

Project Report Template

CRM APPLICATION FOR SCHOOLS /COLLEGES

1 INTRODUCTION

1.1 Overview

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

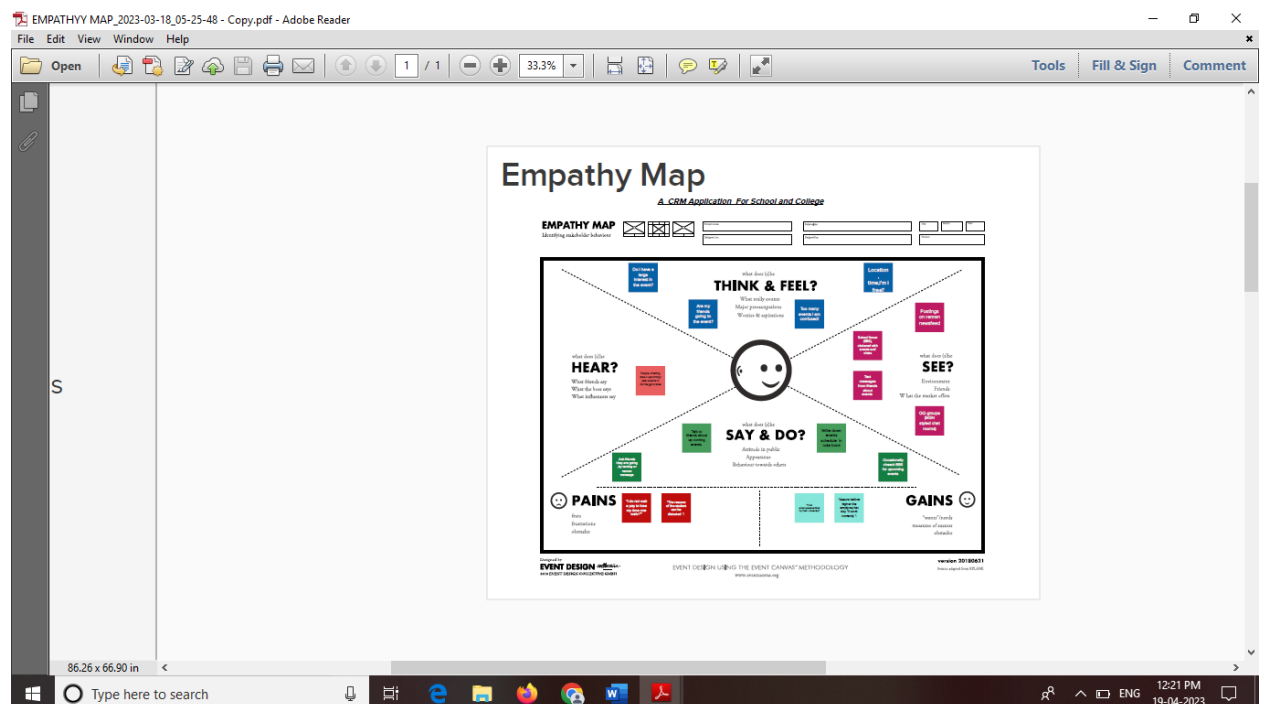
The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

1.2 Purpose

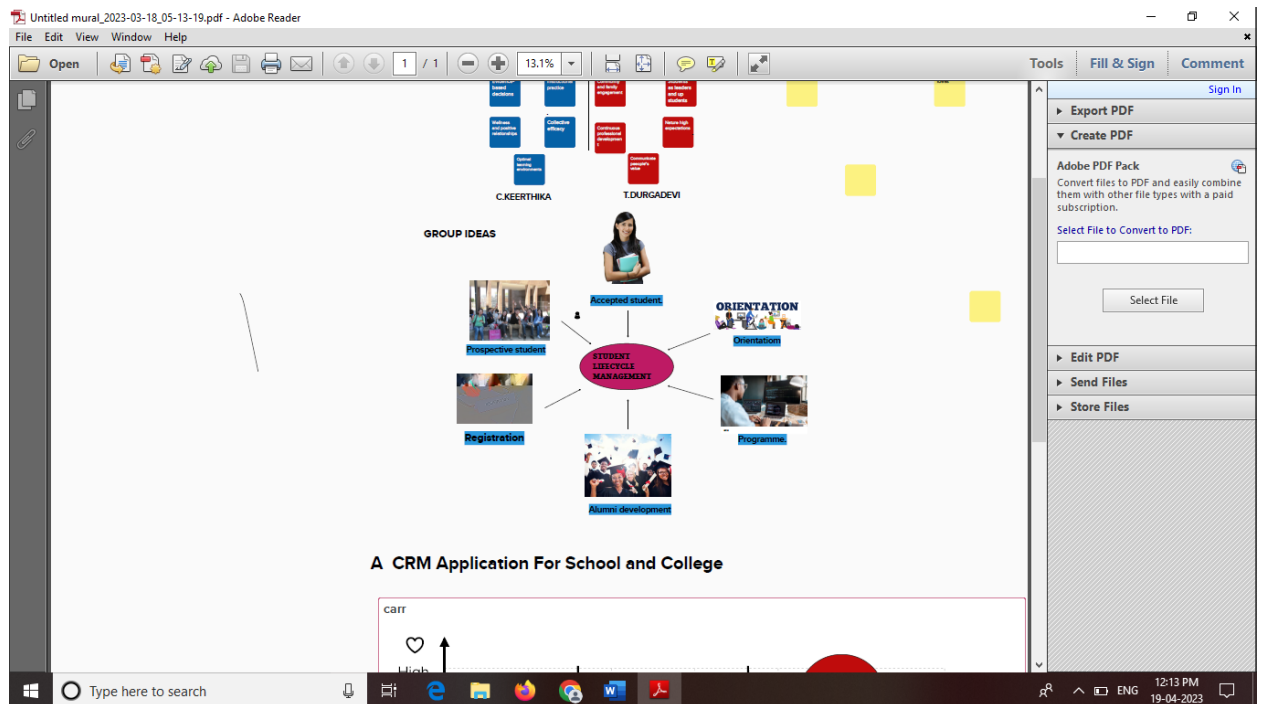
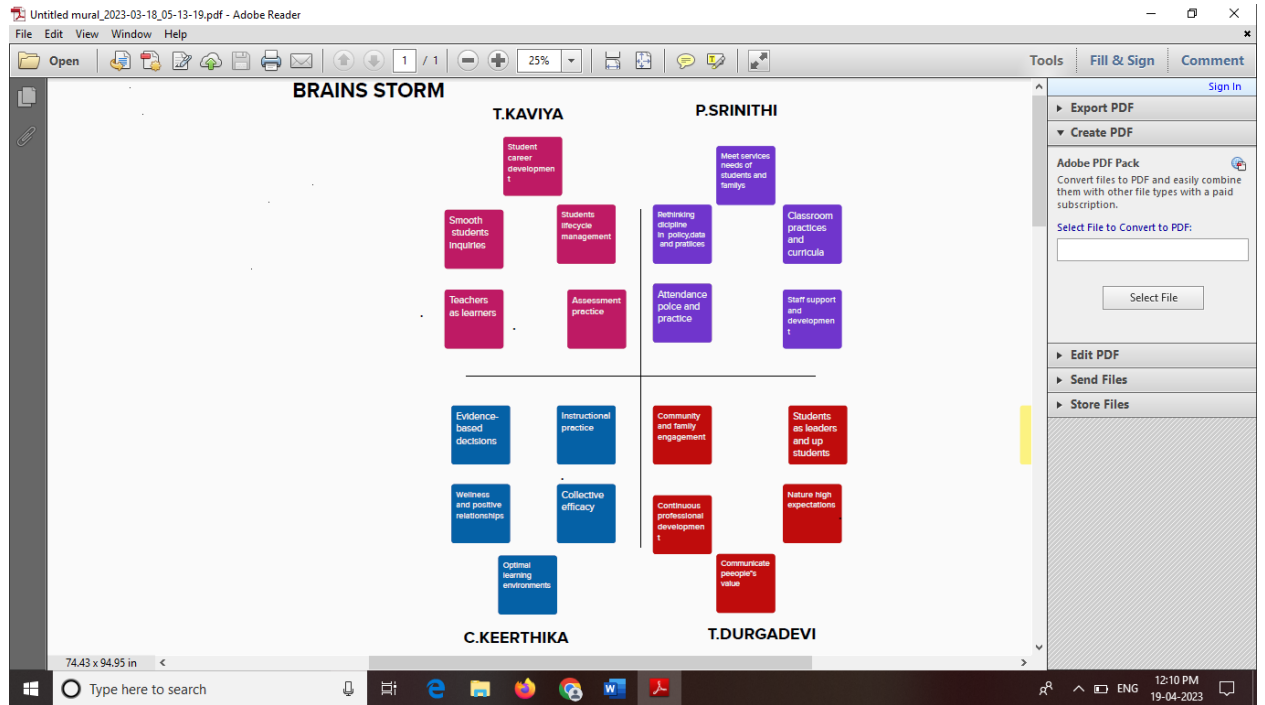
A CRM system can help educational organisations effectively manage and track leads, resulting in improved enrolment numbers. Additionally, by personalising communication and providing automated follow-up, educational organisation can build better relationships with students and leads, and keep them engaged over.

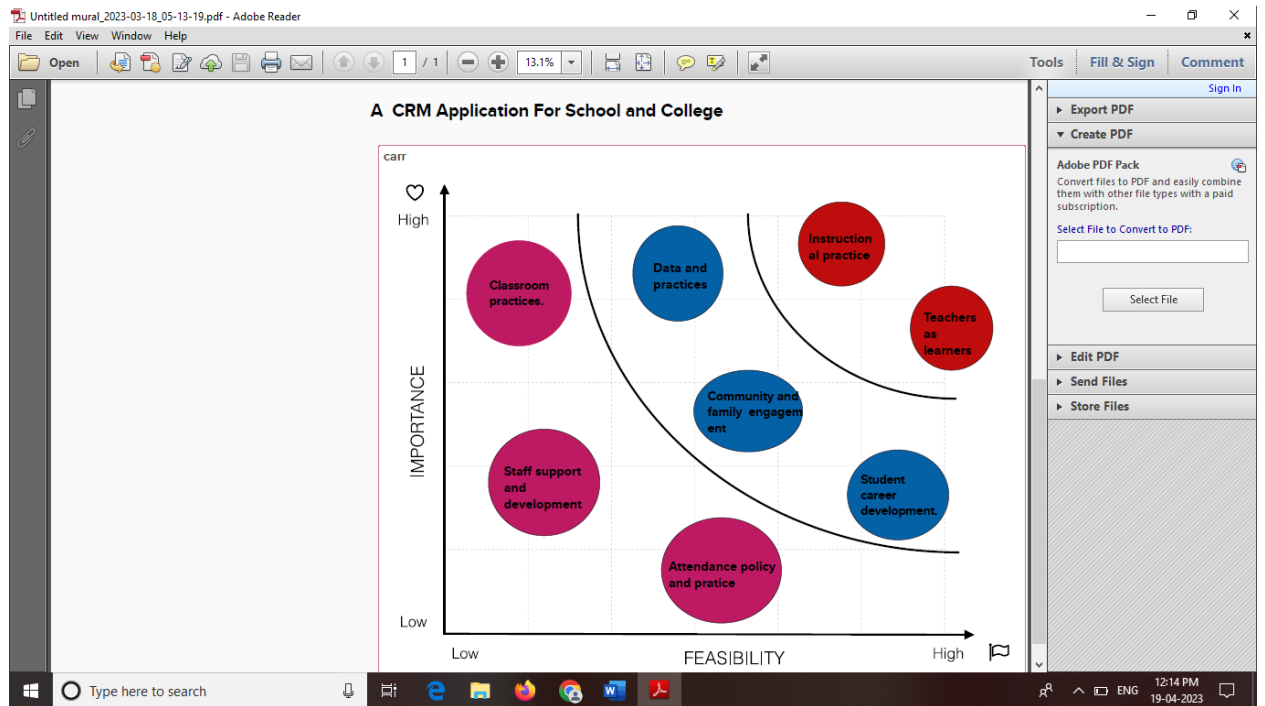
2 Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming Map





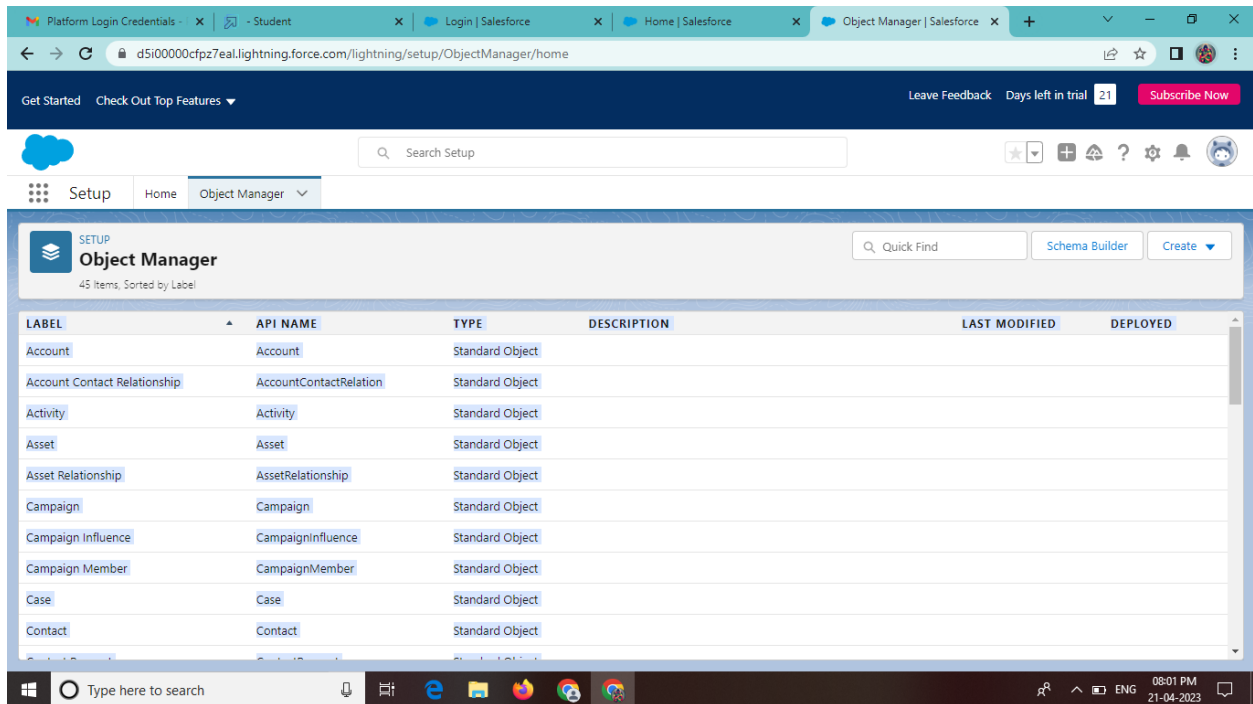
2

RESULT

3.1 Data Model:

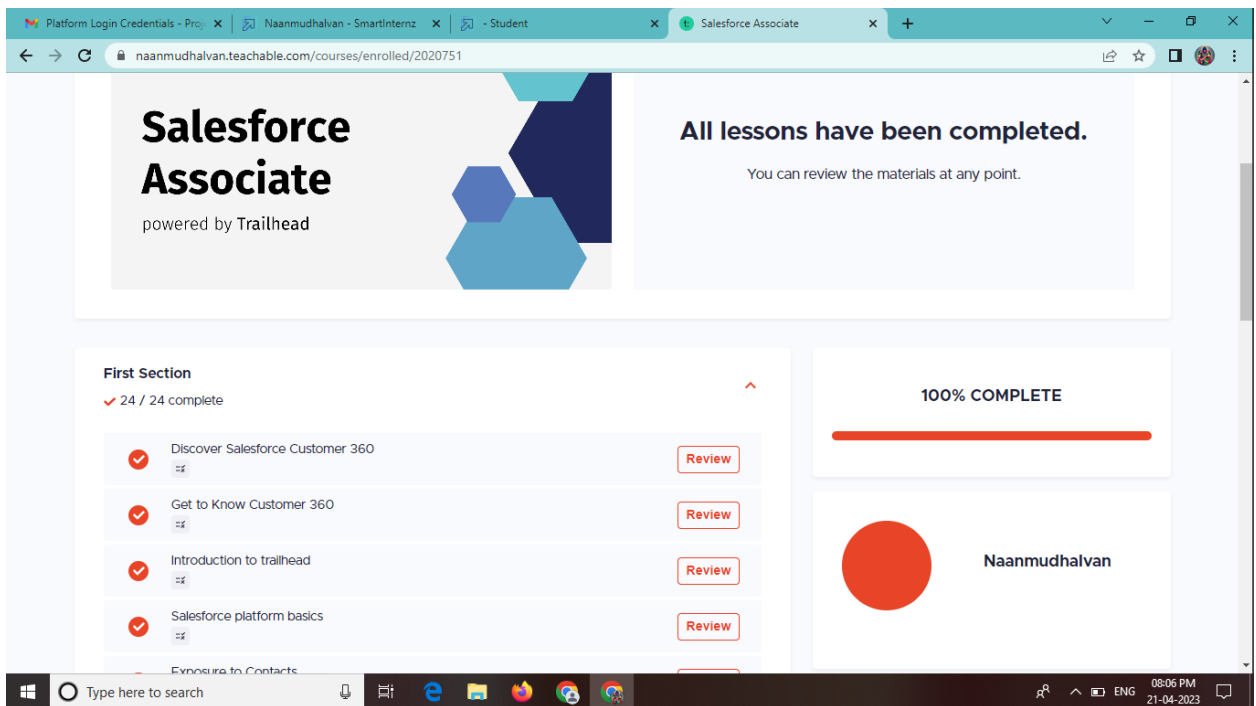
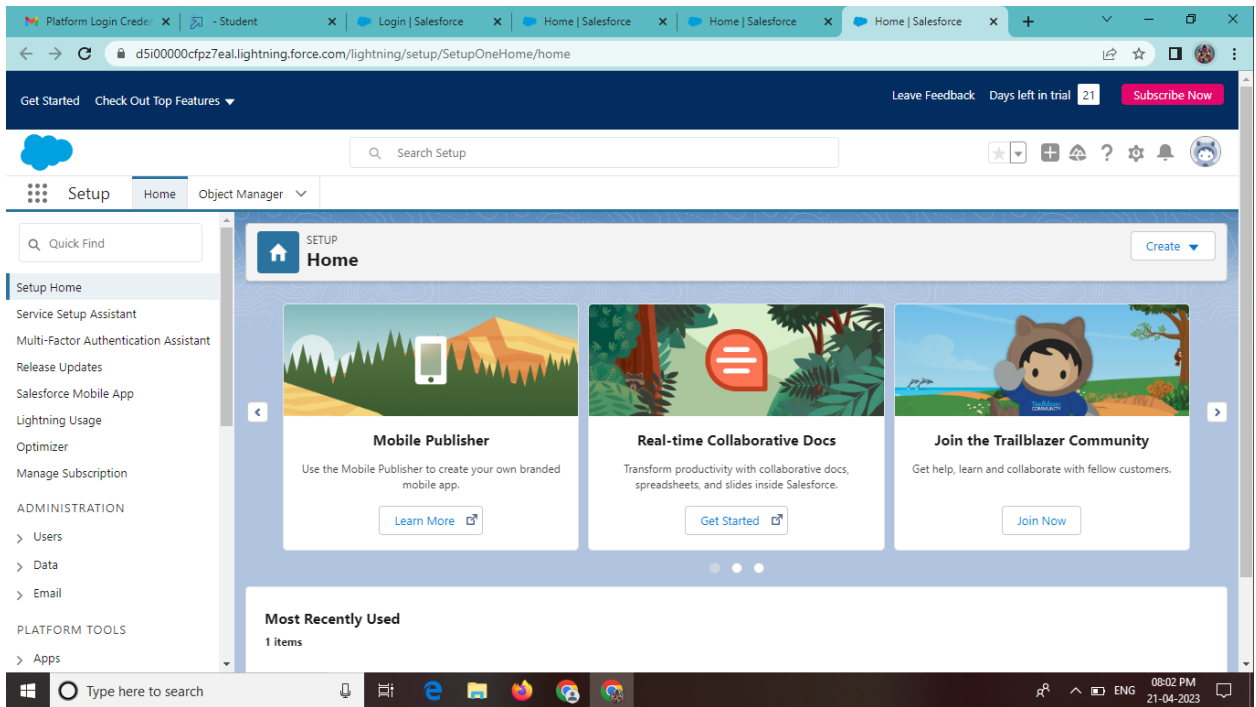
Object name	Field in the Object	
Creation of school Management	Field label	Data type
	School	Text
	Student	Text
	Parent	Text

3.2 Activity and Screenshot



The screenshot displays the Salesforce Object Manager interface within a web browser. The browser's address bar shows the URL `d5i00000cfpz7eal.lightning.force.com/lightning/setup/ObjectManager/home`. The Salesforce header includes navigation links like "Get Started", "Check Out Top Features", "Leave Feedback", and a "Days left in trial" indicator showing 21 days. The main navigation bar has tabs for "Setup", "Home", and "Object Manager". The "Object Manager" section is active, displaying a list of standard objects. The list has columns for "LABEL", "API NAME", "TYPE", "DESCRIPTION", "LAST MODIFIED", and "DEPLOYED". The objects listed are Account, Account Contact Relationship, Activity, Asset, Asset Relationship, Campaign, Campaign Influence, Campaign Member, Case, and Contact. All are of type "Standard Object".

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Account	Account	Standard Object			
Account Contact Relationship	AccountContactRelation	Standard Object			
Activity	Activity	Standard Object			
Asset	Asset	Standard Object			
Asset Relationship	AssetRelationship	Standard Object			
Campaign	Campaign	Standard Object			
Campaign Influence	CampaignInfluence	Standard Object			
Campaign Member	CampaignMember	Standard Object			
Case	Case	Standard Object			
Contact	Contact	Standard Object			



3 Trailhead Profile & Public URL

Team Leader - <https://trailblazer.me/id/kavit322>
Team Member 1- <https://trailblazer.me/id/keerthi2003>
Team Member 2- <https://trailblazer.me/id/durga61>
Team Member 3- <https://trailblazer.me/id/jkavitha6>

5 ADVANTAGES & DISADVANTAGE

- **Advantages**
 - More effective in recruitment of teachers
 - Greater specialization among teacher
 - Fewer administrative takes for teachers
 - Additional resources for teaching
 - Less teacher turnover
 - More cost effective

- **Disadvantages**
 - School governance is harder
 - Intersection between pupils and teachers may suffer
 - Less attention to pupils with special needs
 - Problems with school discipline
 - Higher dropout rates
 - A less improved school climate

6 APPLICATIONS

Digitise your entire application process. it's good practice for schools/colleges/universities to make the application process as smooth and simple as possible for prospective students. **Get a complete view of all the submitted applications**

- Dynamic Application form
- Application Payment
- Candidate Dashboard
- Student Query Management System

7 CONCLUSION

Admission processes and help ensure better student experiences. You can contact a reputed CRMs for high schools, colleges, and universities can be useful. They can streamline the acustom software development company. It will let you get a top-notch CRM system for your institution.

8. FUTURE SCOPE

CRMs for higher education enable universities to streamline their communications and track and report on an individual's journey within the institution. This leads to a more engaged student and alumni body, better understanding across teams, and, eventually, increased ROI.

The nature of higher education means CRM requirements for higher education are different from that of other organizations. To understand which CRM is best for your organization, you must first understand how these needs are different.

