WELCOME

IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE WITH INTERNAL MARKS

TEAM MEMBERS

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INTRODUCTION:

Overview

CRM is a combination of practices, strategies and technologies that companies used to manage and analyze customer interactions and data throughout the customer's lifecycle.

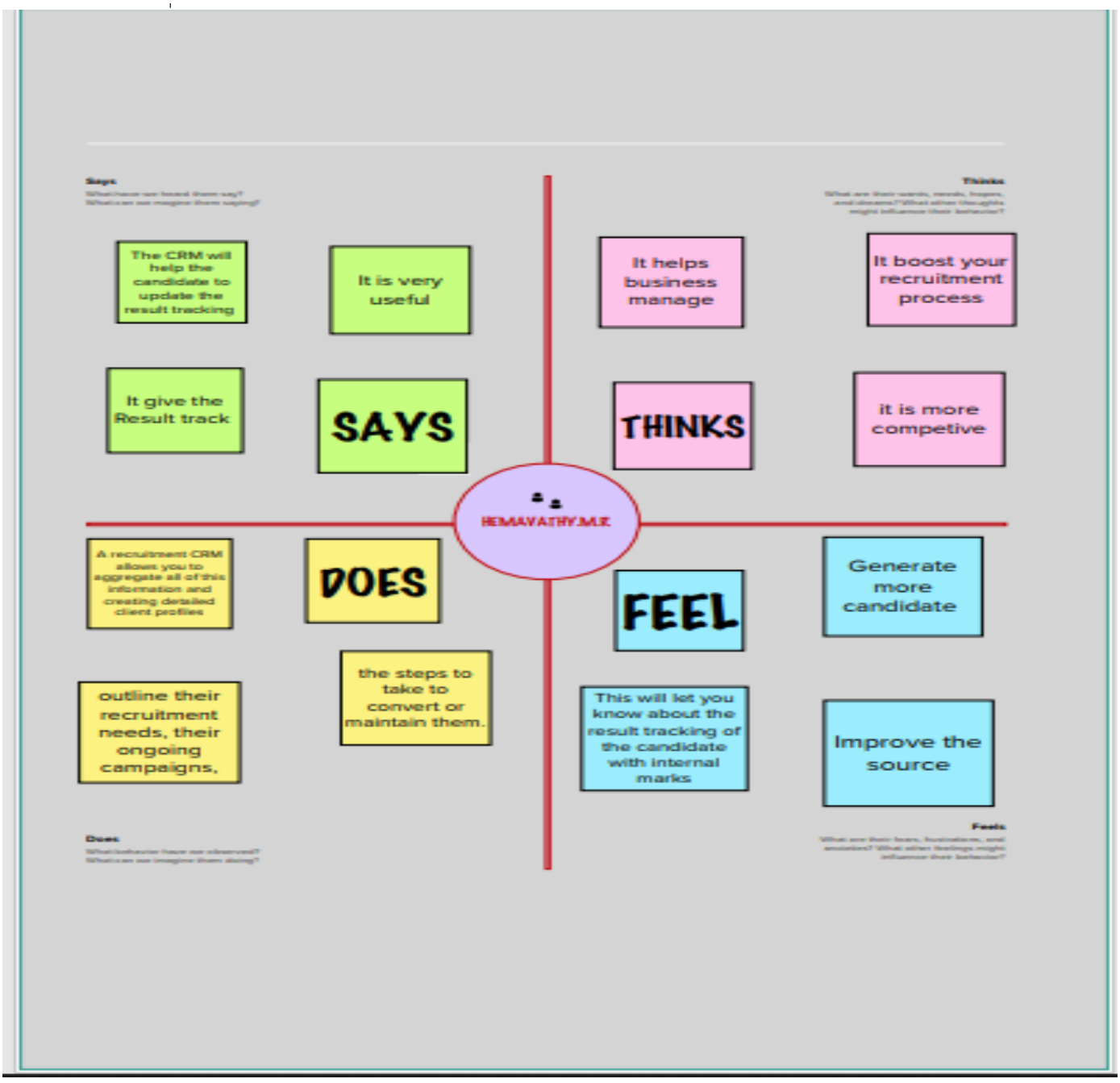
The goal is to improve customer's service relationships and assist in customer retention and drive sales growth.

Purpose

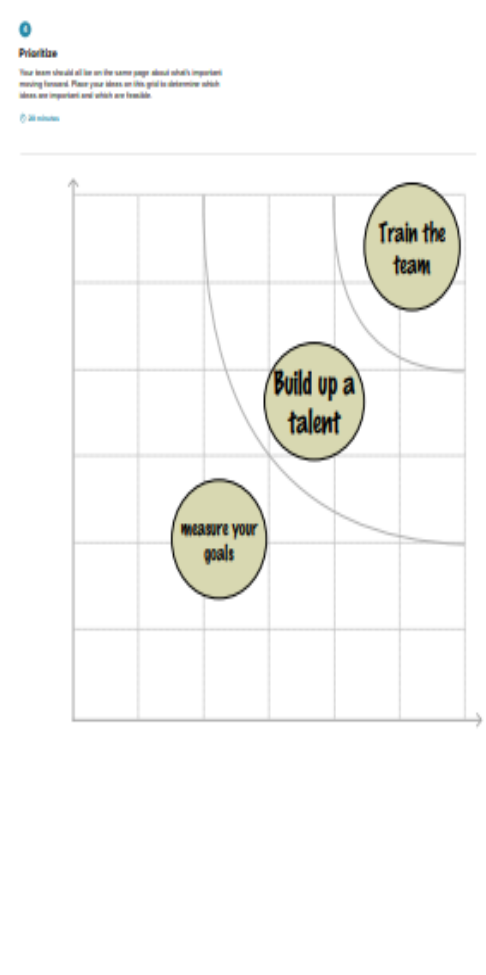
The purpose is to enable team to work together towards meeting a common target.

It helps to get rid of silos and helps business people across different departments.

EMPATHY MAP


Says
The CRM will help the candidate to update the result tracking
It is very useful
It give the Result track
SAYS
Thinks
It helps business manage
It boost your recruitment process
THINKS
it is more competive
HEMAVATHY.M.R
Does
A recruitment CRM allows you to aggregate all of this information and creating detailed client profiles
DOES
the steps to take to convert or maintain them.
outline their recruitment needs, their ongoing campaigns,
FEEL
Generate more candidate
This will let you know about the result tracking of the candidate with internal marks
Improve the source
Feels

IDEATION & BRAINSTORMING MAP



Data Model:

<table>
<tr><td>Object Name</td><td>Fields in the Object</td></tr>
<tr><td>Obj1</td><td>
<table>
<tr><td>Field lable</td><td>Data type</td></tr>
<tr><td>Semester Name</td><td>Text</td></tr>
<tr><td></td><td></td></tr>
</table>
</td></tr>
<tr><td>Obj2</td><td>
<table>
<tr><td>Field lable</td><td>Data type</td></tr>
<tr><td>Candidate Name</td><td>Text</td></tr>
<tr><td></td><td></td></tr>
</table>
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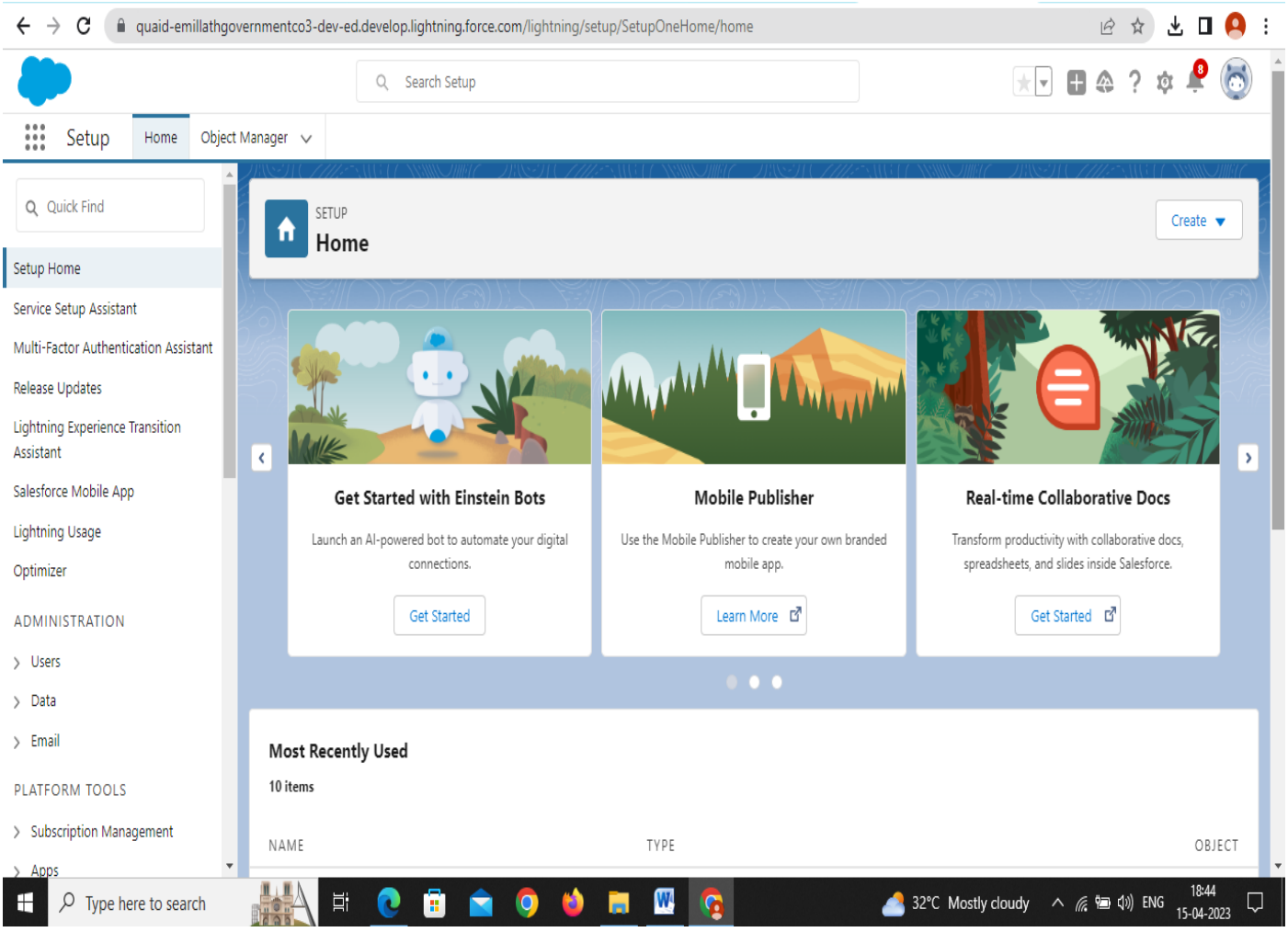
MILESTONE: 1

Activity1: Creating Developer Account

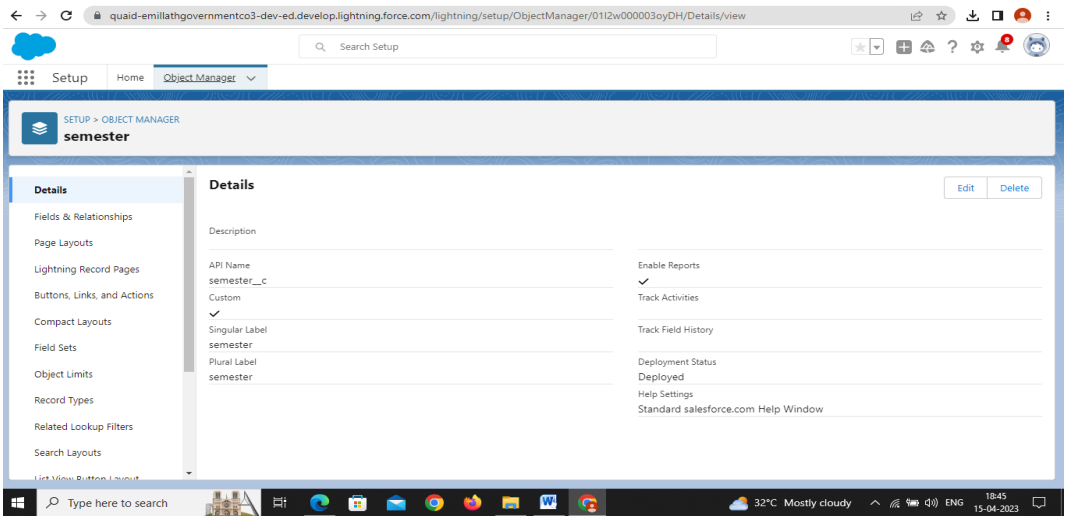


MILESTONE-2: Object

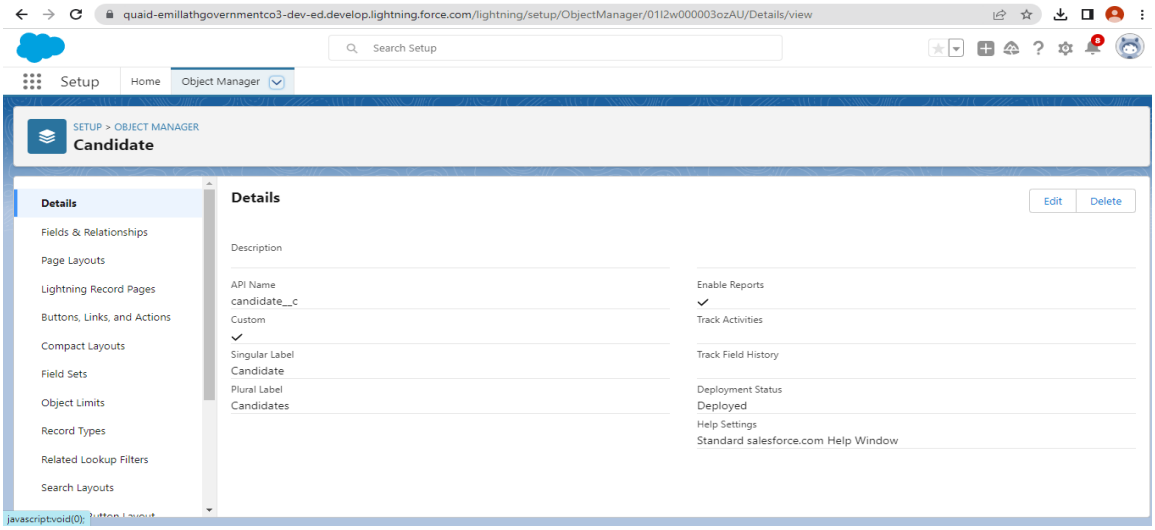
Salesforce objects are database tables that permit you to store data that is specific to an organisation.

Activity-1: Create an object

1. SEMESTER



2. CANDIDATE



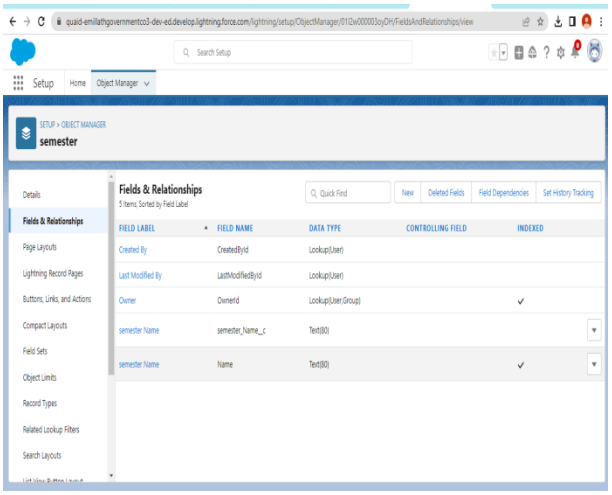
NOTE: Similarly we have done for 3.Course Details 4.Lecturer Details 5.Internal results

MILESTONE -2: Fields and Relationship

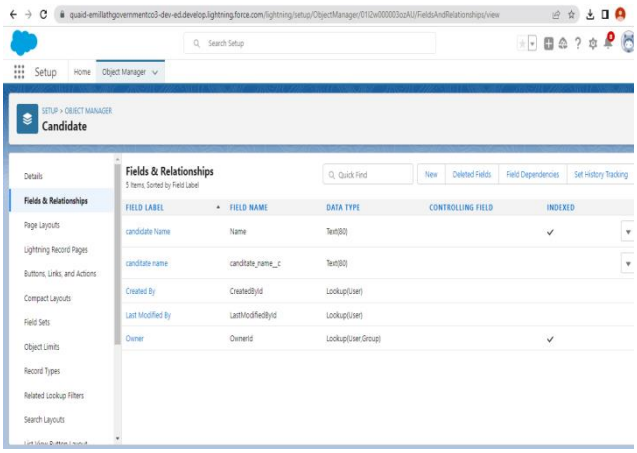
An object relationship in Salesforce is a two-way association between two objects. Relationships are created by creating custom relationship fields on an object.

Activity-1:

SEMESTER NAME



CANDIDATE NAME

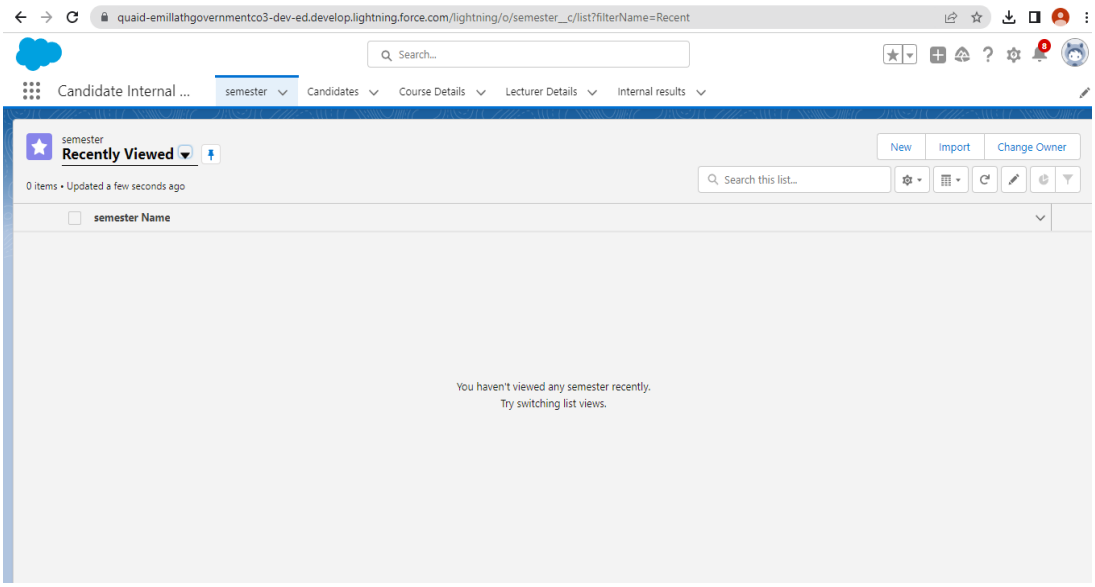


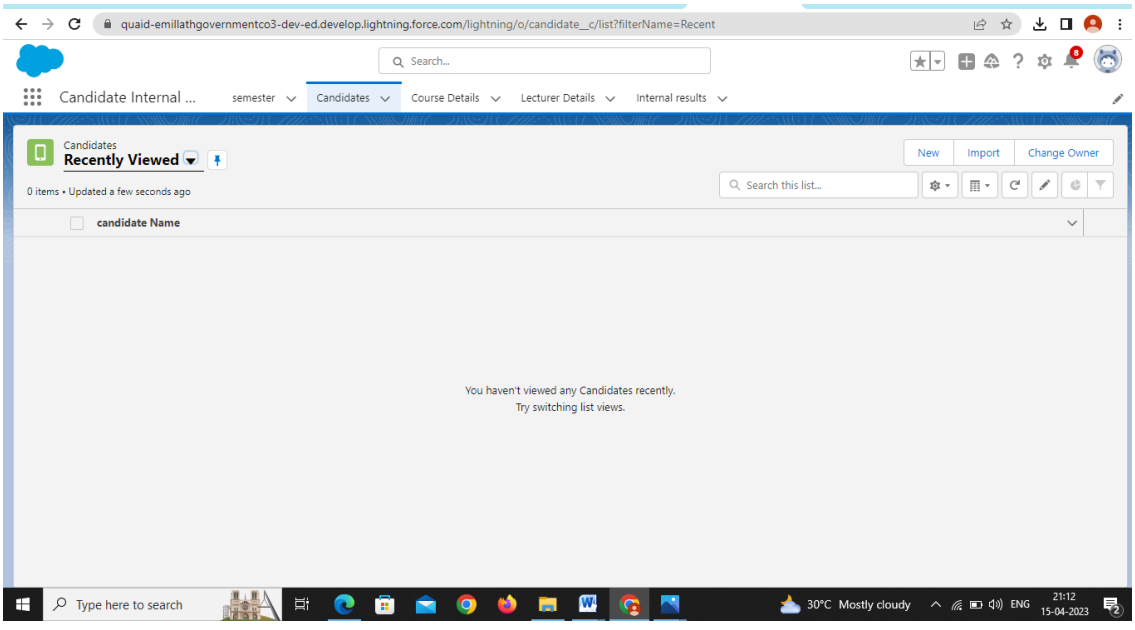
NOTE: similarly we done for Course Name, Lecturer Role, Candidate ID

MILESTONE-3: Lightning App

Apps in Salesforce are a group of tabs that help the application function by working together as a unit. It has a name, a logo, and a particular set of tabs. The simplest app usually has just two tabs

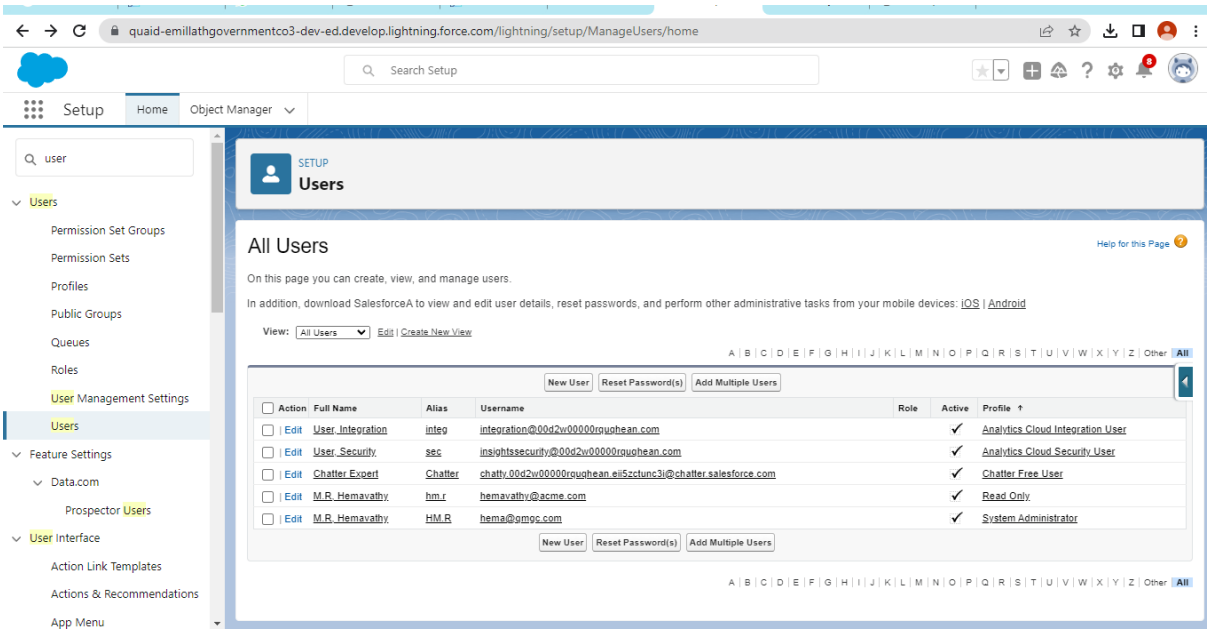
.Activity-1: Create the Candidate Internal Result Card app

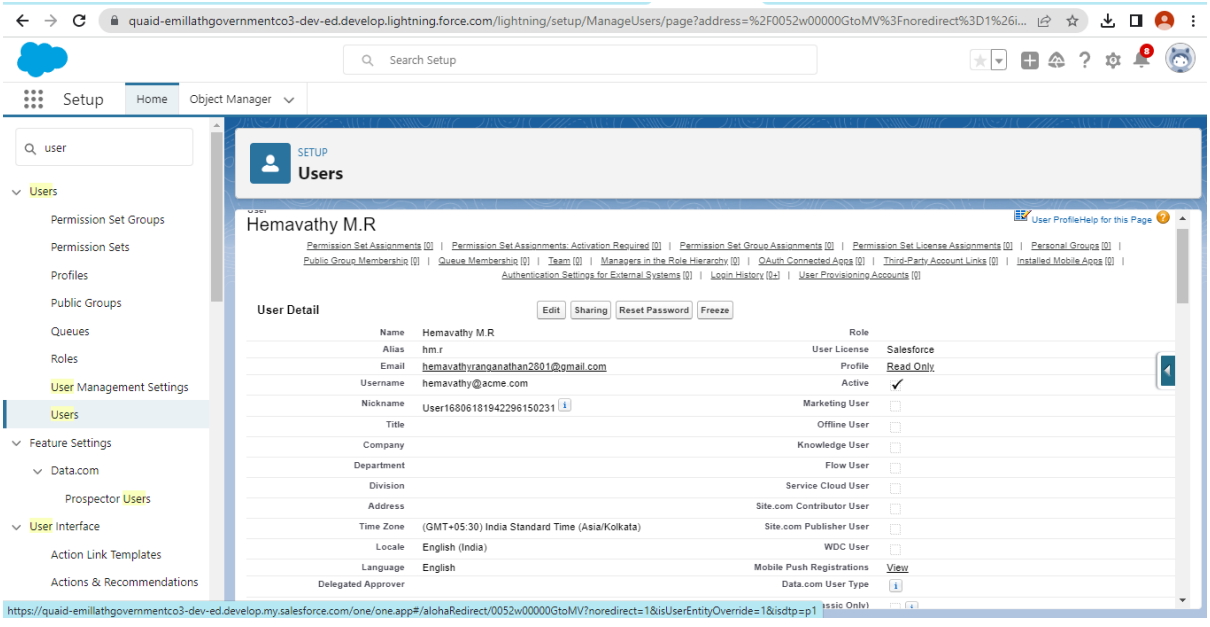




MILESTONE-4: Users

A user is anyone who logs in to Salesforce. Users are employees at your company, such as sales reps, managers, and IT specialists, who need access to the company's records. Every user in Salesforce has a user account.

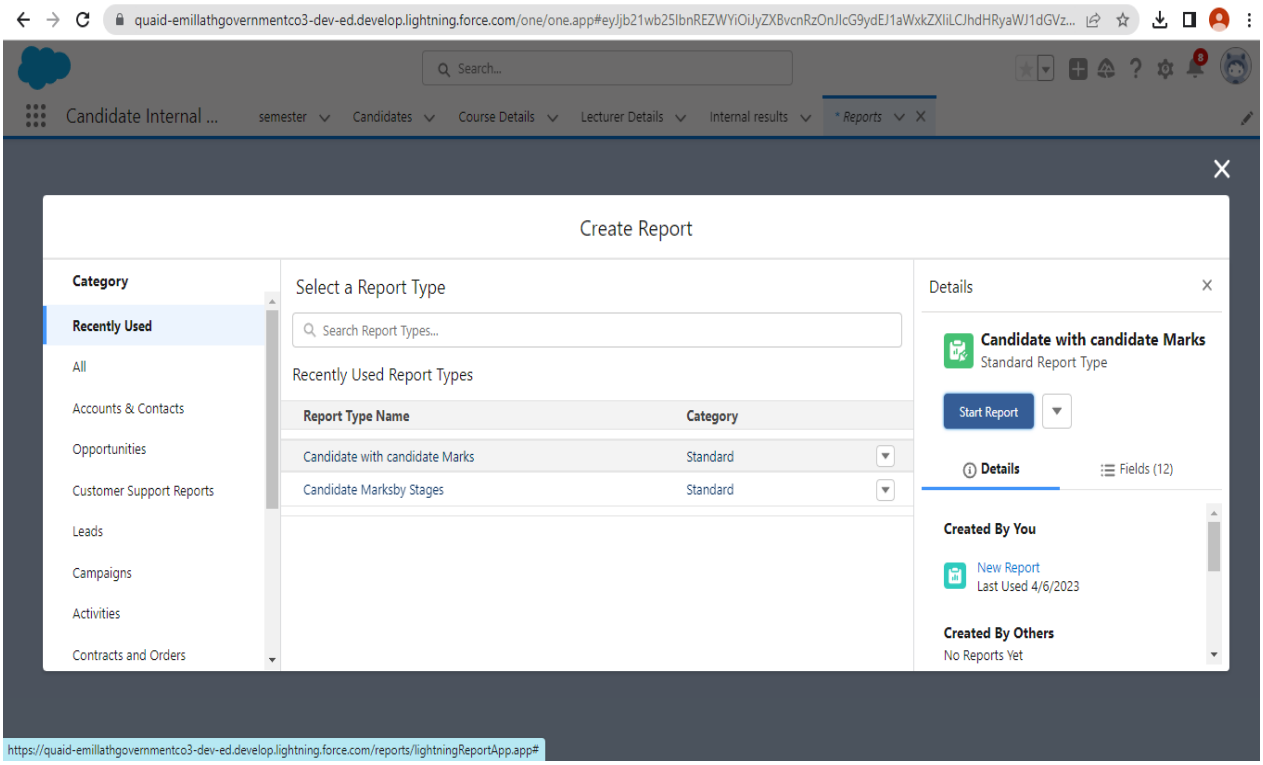




MILESTONE-5: Reports

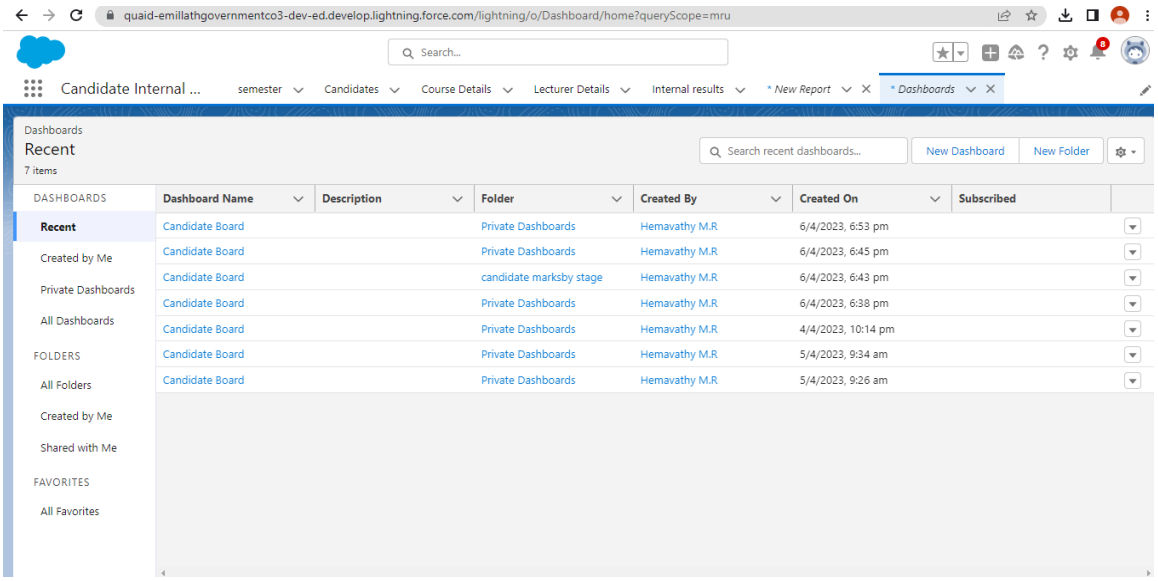
A report is a list of records that meet the criteria you define. It's displayed in Salesforce in rows and columns, and can be filtered, grouped, or displayed in a graphical chart. Every report is stored in a folder. Folders can be public, hidden, or shared, and can be set to read-only or read/write.

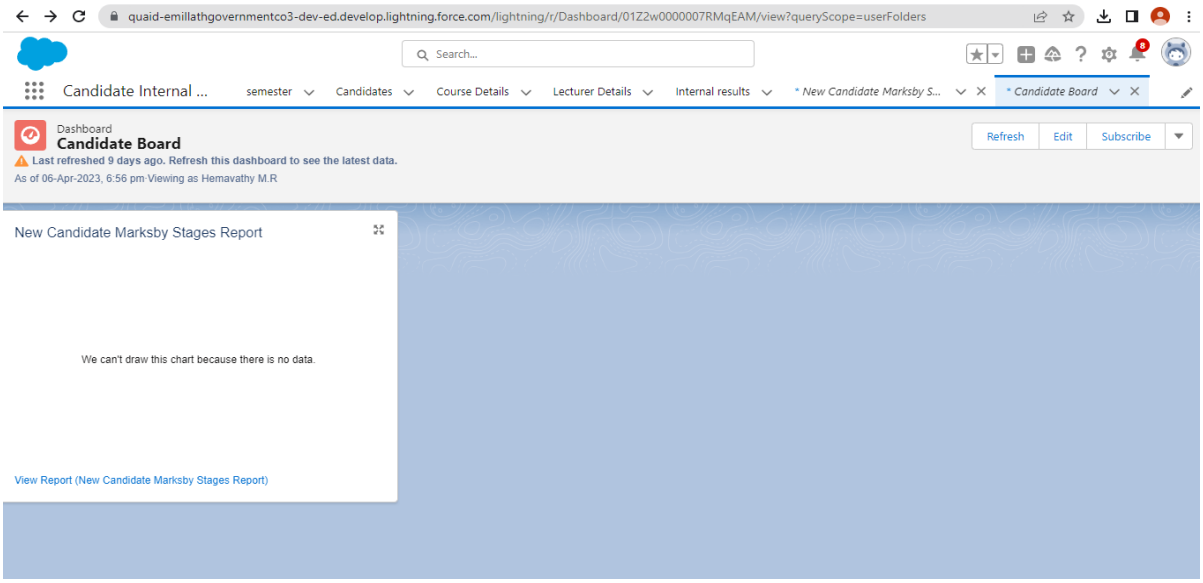
Activity 1: Reports and dashboards:



MILESTONE-6: Dashboards

Dashboards let you curate data from reports using charts, tables, and metrics. If your colleagues need more information, then they're able to view your dashboard's data-supplying reports. Dashboard filters make it easy for users to apply different data perspectives to a single dashboard.





Trailhead Profile Public URL

Team Leader	https://trailblazer.me/id/h8148519383
Team Member 1	https://trailblazer.me/id/d8122196175
Team Member 2	trailblazer.me/id/ela12
Team Member 3	https://trailblazer.me/id/geetha978980

ADVANTAGES

- It enables the business to take data supplemented decision by evaluating customer behaviour and forecasting purchase intention.
- Collate customer information and organize it into a repository.
- Offer personalized interactions to improve the relationships with customer.

DISADVANTAGES

- It reduces the flexibility in dealing with customer queries.
- Poor communication.
- Lack of leadership.

APPLICATIONS

Tracking customers

A good CRM helps you understand our market and the needs of your customer.

Collecting data for marketing for Marketing

A CRM saves important data in extensive customer and contact lists.

Improving interactions and communication great customer relationships with all your clients and let them know what your products and services can do for them.

Streamlining internal sales processes

A good CRM helps you streamline your internal sales processes so that there is consistency and quality across your sales team.

Planning your operations

A good customer relationship management tool will help you understand your current capacity and the demand customers are likely to have for your products and services.

CONCLUSIONS:

CRM refers to a conceptually broad phenomenon of business activity, and if the phenomenon of cooperation and collaboration with customer.

The CRM has simplified the handling of customers in many in many industries.

Therefore, after few years CRM will be the important and better process for customer management.

FUTURE SCOPE

1. Opportunity for exercising the faculties or abilities; capacity for action.

2. Range of view, perception, or grasp; outlook. 3 the area covered by an activity, topic, etc.; range.

THANK YOU