

Implementing CRM For Result Tracking Of A Candidate With Internal Marks.

1.INTRODUCTION:

A CRM application system (customer Relationship Management) are a powerful way for Result tracking candidate with internal marks . Then Administrator should be able to create all base data including semester, candidate, course details, lecturer details, Internal Marks Re-evaluation can be initialized by candidate for all internal marks.

1.1 OVERVIEW:

One specific use for a CRM applications Result tracking system. It tracks all the details of a student from the day one to the end of his course which can be used for all reporting purpose, tracking of progress in the course completed semester. Upcoming semester details, exam results, project files or any other assignment details, and final exam results, etc.

1.2 PURPOSE:

Implementing a CRM system, its important to define your objects. Salesforce objects are creating of two types. One is standard objects and next one is custom objects. Standard objects are the kind of objects in salesforce .com such as users, contracts, reports and dashboards. Next we are creating an custom objects are semester, candidate, course details, lecturer details, internal marks.

An implementing CRM system in this case, the objective is to track the results of a candidate with internal marks..

2. PROBLEM DEFINITION & DESIGN THINKING:

2.1 IDEATION & BRAINSTORMING MAP:

NM-ID; 14C44E5C3AF14338C974607AFA55B769.Brainstorming& Idea prioritization Template.pdf - Adobe Reader

File Edit View Window Help

Open [Icons] 1 / 1 [Zoom: 100%] [Icons] Tools Fill & Sign Comment

Sign In

Export PDF

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Adobe PDF Pack

Convert files to PDF and easily combine them with other file types with a paid subscription.

Select File to Convert to PDF:

Select File

Edit PDF

Send Files

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Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

10 minutes to prepare
1 hour to collaborate
2-8 people recommended

Share template feedback

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

- Team gathering: Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal: Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the Facilitation tools: Use the Facilitation Superpowers to run a happy and productive session.

Open article

1 Define your problem statement

Obtain a grade for a candidate based on the internal market.

5 minutes

Problem: How might we [your problem statement]?

Key rules of brainstorming

To run an energized and productive session

- Stay on topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual

3 Brainstorm

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

10 minutes

Tip: You can make a sticky note and stick it to the board (or to a wall) to keep it handy!

Persona 1 Persona 2 Persona 3 Persona 4

200.00 x 65.04 in

12:28 14-04-2023

[illegible]

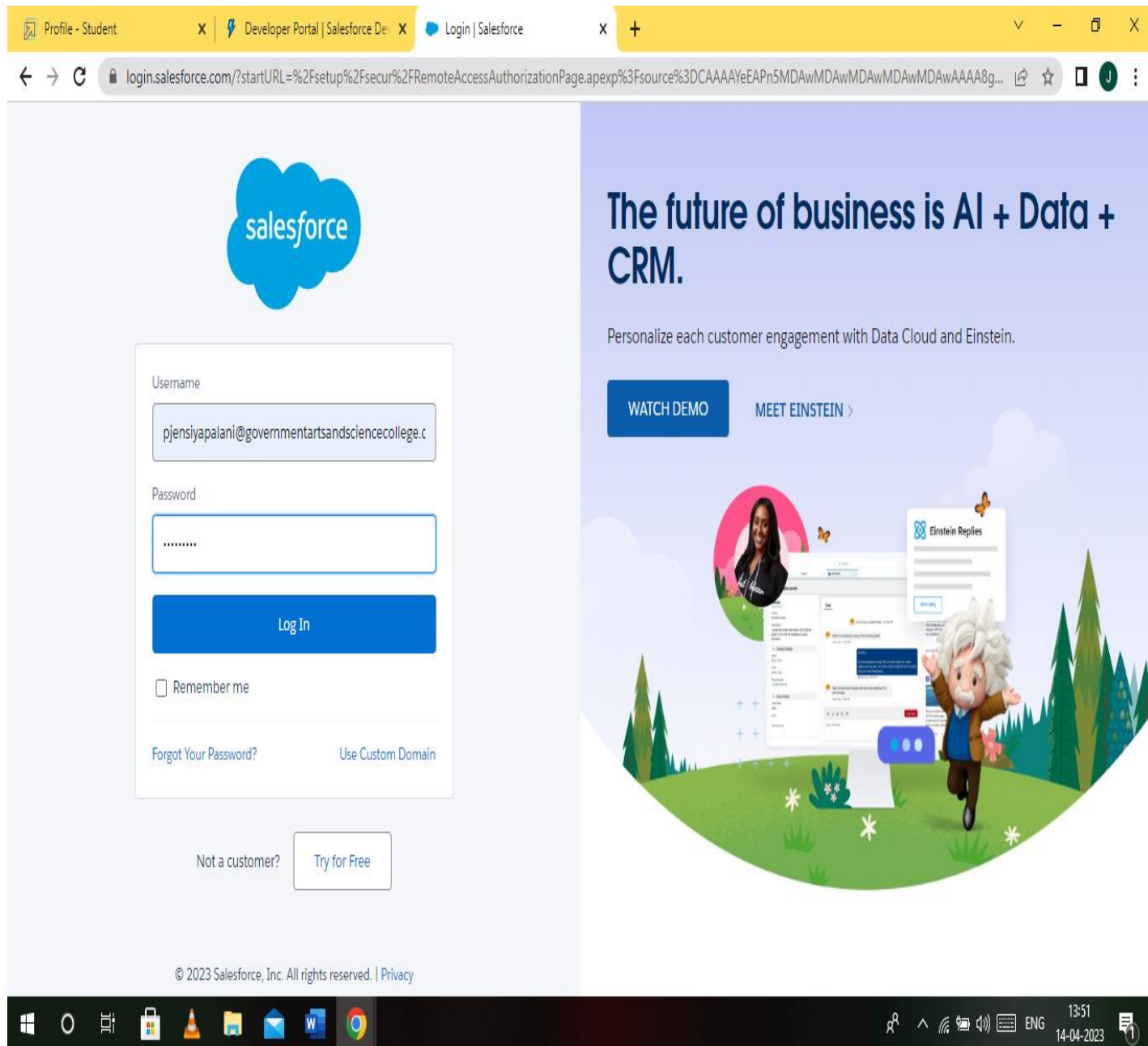
3. RESULT:

3.1 DATA MODEL :

Object NAME	Fields in the object	
Semester		
	Field Label	Data Type
	Semester	Text
Candidate		
	Field Label	Data Type
	Candidate	Text
Course Details		
	Field Label	Data Type
	Course Details	Text
Lecturer Details		
	Field Label	Data Type
	Lecturer Details	Text
Internal Results		
	Field Label	Data Type
	Internal Results	Text

3.2 ACTIVITY & SCREENSHOT:

Milestone -1: Salesforce Creation

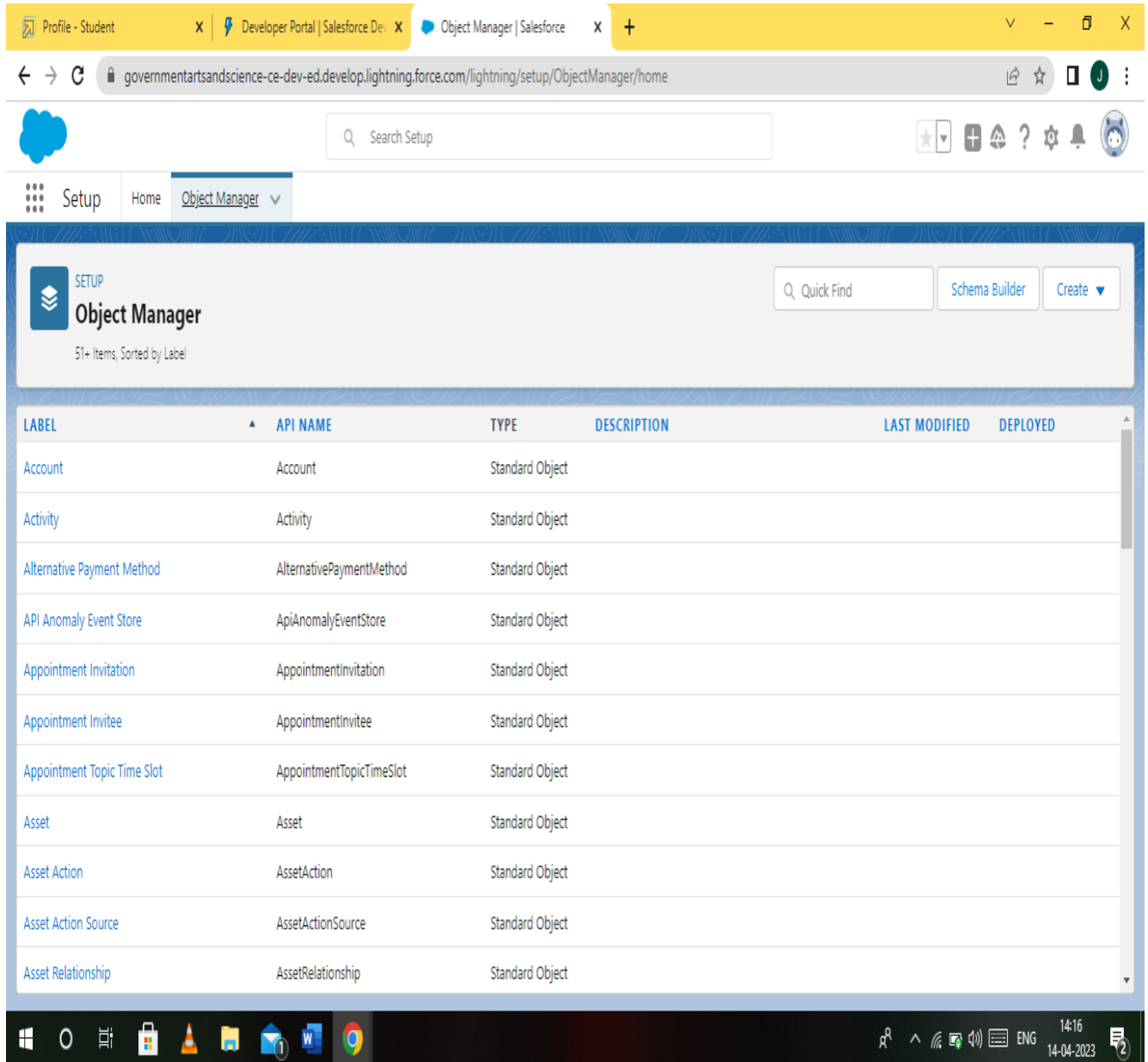


The screenshot shows the Salesforce login page in a web browser. The browser's address bar displays the URL: `login.salesforce.com/?startURL=%2Fsetup%2Fsecur%2FRemoteAccessAuthorizationPage.apexp%3Fsource%3DCAAAAYeEAPn5MDAwMDAwMDAwMDAwMDAwAAAA8g...`. The page features the Salesforce logo at the top left. Below it, there is a login form with fields for "Username" (containing `pjensiyapalani@governmentartsandsciencecollege.c`) and "Password" (masked with dots). A blue "Log In" button is positioned below the password field. Underneath the button, there is a "Remember me" checkbox and links for "Forgot Your Password?" and "Use Custom Domain". At the bottom of the login form, there is a "Not a customer?" link and a "Try for Free" button. To the right of the login form, there is a large promotional banner with the text "The future of business is AI + Data + CRM." and "Personalize each customer engagement with Data Cloud and Einstein." Below this text are two buttons: "WATCH DEMO" and "MEET EINSTEIN >". The banner also features an illustration of a woman's profile, a "Einstein Replies" chat window, and a cartoon character resembling Albert Einstein. The footer of the page includes the copyright notice "© 2023 Salesforce, Inc. All rights reserved. | Privacy". The Windows taskbar at the bottom shows various application icons and the system clock indicating 13:51 on 14-04-2023.

Salesforce Login

Milestone-2: Object

Activity 1: To create an object



The screenshot displays the Salesforce Object Manager interface. The browser tabs at the top include 'Profile - Student', 'Developer Portal | Salesforce De...', and 'Object Manager | Salesforce'. The address bar shows the URL: `governmentartsandscience-ce-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/home`. The Salesforce logo and a 'Search Setup' bar are visible. The navigation menu shows 'Setup', 'Home', and 'Object Manager'. The main header area includes the 'Object Manager' title, a 'Quick Find' search bar, a 'Schema Builder' button, and a 'Create' dropdown menu. Below the header, a table lists 51 items, sorted by label. The table columns are: LABEL, API NAME, TYPE, DESCRIPTION, LAST MODIFIED, and DEPLOYED. The visible rows include: Account, Activity, Alternative Payment Method, API Anomaly Event Store, Appointment Invitation, Appointment Invitee, Appointment Topic Time Slot, Asset, Asset Action, Asset Action Source, and Asset Relationship.

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Account	Account	Standard Object			
Activity	Activity	Standard Object			
Alternative Payment Method	AlternativePaymentMethod	Standard Object			
API Anomaly Event Store	ApiAnomalyEventStore	Standard Object			
Appointment Invitation	AppointmentInvitation	Standard Object			
Appointment Invitee	AppointmentInvitee	Standard Object			
Appointment Topic Time Slot	AppointmentTopicTimeSlot	Standard Object			
Asset	Asset	Standard Object			
Asset Action	AssetAction	Standard Object			
Asset Action Source	AssetActionSource	Standard Object			
Asset Relationship	AssetRelationship	Standard Object			

Activity 2: Fields and Relationships

The screenshot shows the Salesforce interface with the following details:

- Browsers:** Three tabs are open: 'Profile - Student', 'Developer Portal | Salesforce De...', and 'semester | Salesforce'.
- Address Bar:** The URL is `governmentartsandscience-ce-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003QvrT/Details/view`.
- Navigation:** The top navigation bar includes 'Setup', 'Home', and 'Object Manager' (selected).
- Page Header:** 'SETUP > OBJECT MANAGER' and the 'semester' logo.
- Left Sidebar:** A list of configuration options: Details (selected), Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts.
- Main Content Area:** Titled 'Details', it contains a table of object settings:

Details		Edit	Delete
Description			
API Name	semester__c	Enable Reports	<input checked="" type="checkbox"/>
Custom	<input checked="" type="checkbox"/>	Track Activities	
Singular Label	semester	Track Field History	
Plural Label	semesters	Deployment Status	Deployed
		Help Settings	Standard salesforce.com Help Window

Milestone-3: Lightning App

Activity 1: Candidate Internal Result Card

The screenshot shows the Salesforce Lightning Experience App Manager interface. The browser address bar displays the URL: `governmentartsandsience-ce-dev-ed.develop.lightning.force.com/lightning/setup/NavigationMenus/home`. The page title is "Lightning Experience App Manager".

On the left sidebar, there is a search bar with "app manager" entered. Below it, the "Apps" section is expanded, showing "App Manager" as the selected option. A message states: "Didn't find what you're looking for? Try using Global Search."

The main content area is titled "Clone Apps(Beta)". It includes a description: "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](#)". Below this is a toggle switch for "Enable App Cloning" which is currently "Disabled".

Below the toggle, there is a table listing 22 items, sorted by App Name. The table has columns: App Name, Developer Name, Description, Last Modified, App Type, and Visibility. The visible items are:

	App Name	Developer Name	Description	Last Modified	App Type	Visibility
1	All Tabs	AllTabSet		07/03/2023, 2:07 pm	Classic	
2	Analytics Studio	Insights	Build CRM Analytics dashboards and apps	07/03/2023, 2:07 pm	Classic	✓
3	App Launcher	AppLauncher	App Launcher tabs	07/03/2023, 2:07 pm	Classic	✓
4	Bolt Solutions	LightningBolt	Discover and manage business solutions designe...	07/03/2023, 2:10 pm	Lightning	✓
5	candidate internal result card	candidate_internal_result_ca...		21/03/2023, 9:24 pm	Lightning	✓

The bottom of the screen shows the Windows taskbar with various application icons and the system clock indicating 14:31 on 14-04-2023.

Milestone-4: Users

Activity 1: Creating Users

The screenshot shows the Salesforce Setup interface for managing users. The browser tabs include 'Profile - Student', 'Developer Portal | Salesforce Dev', and 'Users | Salesforce'. The address bar shows the URL: `governmentartsandsience-ce-dev-ed.develop.lightning.force.com/lightning/setup/ManageUsers/home`. The left sidebar contains a search bar with 'users' and a list of navigation items: Users, Permission Set Groups, Permission Sets, Profiles, Public Groups, Queues, Roles, User Management Settings, Feature Settings, Data.com, and Prospector Users. The main content area is titled 'All Users' and includes a description: '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](#)'. Below this is a 'View: All Users' dropdown and a 'Create New View' link. A table lists the current users with columns for Action, Full Name, Alias, Username, Role, Active, and Profile. The table contains five rows of user data. At the bottom of the page, the URL `https://governmentartsandsience-ce-dev-ed.develop.lightning.force.com/one/...` is visible in the browser's address bar.

Profile - Student x Developer Portal | Salesforce Dev x Users | Salesforce x +

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

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](#)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Other All

New User Reset Password(s) Add Multiple Users

Action	Full Name ↑	Alias	Username	Role	Active	Profile
<input type="checkbox"/> Edit	Chatter Expert	Chatter	chatty.00d2w00000rindrea5.cyznejh7ewqj@chatter.salesforce.com		✓	Chatter Free User
<input type="checkbox"/> Edit	P. Jensiya	JP	piensiyapalani@governmentartsandsiencecollege.com		✓	System Administrator
<input type="checkbox"/> Edit	P. Jensiya	jp	piensiyapiensiya@gmail.com		✓	Salesforce API Only System Integrations
<input type="checkbox"/> Edit	User Integration	integ	integration@00d2w00000rindrea5.com		✓	Analytics Cloud Integration User
<input type="checkbox"/> Edit	User Security	sec	insightssecurity@00d2w00000rindrea5.com		✓	Analytics Cloud Security User

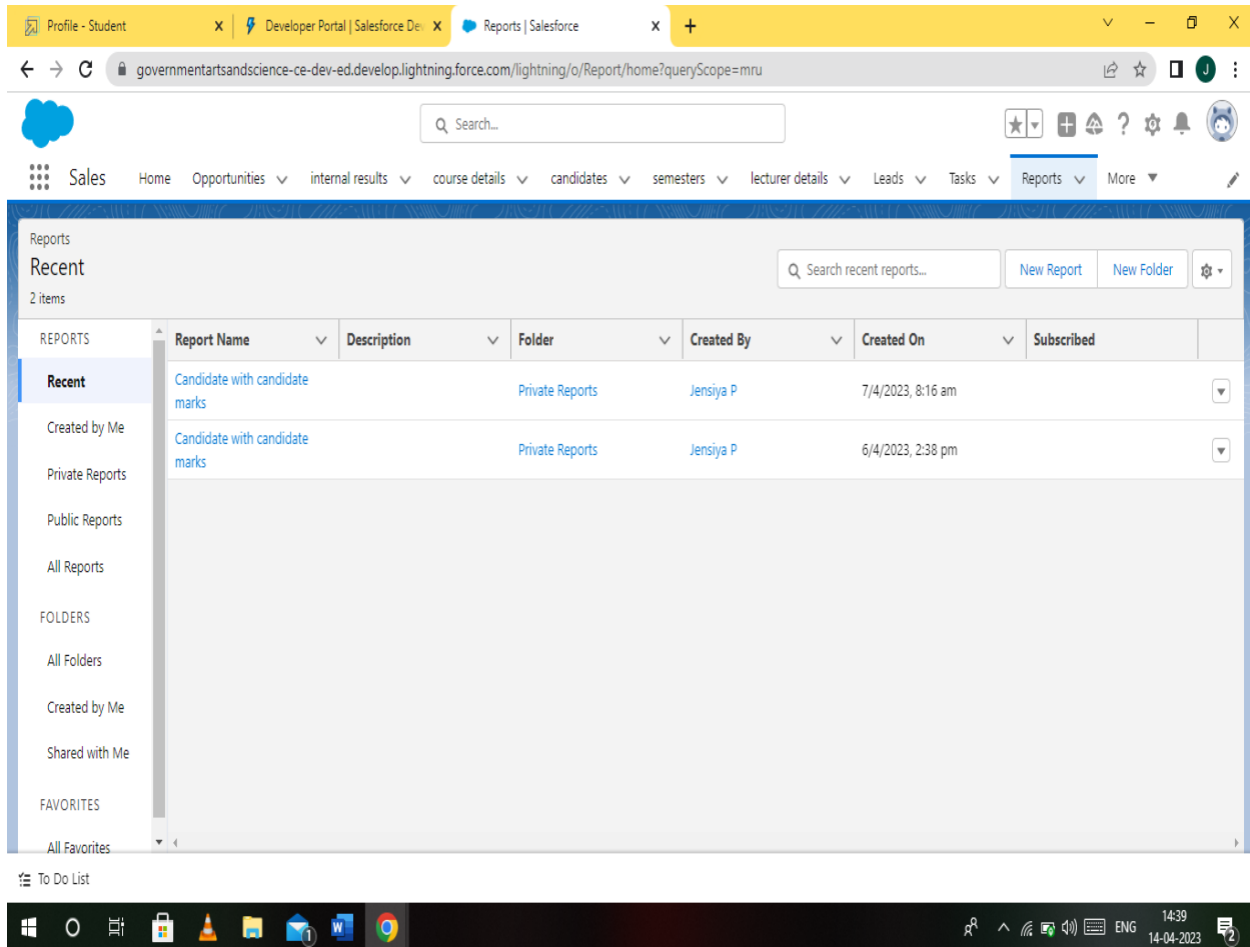
New User Reset Password(s) Add Multiple Users

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Other All

https://governmentartsandsience-ce-dev-ed.develop.lightning.force.com/one/...

Milestone-5: Reports

Activity 1: Creating Reports



The screenshot displays the Salesforce Reports interface. The browser address bar shows the URL: `governmentartsandscience-ce-dev-ed.develop.lightning.force.com/lightning/o/Report/home?queryScope=mru`. The Salesforce navigation bar includes links for Sales, Home, Opportunities, internal results, course details, candidates, semesters, lecturer details, Leads, Tasks, Reports, and More. The Reports section is active, showing a list of recent reports.

Reports Section:

- Search recent reports...
- New Report
- New Folder
- Settings

Recent Reports Table:

REPORTS	Report Name	Description	Folder	Created By	Created On	Subscribed
Recent	Candidate with candidate marks		Private Reports	Jensiya P	7/4/2023, 8:16 am	
Created by Me	Candidate with candidate marks		Private Reports	Jensiya P	6/4/2023, 2:38 pm	

Left Navigation Panel:

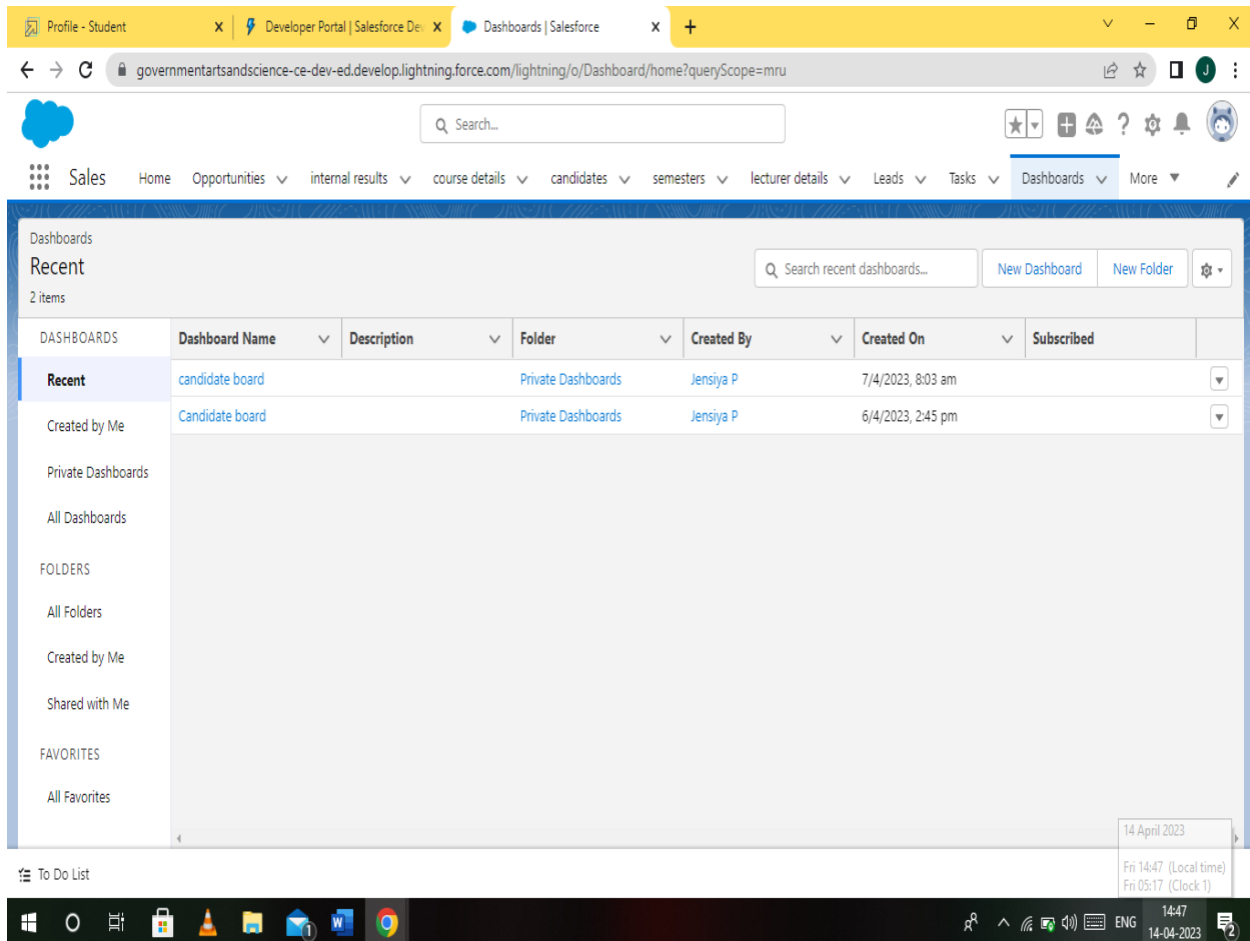
- REPORTS
 - Recent
 - Created by Me
 - Private Reports
 - Public Reports
 - All Reports
- FOLDERS
 - All Folders
 - Created by Me
 - Shared with Me
- FAVORITES
 - All Favorites

System Tray:

Windows taskbar shows the time as 14:39 on 14-04-2023. The system tray includes icons for network, volume, and battery.

Milestone-6: Dashboards

Activity 1: Create a Dashboard



The screenshot shows the Salesforce Dashboards interface. The top navigation bar includes tabs for 'Profile - Student', 'Developer Portal | Salesforce Dev', and 'Dashboards | Salesforce'. The address bar shows the URL: `governmentartsandscience-ce-dev-ed.develop.lightning.force.com/lightning/o/Dashboard/home?queryScope=mru`. The left sidebar contains a search bar and a navigation menu with options like Sales, Home, Opportunities, internal results, course details, candidates, semesters, lecturer details, Leads, Tasks, Dashboards (selected), and More. The main content area displays a list of recent dashboards.

Dashboards

Recent

2 items

Search recent dashboards...

New Dashboard New Folder

DASHBOARDS	Dashboard Name	Description	Folder	Created By	Created On	Subscribed
Recent	candidate board		Private Dashboards	Jensiya P	7/4/2023, 8:03 am	
Created by Me	Candidate board		Private Dashboards	Jensiya P	6/4/2023, 2:45 pm	
Private Dashboards						
All Dashboards						
FOLDERS						
All Folders						
Created by Me						
Shared with Me						
FAVORITES						
All Favorites						

14 April 2023

Fri 14:47 (Local time)

Fri 05:17 (Clock 1)

14:47

14-04-2023

Profile - Student x Developer Portal | Salesforce De x candidate board | Salesforce x +

governmentartsandsience-ce-dev-ed.develop.lightning.force.com/lightning/r/Dashboard/01Z2w00000fBwYEAU/view?queryScope=userFolders

Search...

Sales Home Opportunities internal results course details candidates semesters lecturer details Leads Tasks Dashboards More

Dashboard
candidate board
As of 14-Apr-2023, 2:41 pm-Viewing as Jensiya P

Refresh Edit Subscribe

Candidate with candidate marks

candidate ↑	Internal result	semester
M.manoj	Pass	1
M.Sowmiya	Pass	1
N.Balaji	Pass	1
P.Jensiya	Pass	1

View Report (Candidate with candidate marks)

To Do List

14:41
14-04-2023

Trailhead Public Profile URL:

Team Leader: <https://trailblazer.me/id/jjensiyapalani>

Team Member 1: <https://trailblazer.me/id/sowmiya2002>

Team Member 2: <https://trailblazer.me/id/ddrnbalaji>

Team Member 3: <https://trailblazer.me/id/mmmanoj>

5.ADVANTAGES & DISADVANTAGES

An internal candidate results usually knows the company's rules and policies and procedures better than an external candidate. Internal candidates know the company's culture and how they fit into it and may already have strong working relationships with others in the organization.

A CRM system can be customized the report for a college and educational institution, with features such as data analytics that can be valuable insights into a candidate's performance.

A CRM system collaboration for teachers and administrators then we can approach for the student assessment and result tracking for internal marks.

The main advantages of internal mark that an internal evaluator is engaged in conducting the tests who is well equipped to carry out the checks.

DISADVANTAGES:

Disadvantages of internal marks for result tracking. Sometimes partiality and bias-ness may occur. Teachers may miss -use this for their benefits.

Sometimes, teachers may give hints to some of the students and this causes a lack of courage in students for internal examinations.

An implementation of a new system if it requires changes to established practices and processes.

APPLICATION:

Identify the requirements in the first step of CRM system. The system can be able to track the candidate internal marks.

Once I have select a CRM platform customize it to suit needs then we creating a fields an candidate's information such as semester, candidate name, lecturer, course and internal marks.

CONCLUSION:

In conclusion for implementing a CRM system to track a candidate's internal marks can be valuable tool for identifying areas. Where they may need an additional support and making for decisions and opportunities.

Implementing a CRM system an internal assessments evaluate the working of an employee internally and help an organization to access the candidates from their prospective.

FUTURE SCOPE:

Identify the data points to be tracking for a result including their personal details, academic years and internal marks.

We can expect for result tracking data science and big data capabilities to its services cloud and marketing cloud. This would result in automated for student tasks.