturer_name__c	Text(20)		
lecturer Role	lecturer_Role__c	Text(20)		
Owner	OwnerId	Lookup(User,Group)		✓

Type here to search

2:32 PM  
4/21/2023

## INTERNAL RESULT:

The screenshot shows the Salesforce Object Manager interface for the 'internal result' object. The 'Fields & Relationships' tab is active, displaying a list of 7 fields. The left sidebar contains navigation links for various object settings. The bottom of the image shows a Windows taskbar with various application icons and the system clock.

**Fields & Relationships**  
7 Items, Sorted by Field Label

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
candidate Id	candidate_id__c	Text(20)		
course ID	course_ID__c	Text(20)		
Created By	CreatedById	Lookup(User)		
internal result Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		
marks	marks__c	Text(20)		
Owner	OwnerId	Lookup(User,Group)		✓

Windows taskbar: Type here to search, 2:32 PM, 4/21/2023

Tabs | Salesforce

governmentartscollege75-dev-ed.develop.lightning.force.com/lightning/setup/CustomTabs/home

Apps Gmail YouTube Maps

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 Tabs

Lightning Experience and the mobile app. Lightning Page tabs allow you to add Lightning Pages to Lightning Experience and the mobile app.

Custom Object Tabs

New What Is This?

Action	Label	Tab Style	Description
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">candidates</a>	Computer	
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">course details</a>	Flag	
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Energy Audits</a>	Heart	
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">internal result</a>	Bottle	
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">lecturer Details</a>	Cell phone	
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">semesters</a>	Diamond	

Web Tabs

New What Is This?

No Web Tabs have been defined

Type here to search

8:09 PM 4/17/2023

MILESTONE -03:

App Manager | Salesforce

governmentartscollege75-dev-ed.develop.lightning.force.com/lightning/setup/NavigationMenus/home

Apps Gmail YouTube Maps

Search Setup

Setup Home Object Manager

app man

Apps

App Manager

Didn't find what you're looking for?  
Try using Global Search.

Lightning Experience App Manager

Clone Apps(Beta)

Quickly create new Lightning apps by cloning existing apps. To use the beta feature, indicate that you've read all legal requirements and agree to participate by toggling Enable App Cloning. See additional details and terms in the [Winter '23 release notes](#)

Enable App Cloning ☐ Disabled

22 items • Sorted by Last Modified Date • Filtered by All appmenuItems - TabSet Type

	App Name	Developer Name	Description	Last Modified	Ap...	Vi...	
1	Candidate Internal Result Ca...	Candidate_Internal_Result_Card		20/03/2023, 8:17 am	Lightning	✓	
2	Sales	LightningSales	Manage your sales process with accounts, leads, opportunities, and more	16/03/2023, 8:21 am	Lightning	✓	
3	Bolt Solutions	LightningBolt	Discover and manage business solutions designed for your industry.	16/03/2023, 8:20 am	Lightning	✓	
4	Salesforce Scheduler Setup	LightningScheduler	Set up personalized appointment scheduling.	16/03/2023, 8:20 am	Lightning	✓	
5	Queue Management	QueueManagement	Create and manage queues for your business.	16/03/2023, 8:18 am	Lightning	✓	
6	All Tabs	AllTabSet		16/03/2023, 8:18 am	Classic		
7	Subscription Management	RevenueCloudConsole	Get started automating your revenue processes	16/03/2023, 8:18 am	Lightning	✓	
8	Data Manager	DataManager	Use Data Manager to view limits, monitor usage, and manage recipes.	16/03/2023, 8:18 am	Lightning	✓	

Type here to search

3:49 PM  
4/16/2023

## MILESTONE -04:

Users | Salesforce

governmentartscollege75-dev-ed.develop.lightning.force.com/lightning/setup/ManageUsers/home

Apps Gmail YouTube Maps

Search Setup

Setup Home Object Manager

users

Users

- Permission Set Groups
- Permission Sets
- Profiles
- Public Groups
- Queues
- Roles
- User Management Settings

Users

- Feature Settings
- Data.com
- Prospector Users

Didn't find what you're looking for? Try using Global Search.

### SETUP Users

All Users [Help for this Page](#)

On this page you can create, view, and manage users.

In addition, download SalesforceA to view and edit user details, reset passwords, and perform other administrative tasks from your mobile devices: [iOS](#) | [Android](#)

View: **All Users** [Edit](#) [Create New View](#)

[New User](#) [Reset Password\(s\)](#) [Add Multiple Users](#)

Action	Full Name	Alias	Username	Role	Active	Profile
<input type="checkbox"/> <a href="#">Edit</a>	Chatter_Evangelist	Chatter	chatter_00q2w00000r8c7ead-n02a11suzim@chatter.salesforce.com		✓	Chatter Free User
<input type="checkbox"/> <a href="#">Edit</a>	martin_john	john	johnmartin@thesmartbridge.com		✓	Custom Sales Profile
<input type="checkbox"/> <a href="#">Edit</a>	S_Avvaasamy	AS	avvasamy@math.com		✓	System Administrator
<input type="checkbox"/> <a href="#">Edit</a>	User_Integration	intey	integration@00q2w00000r8c7ead.com		✓	Analytics Cloud Integration User
<input type="checkbox"/> <a href="#">Edit</a>	User_Security	sac	insightsecurity@00q2w00000r8c7ead.com		✓	Analytics Cloud Security User

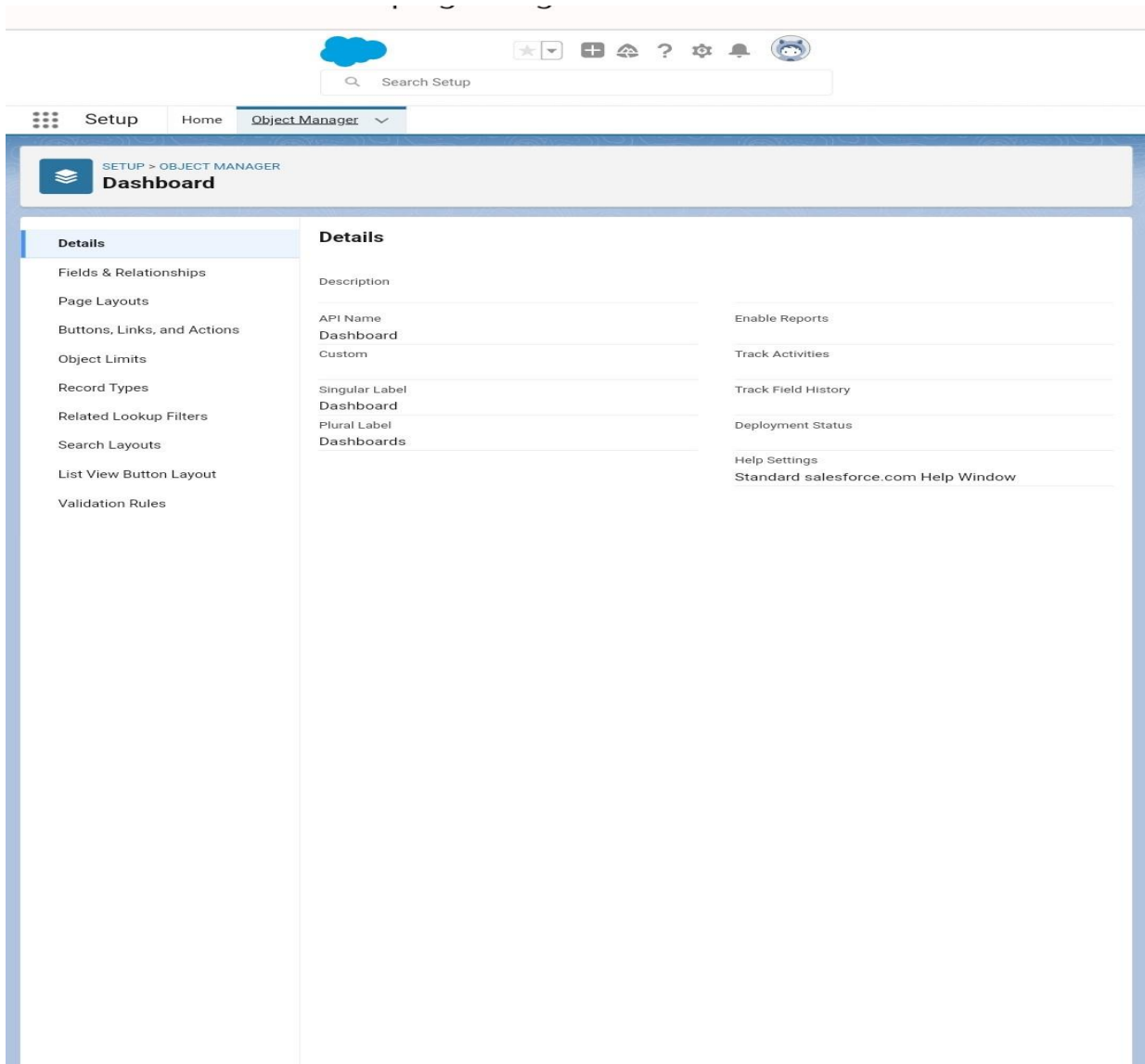
[New User](#) [Reset Password\(s\)](#) [Add Multiple Users](#)

[https://governmentartscollege75-dev-ed.develop.lightning.force.com/one/one.app#/setup/ManageUsers/home](#)

Type here to search

3:51 PM 4/16/2023

MILESTONE -05:



## MILESTONE -06:

Create Report

Category	Select a Report Type
Recently Used	<input type="text" value="Search Report Types..."/>
All	<b>Report Type Name</b>
Accounts & Contacts	Accounts
Opportunities	Contacts & Accounts
Customer Support Reports	Accounts with Partners
Leads	Account with Account Teams
Campaigns	Accounts with Contact Roles
Activities	Accounts with Assets
Contracts and Orders	Contacts with Assets
Price Books, Products and Assets	Account History
Administrative Reports	Contact History
File and Content Reports	D&B Company with and without Accounts
Individuals	Opportunities
Other Reports	Opportunities with Products
Hidden Report Types	Opportunities with Contact Roles
	Opportunities with Partners
	Opportunities with Competitors
	Opportunity History
	Opportunity Field History
	Opportunity Trends
	Opportunities with Contact Roles and Products

### 4. Trailhead Profile Public URL:

Team head: <https://trailblazer.me/id/jjana8616>

Team member 1: <https://trailblazer.me/id/gowthamgtm28>

Team member 2: <https://trailblazer.me/id/gokuv20>

Team member 3: <https://trailblazer.me/id/ayyasamy3>

## *5. ADVANTAGES & DISADVANTAGE :*

A CRM can help you identify customer needs, track feedback, and manage your customer service improvements. The reporting features also allow you to track customer metrics from several different sources, such as help desk metrics, customer satisfaction scores, and more. Certain businesses where customer transactions are highly standardised may not benefit from a CRM system. A CRM system works best where personalisation is required in client/company interactions and where there are multiple touch-points over time between the client and the business across departments.

The advantages of a CRM system are available to salespeople, marketing teams, customer service professionals, and anybody who interacts with customers in large and small organisations.

## *6. APPLICATIONS :*

Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability. CRM can analyze data and generate reports whenever required. There are mainly three types of CRM applications – Operational, Analytical and Collaborative to perform all these activities. Web CRM applications are excellent as an add-on service to your desktop application. As such, you will certainly use them when you can not use your own computer or phone. At the same time, they can be used in companies where most employees work with Outlook, but some of them prefer .

## *7. CONCLUSION:*

Customer Relationship Management enables a company to align its strategy with the needs of the customer in order to best meet those needs and thus ensure long-term customer loyalty.

CRM in retail allows businesses to make smarter decisions to better serve their customers and maximize profits from repeat purchases. By implementing a CRM into your retail sales process, you can enhance customer relationships by providing personalized service that caters to their individual needs

Customer profitability analysis allows you to segment your customers by their profit contribution to your brand and optimize your marketing, customer service, and operations costs around the customer segments who are the most profitable for your brand.



## *8. FUTURE SCOPE:*

With the help of a CRM system, companies solve sales problems, increase the productivity of employees, and regularly monitor important financial indicators. According to EPCGroup's analytics, CRMs exploded in 2022, achieving an 11.6% CAGR from 2022 to 2027. Customers will become a company's best sales reps through superior products and services as well as customer-oriented messaging. The future of CRM is more than just the future of Customer Relationship Management software. It is really the future of business. Report Overview. The global customer relationship management market size was valued at USD 58.82 billion in 2022 and is expected to expand at a significant compound annual growth rate CAGR of 13.9% from 2023 to 2030