PROJECT REPORT

THE CRM APPLICATION FOR SCHOOLS AND COLLEGES

1 INTRODUCTION

1.1 OVERVIEW

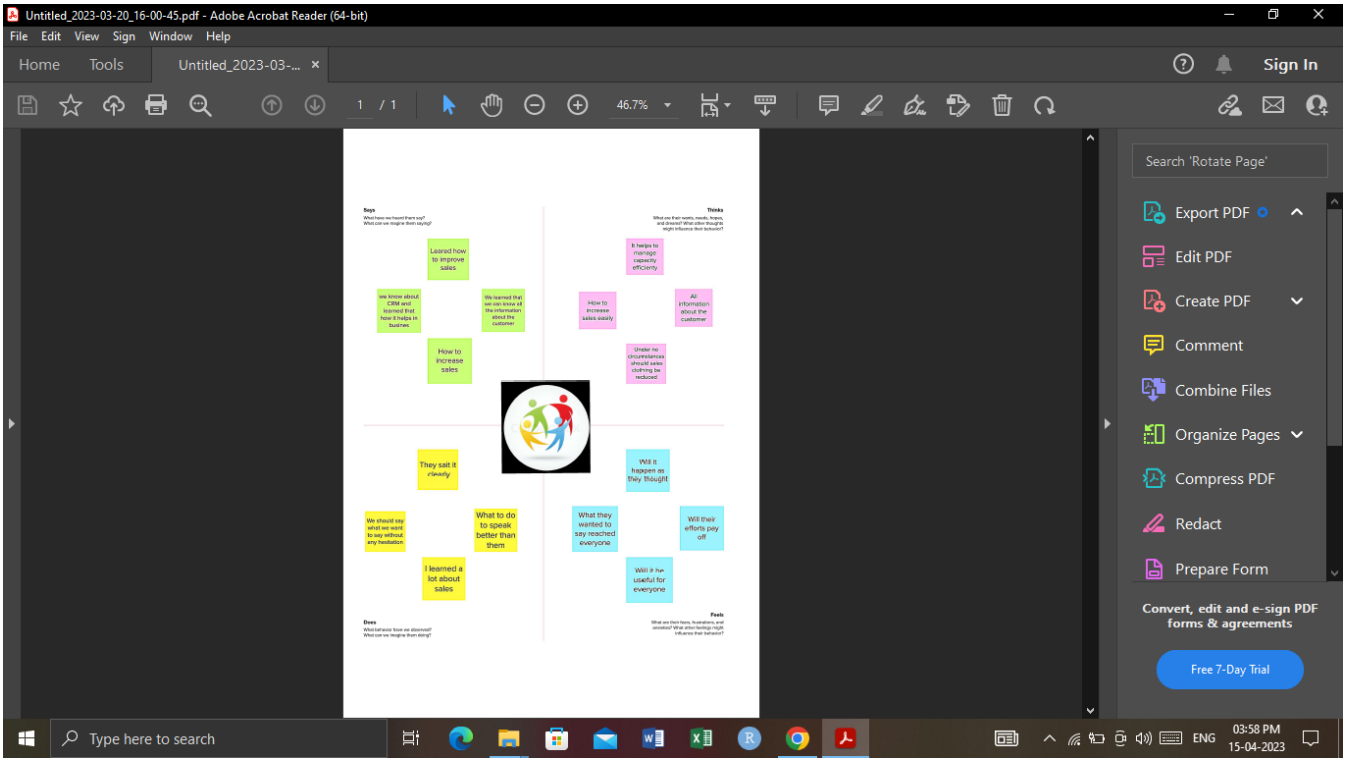
CRM stands for customer relationship management and for schools and colleges, a single CRM solution can be implemented to unify and to manage all contacts from prospective students to enrolled students to alumni and donors.CRM helps to easily contact with parents. Centralizing this data allows schools to have a 360 degree view of their constituents.

1.2 PURPOSE

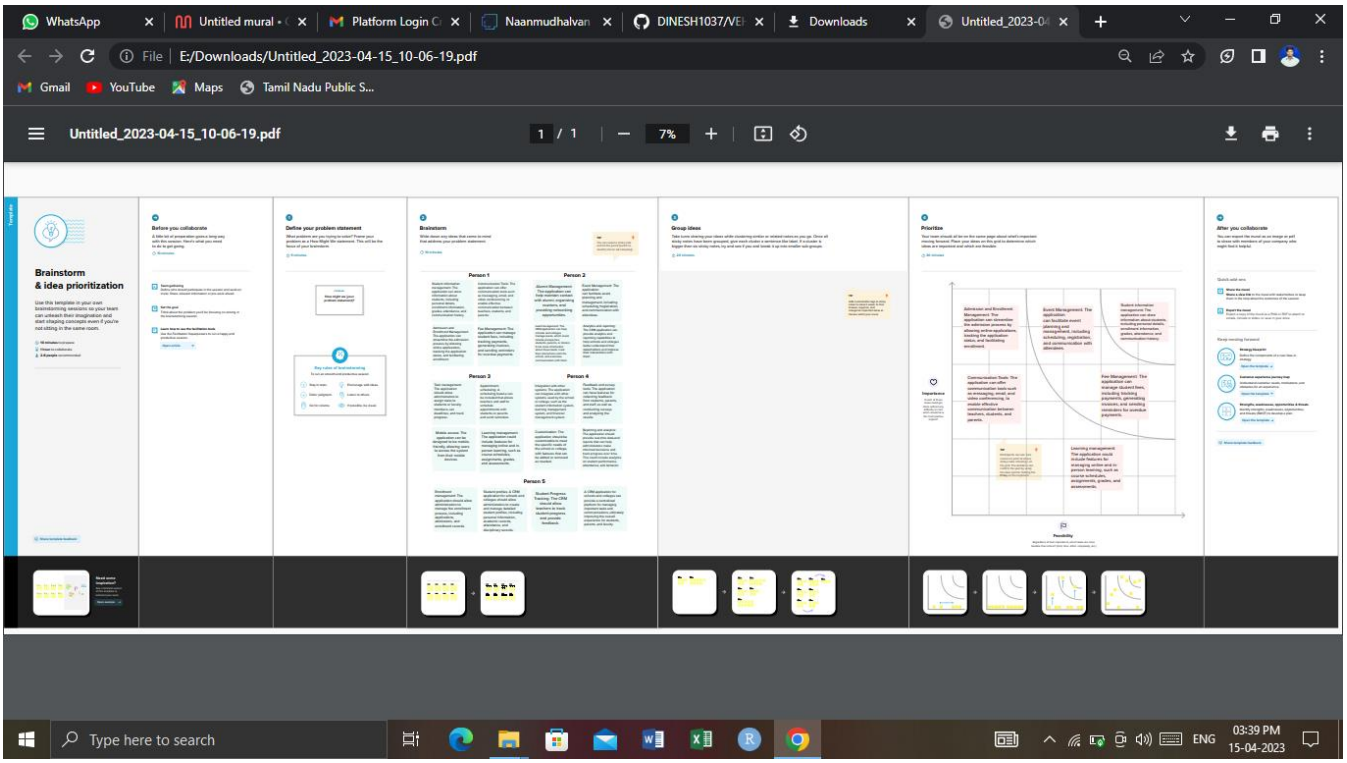
- *To manage their lead funnel by automating lead capture, lead scoring, and lead nurturing.*
- *Integrate with student information systems, learning management systems, and financial management systems.*
- *communication between school and parents via email, SMS, and social media integration.*
- *Provides lead management, student and parent profiles, communication tools, analytics and reporting, and integration with other systems.*

2 PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP



2.2 IDEATION AND BRAINSTROM



3 RESULT

3.1 DATA MODEL

Object name	*Fields in the object*	
School object	*Field label*	*Data type*

	1.Address *2.District* *3.State* *4.School websites*	*Test Area*
	1.Phone Number	*Phone*
	1.Number of Students *2.Highest mark*	*Roll Up Summary*

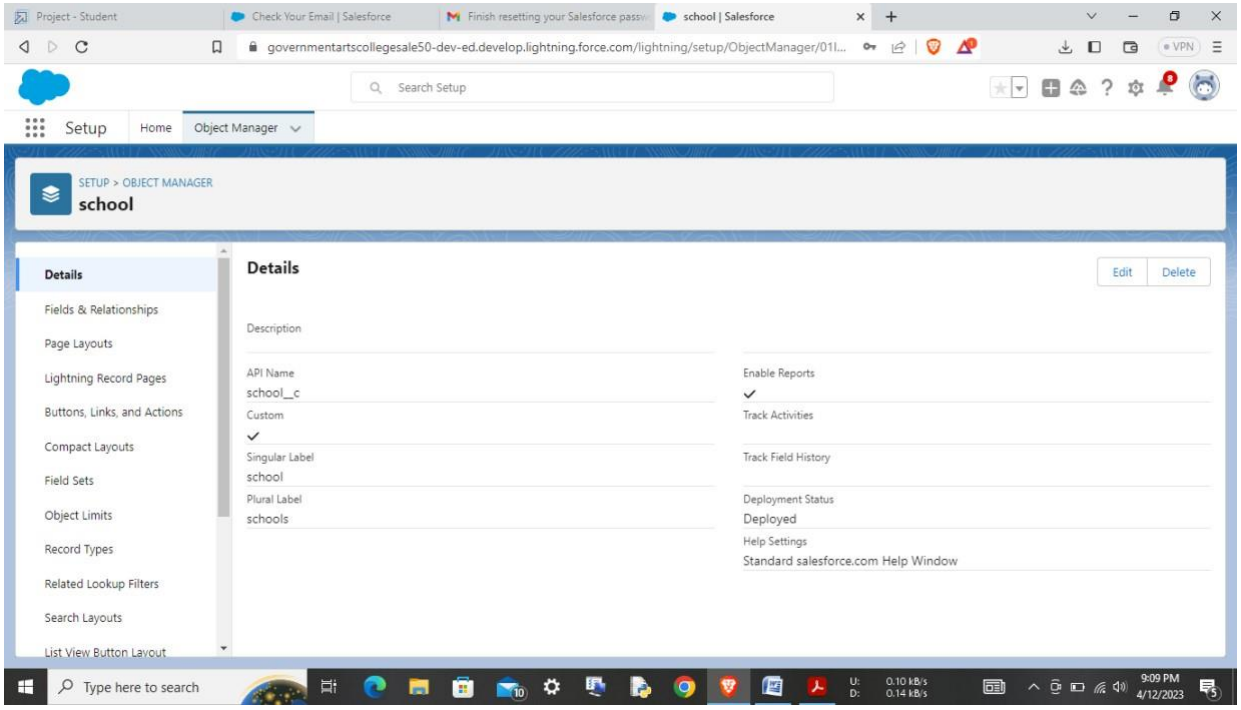
Student object

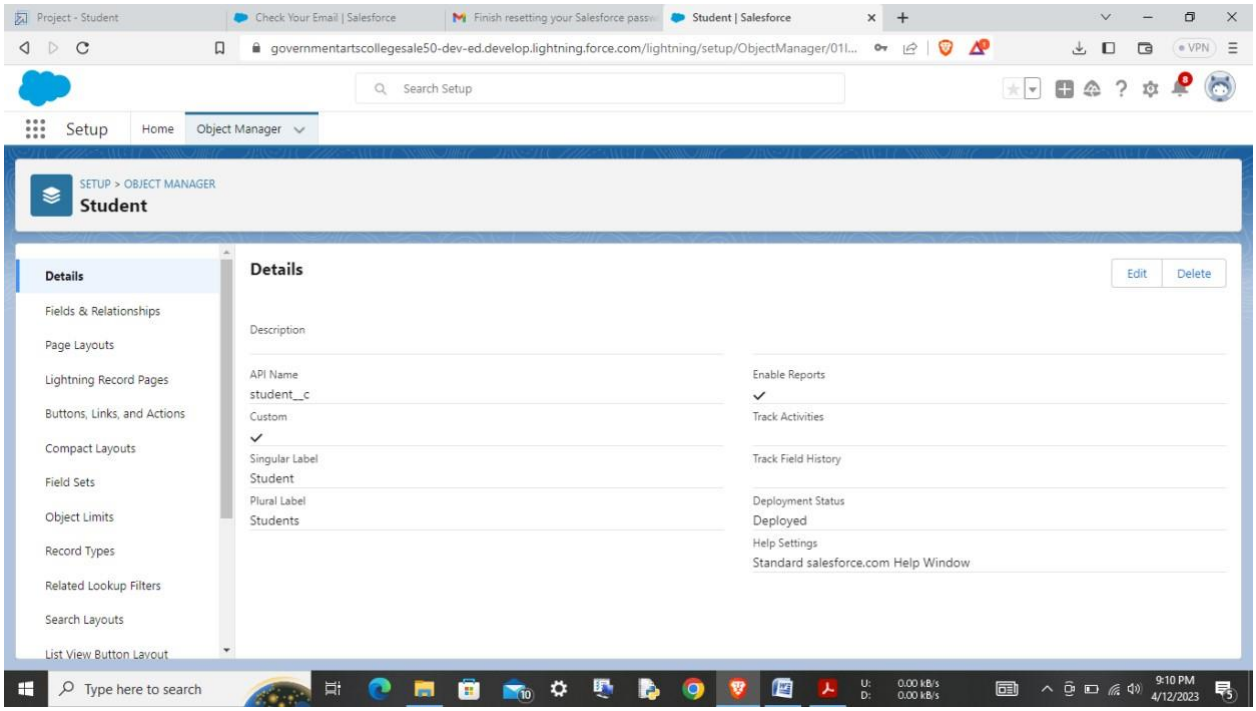
Field label	***Data type***
1.Phone Number	*Phone*
1.School	*Master Detail Relationship*
1.Results	*Pick List*
1.Class *2.Mark*	*Number*

Parent object

Field label	***Data type***
1.Parent Address	*Text Area*
1.Parent Number	*Phone*

3.2 ACTIVITY &SCREENSHOT

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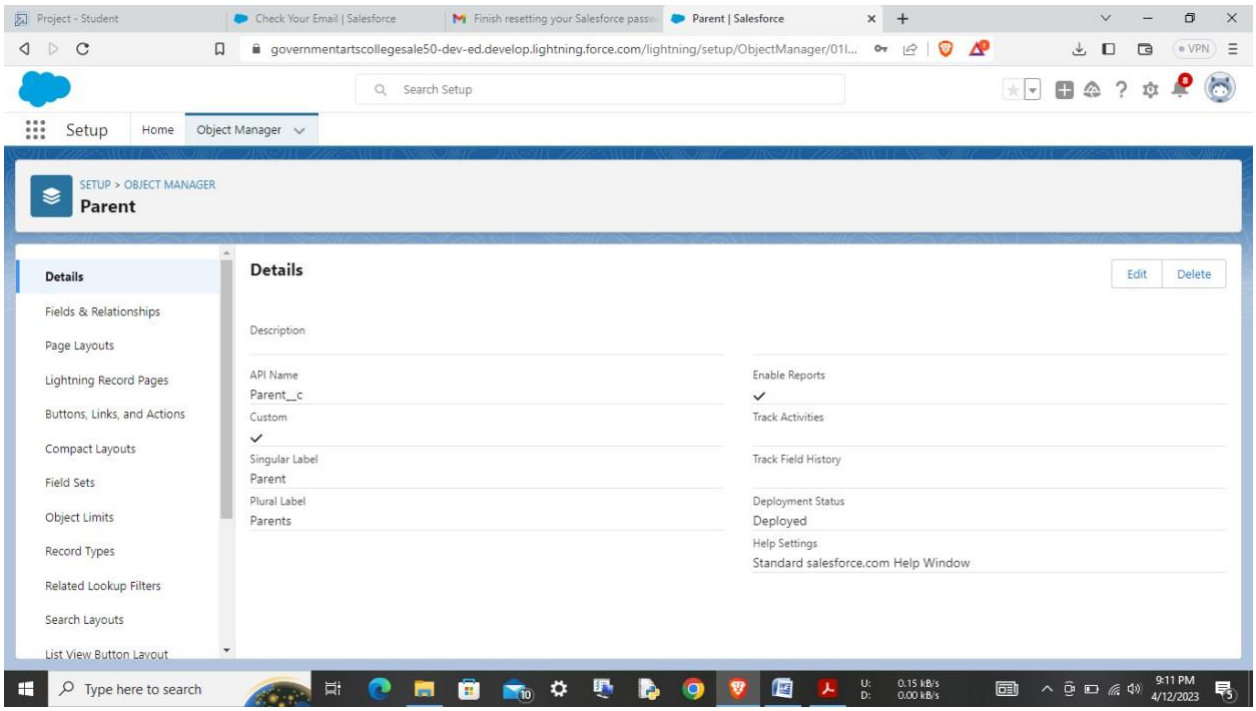
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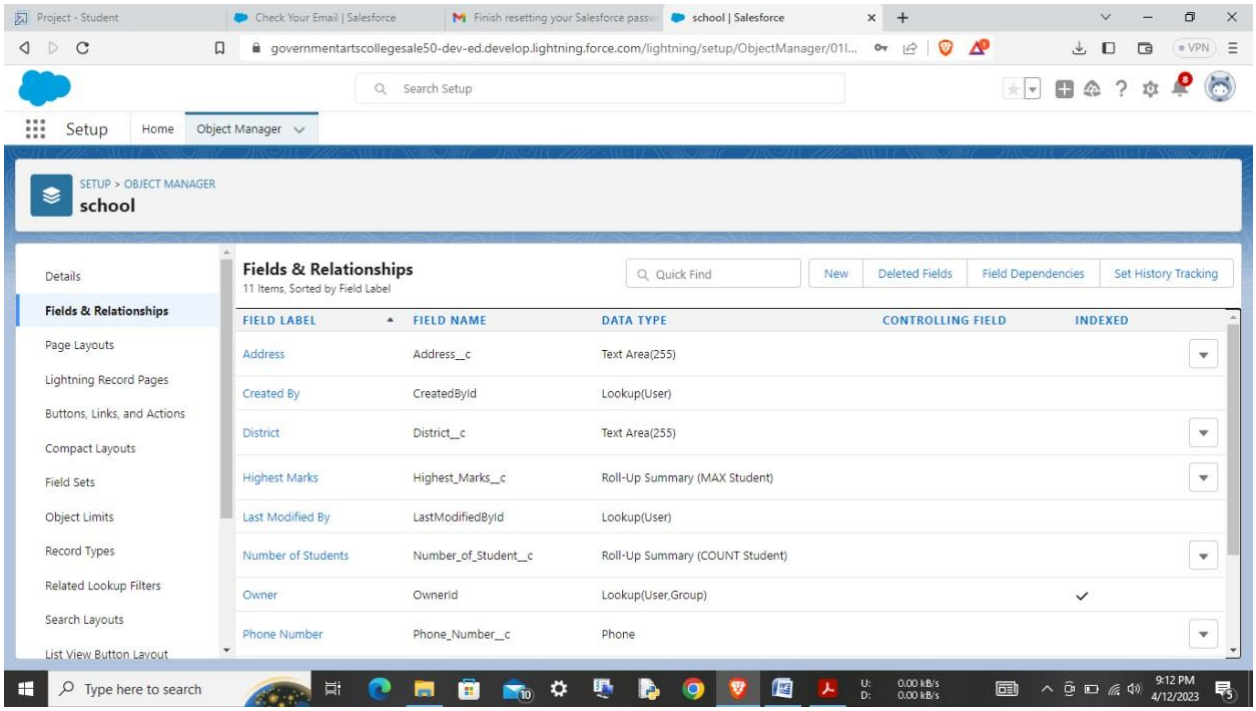
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DATA TYPE
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Address
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Created By
CreatedById
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District
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Highest Marks
Highest_Marks__c
Roll-Up Summary (MAX Student)
Last Modified By
LastModifiedById
Lookup(User)
Number of Students
Number_of_Student__c
Roll-Up Summary (COUNT Student)
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Lookup(User,Group)
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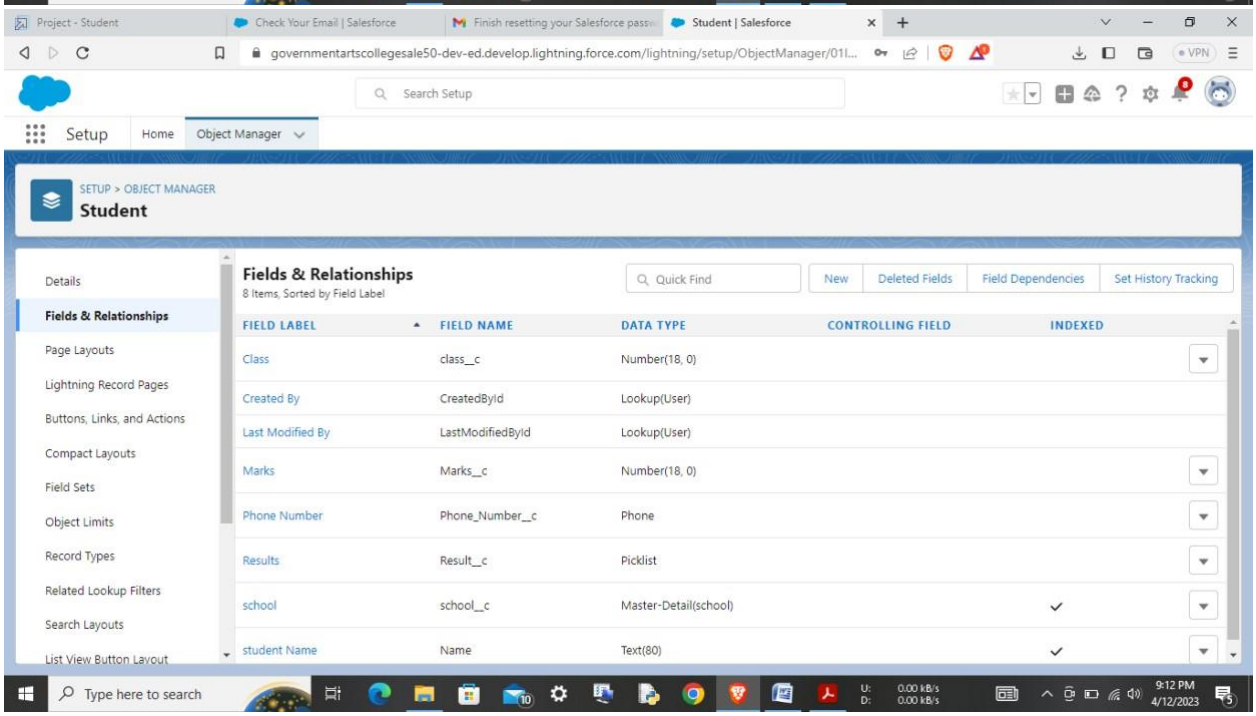
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FIELD LABEL
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DATA TYPE
CONTROLLING FIELD
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Number(18, 0)
Created By
CreatedById
Lookup(User)
Last Modified By
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Lookup(User)
Marks
Marks__c
Number(18, 0)
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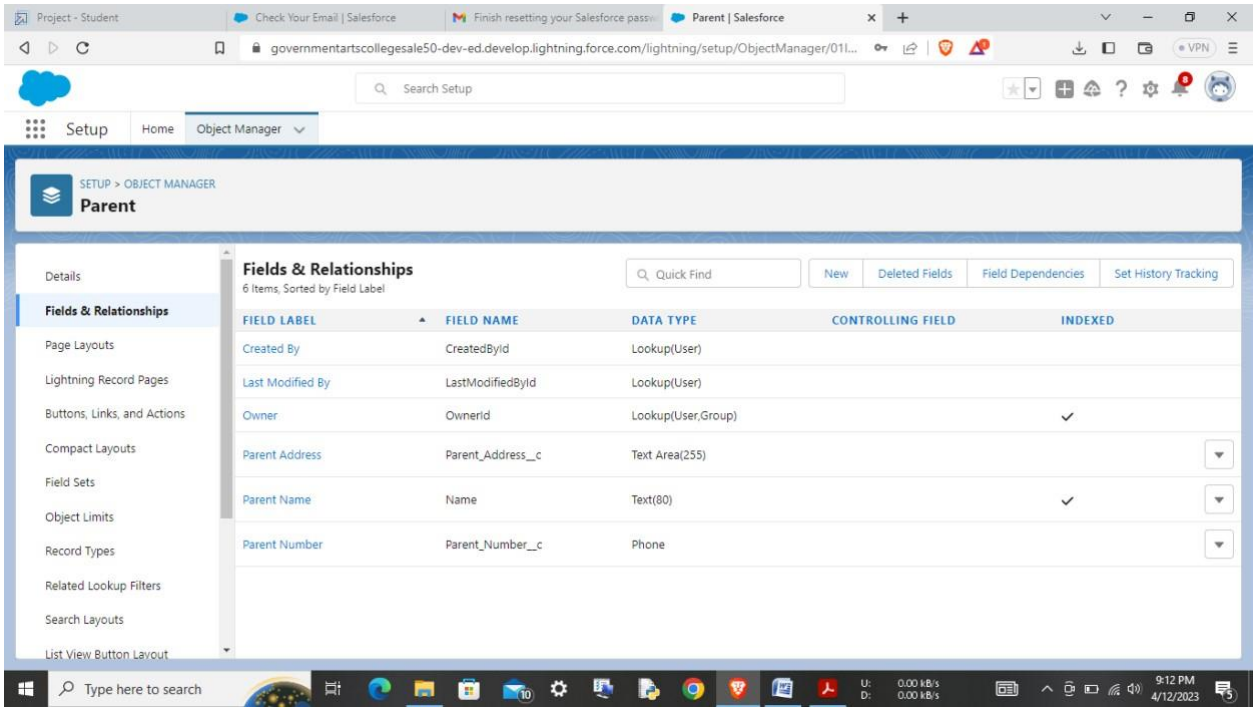
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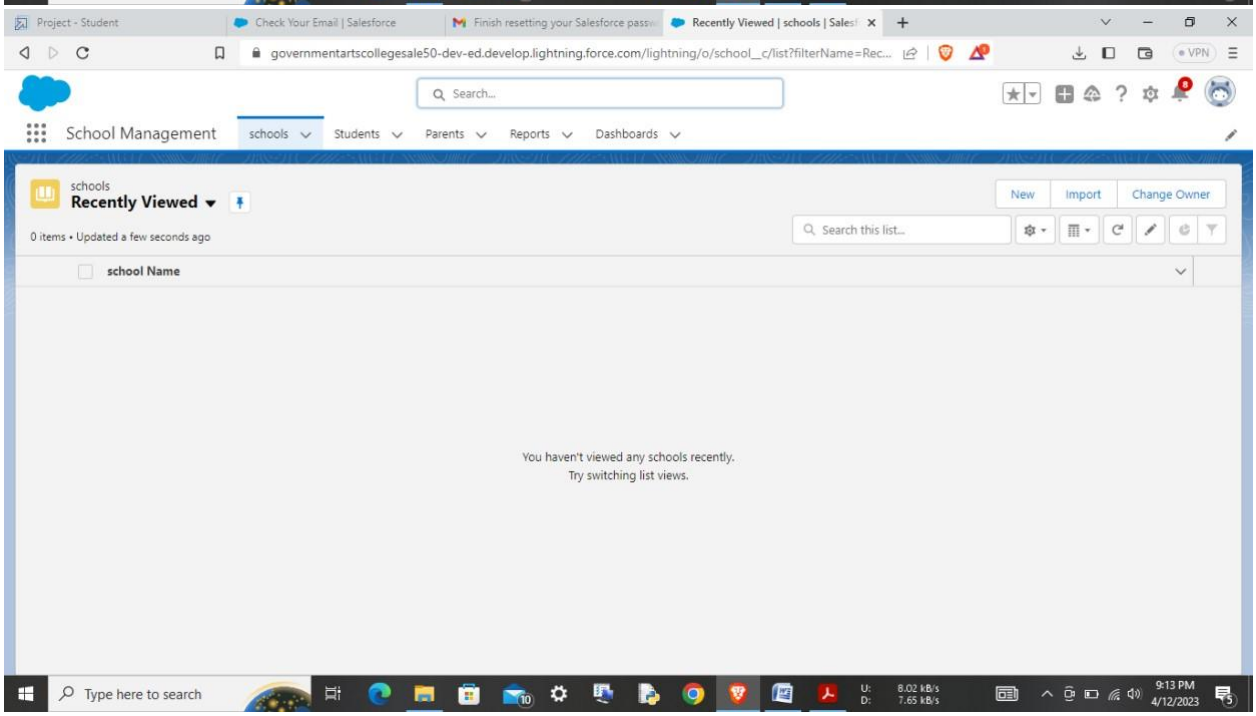
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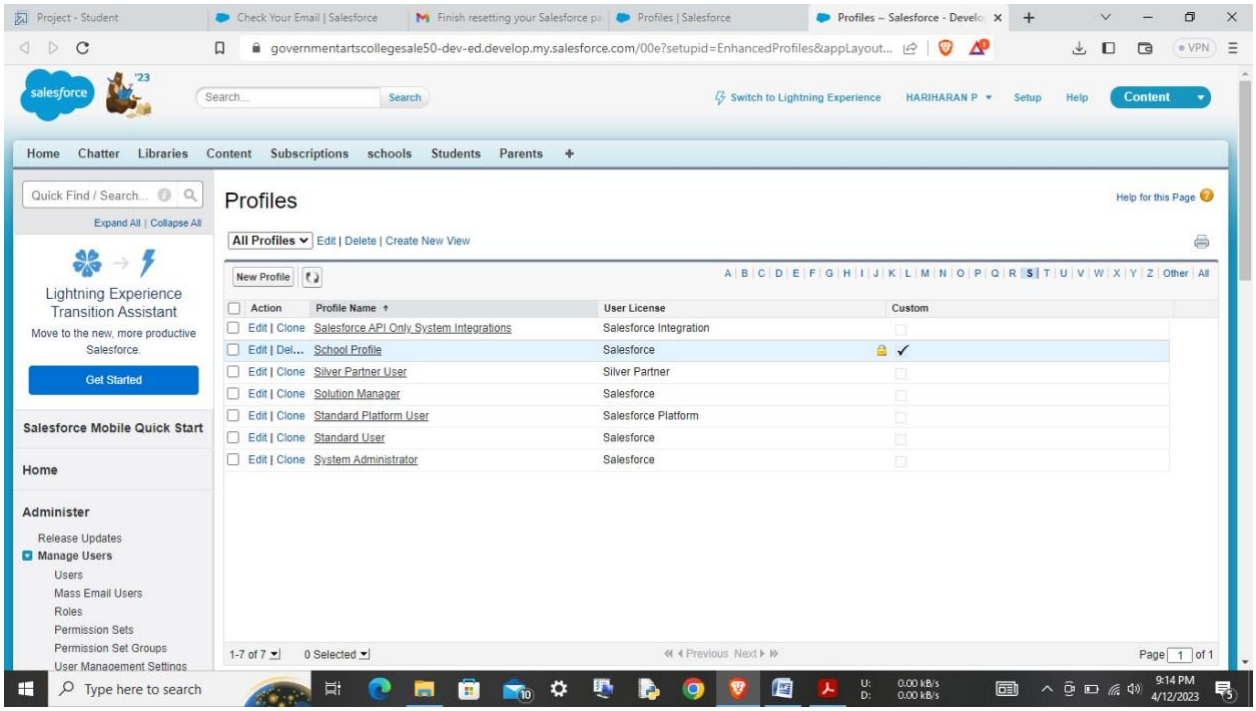
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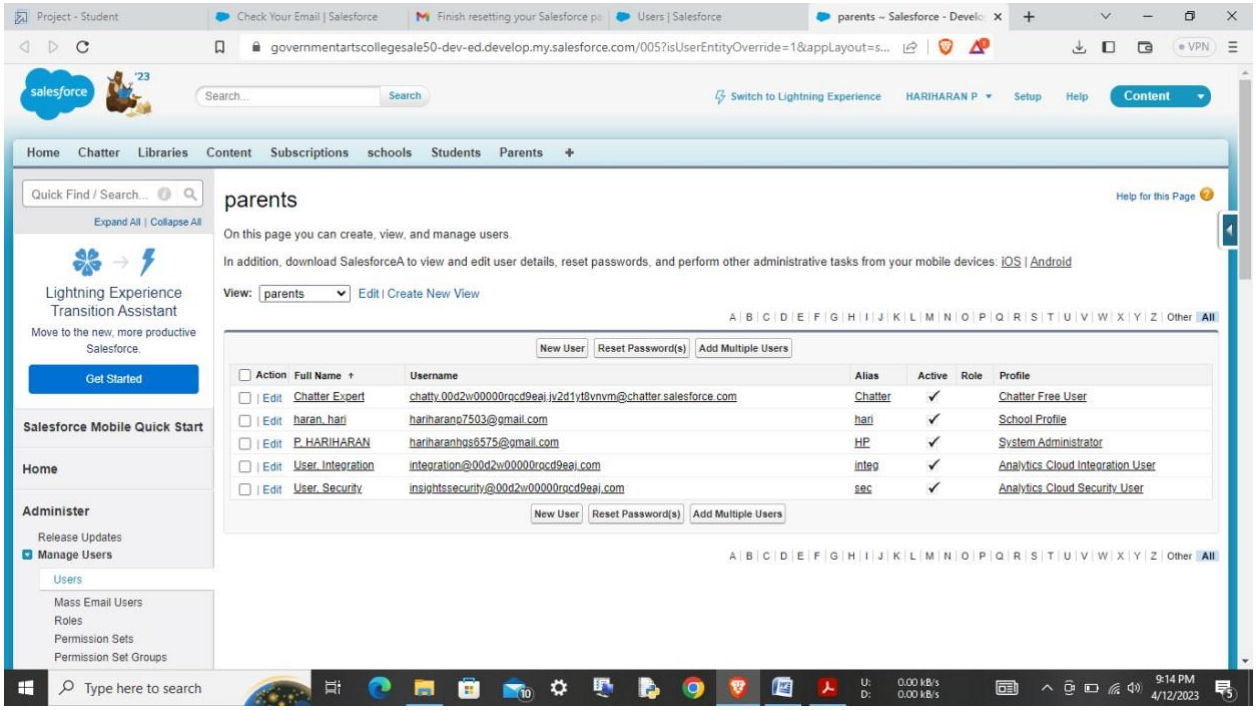
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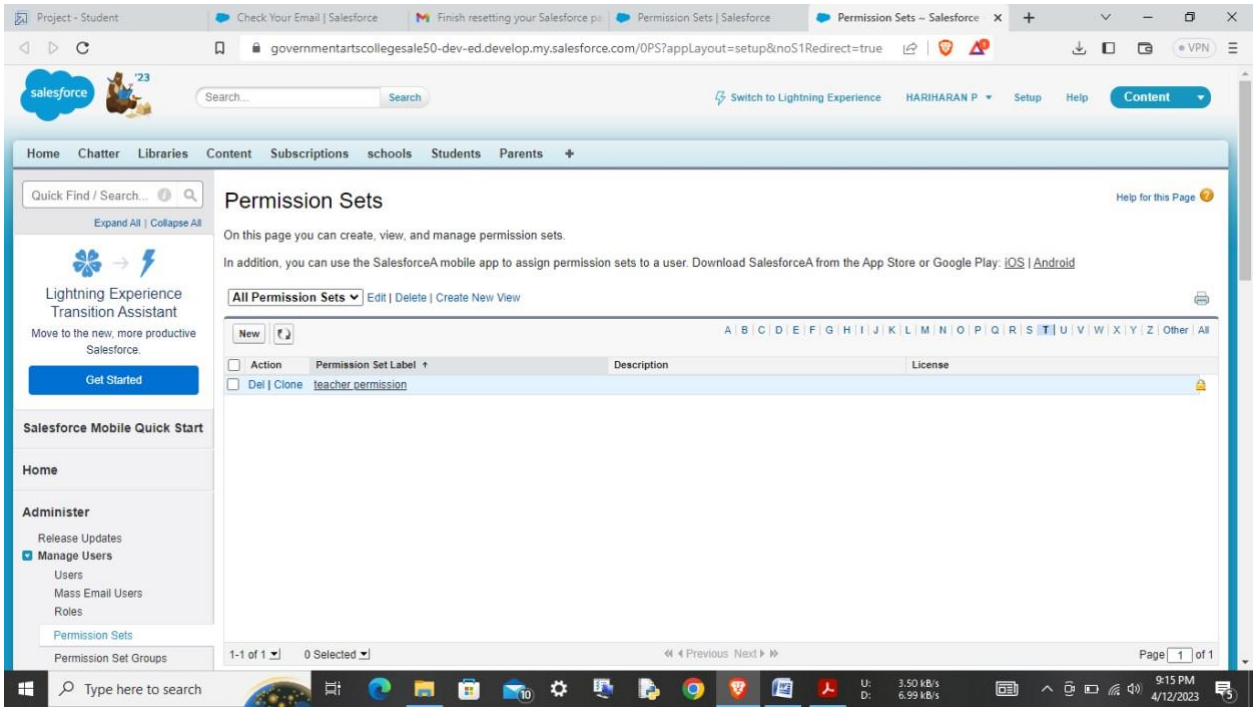
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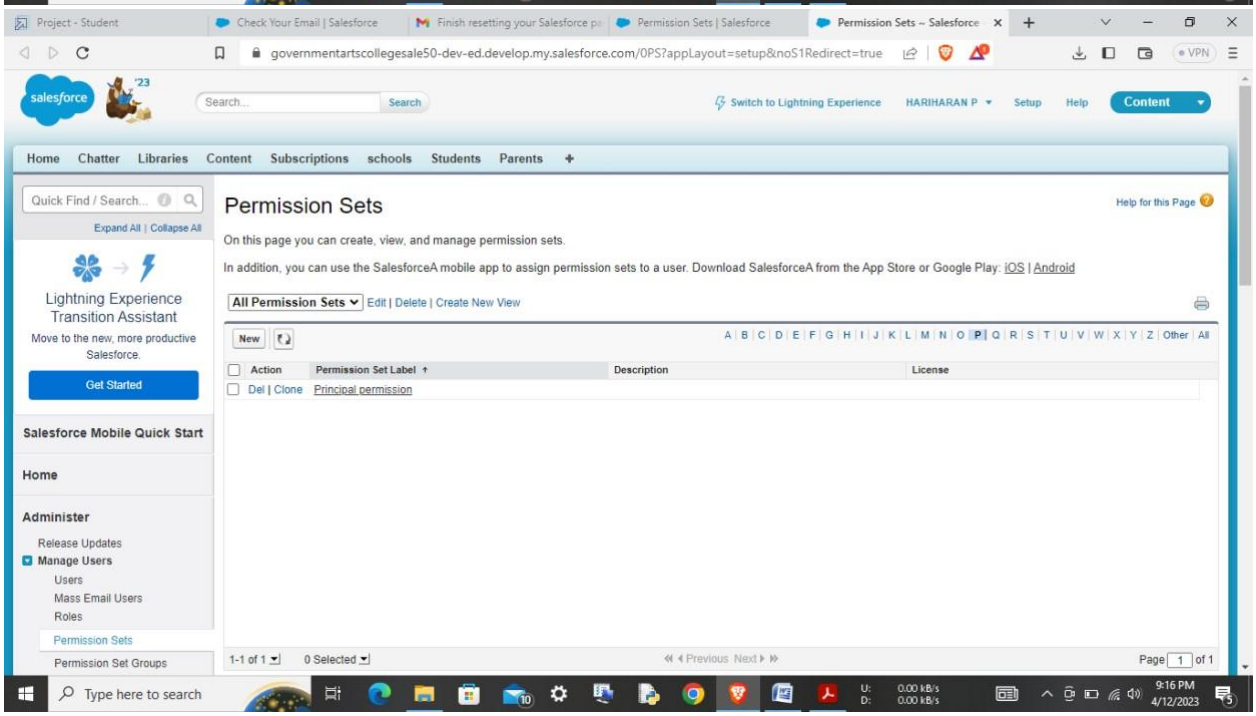
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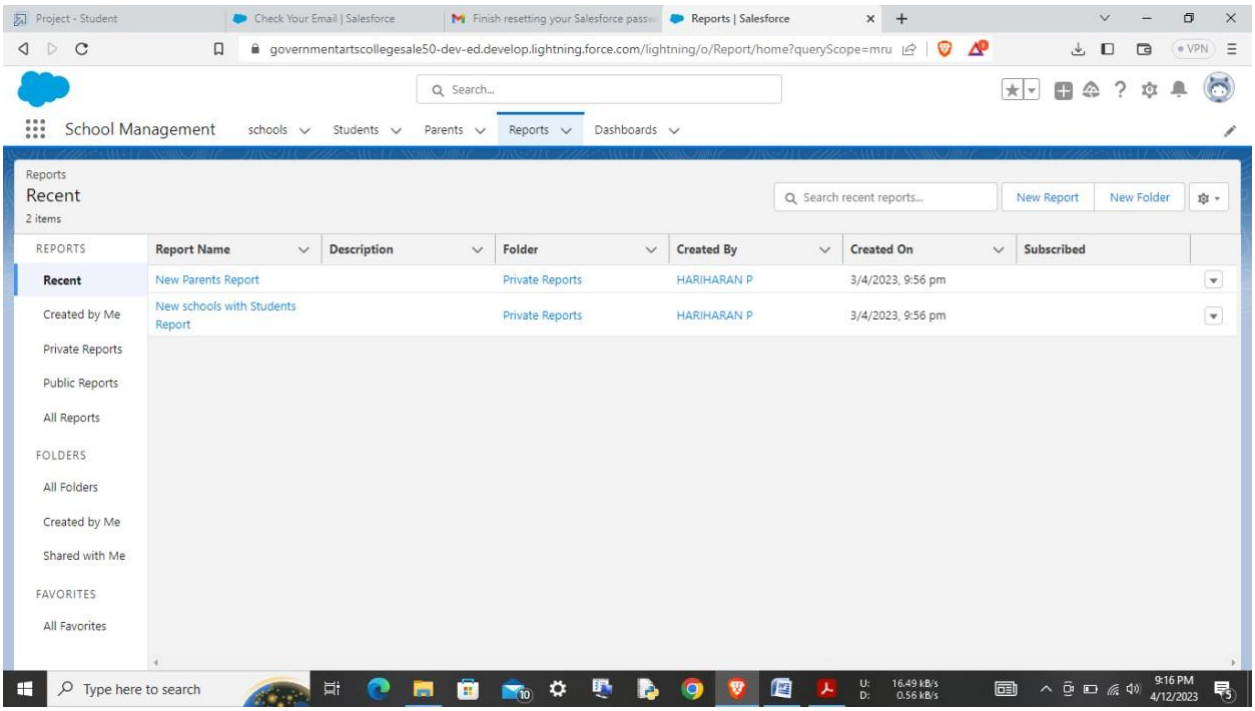

4 TRAILHEAD PROFILE PUBLIC URL

GOPALAKRISHNAN.S *(Team lead)* :https://trailblazer.me/id/gkrishnan76

KRISHNAMOORTHY.A *(Team member1)* :https://trailblazer.me/id/kmoorthy25

HARIHARAN.A *(Team member2)* : https://trailblazer.me/id/hariharan17122003

SITHESWARAN.S *(Team member3)* :https://trailblazer.me/id/swaran17

PRAKASH.M *(Team member 4)* :**https://trailblazer.me/id/ppeter98**

5 ADVANTAGES & DISADVANTAGES

5.1 ADVANTAGES

- *Better communication: With a CRM application, schools and colleges can send targeted messages to students, parents, and staff members.*
- *This can help to ensure that everyone is aware of important dates, events, and deadlines.*
- *A CRM application can help schools and colleges to engage with students and parents in a more meaningful way.*
- *This can help to build stronger relationships and improve overall satisfaction with the institution.*

- *A CRM application can provide schools and colleges with valuable data about their students and other stakeholders.*

- *This data can be used to make more informed decisions about resource allocation, program development, and other strategic initiatives.Top of Form*

5.2 DISADVANTAGES

- *This can be a challenge for schools and colleges with limited IT resources.*

- *For a CRM application to be effective, it needs to be widely adopted by students, parents, and staff members.*

- *If there is resistance to using the application or if it is not user-friendly, it may not be effective.*

- *Collecting and storing personal information about students, parents, and staff members can raise privacy concerns. Schools and colleges need to ensure that they are complying with relevant data protection laws and taking appropriate measures to safeguard sensitive information.*

6 APPLICATION

- *School*
- *Institutions*
- *Colleges*
- *Acadamy*
- *Universities*

7 Conclusion

- *CRM application can help schools and colleges to improve communication, engagement, and efficiency, while also providing valuable data for decisionmaking.*
- *CRM application can offer many benefits, it is important for schools and colleges to carefully consider the potential disadvantages and to plan for a successful implementation that addresses these challenges.*

8 FUTURE SCOPE

i. *The future of CRM (Customer Relationship Management) applications for schools and colleges is promising, as technology continues to advance and institutions look for more effective ways to manage interactions with students, parents, and staff members.*

ii. *The CRM applications for schools and colleges is likely to becharacterized by increased integration, automation, and personalization, as institutions look for ways to enhance relationships with their stakeholders and improve outcomes for students.*

Thank you