PROJECT TITLE:**A CRM APPLICATION FOR SCHOOLS/COLLEGES**

1 INTRODUCTION

1.1 Overview

 The use of CRM in schools/colleges is prominent for several reasons . It helps educational organisations effectively manage and track leads , builds better relationships with students and leads and keep them engaged over time
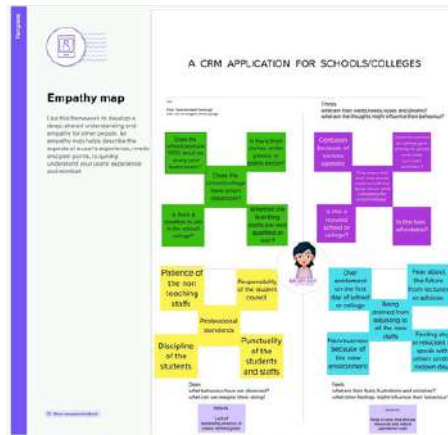
1.2 Purpose

It enables the institutions to manage relationships with students,alumni, faculty,staff,corporate partners and connect insights from those interactios in a unified view.
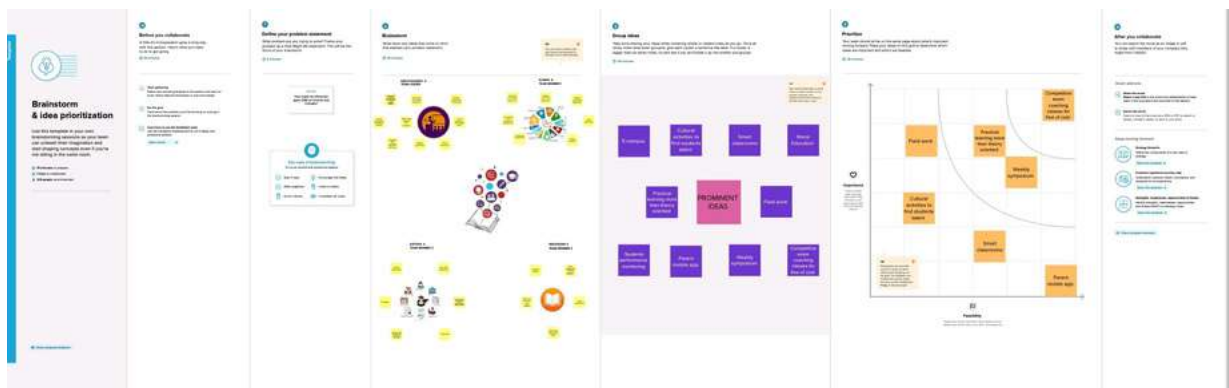
1. TO BUILD STRONG RELATIONSHIPS .
2. TO GAIN VALUABLE DATA INSIGHTS.
3. TO STAY CONNECTED TO ALUMI.

2 PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map;

2.2 Ideation & Brainstorming Map

3.1 Data Model:

Object Name	Fields in the object	
School	Field label	Data type
	Address	Text area
	District	Text area
	Field label	Data type
	State	Text area
	School websites	Text area
	Field label	Data type
	Phone Number	**Phone**
	Number of students	**Roll up summary**
	Field label	Data type
	Highest Marks	**Roll up summary**

Object Name	Fields in the object	
Student	Field label	Data type
	Phone Number	**Phone**
	Results	Picklist
	Field label	Data type
	Class	**Number**
	Marks	**Number**

Object Name	Fields in the object	
Parent	**Field label**	**Data type**
	Parent Address	Text area
	Parent Number	Phone

3.2 ACTIVITY & SCREENSHOT

SCHOOL:

PARENT:

STUDENT:

4 Trailhead Profile Public URL

Team leader - https://trailblazer.me/id/kiruu2

Team member1 - https://trailblazer.me/id/sumaa13

Team member 2 - https://trailblazer.me/id/sathishsakthi

Team member 3 - https://trailblazer.me/id/maddymadhavan

5 ADVANTAGES

1. It allows for the consolidation of customer data and the basis for deep insights.t speeds up the sales conversion process.
2. It increases staff productivity, lowering time-cost.
3. It allows geographically dispersed teams to collaborate effectively.
4 Improves customer experience by allowing personalisation and improved query resolution

DISADVANTAGES

1. Customer experience may worsen due to staff over-reliance on the system.
2. Security and data protection issues with centralised data.
3. The excess initial time and productivity cost at the implementation.
4. Requires a process-driven sales organisation.

6 APPLICATIONS

1. Capture and manage the leads on a single platform.
2. Allocate leads dynamically to the counsellors.
3. Strategically nurture the leads via advanced segmentation and personalised Communication.
4. Optimise the campaigns for effective results.
5. Understand the admissions better with insightful reports.

7 CONCLUSION

Thus a CRM centralises donor and alumni information and is used to send out automated communications at key times of the year to keep everyone updated on the success of the institution's programmes and students.

8 FUTURE SCOPE

CRM helps schools/Colleges manage the entire lifecycle of a potential customer (lead). With a CRM, we can track and store the data that's important to the operations, all in one easy-to-access place. Therefore it has a wide scope in FUTURE .