

# **IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE WITH INTERNAL MARK**

## **1. INTRODUCTION:**

### **1.1 Overview:**

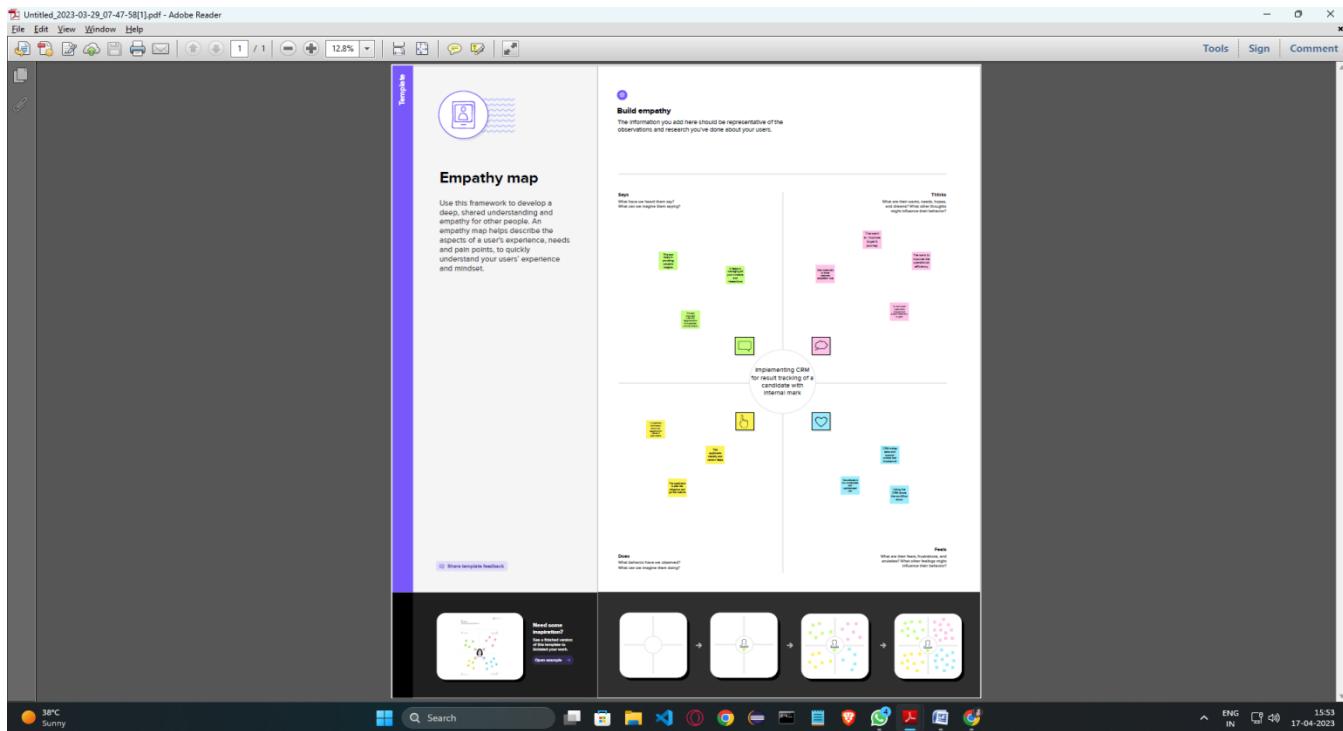
Customer Relationship Management (CRM) is an essential tool for businesses to manage interactions with their customers. CRM helps businesses to understand the needs and preferences of their customers, personalize their communication, and improve customer satisfaction. CRM implementation is the process of adopting a CRM system and integrating it into the business operations. This essay will discuss the importance of CRM implementation and the steps involved in it.

### **1.2 Purpose:**

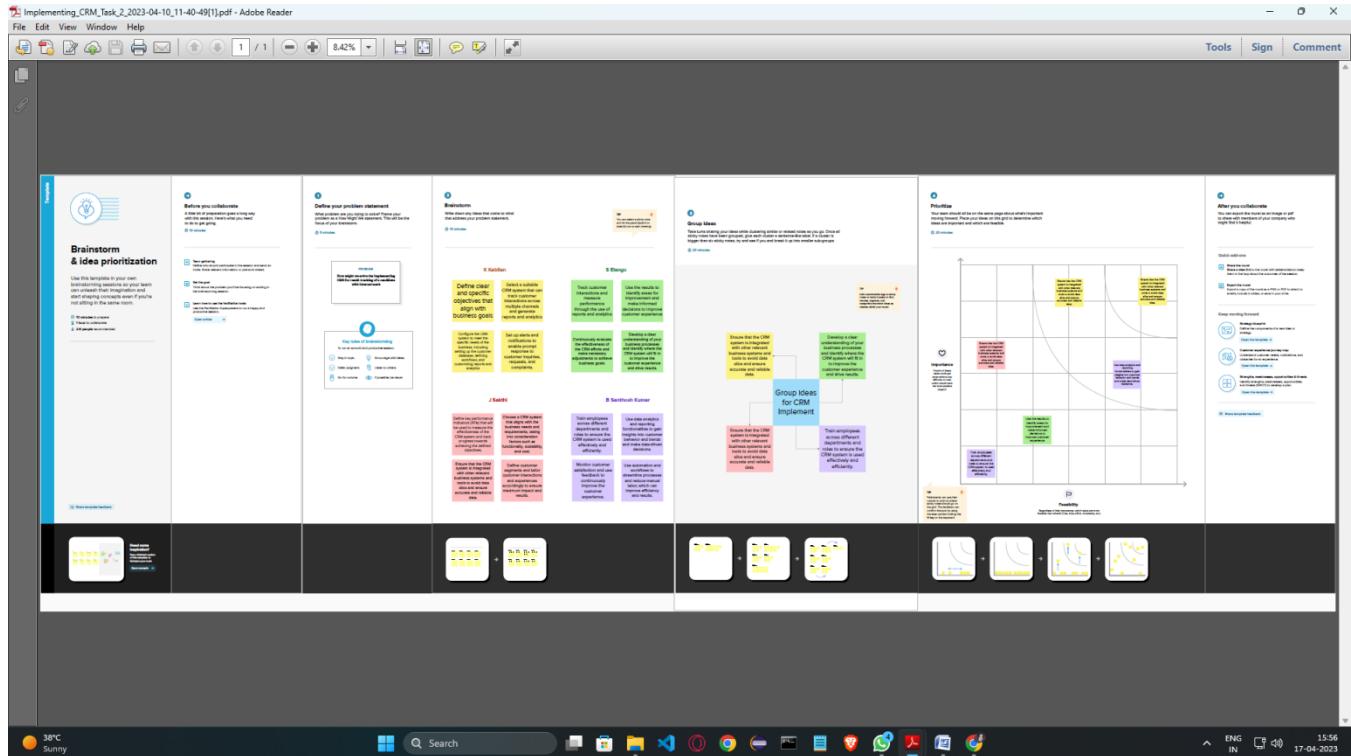
The purpose of CRM implementation is to improve customer satisfaction and retention by providing businesses with the necessary tools to manage interactions with their customers effectively. It involves several steps, including identifying goals and objectives, selecting appropriate software, preparing data for migration, customizing the system, training users, and monitoring and evaluating the performance of the system. By following these steps, businesses can successfully implement a CRM system that meets their needs and enhances their overall performance.

## 2. PROBLEM DEFINITION & DESIGN THINKING:

### 2.1 Empathy Map:



## 2.2 Brainstrom Map:



3. RESULT:

3.1 Data Model:

OBJECT NAME	FIELD IN THE OBJECT	
FIELD & RELATIONSHIP	FIELD LABEL	DATA TYPE
	Account name	Text(80)
	Created by	Look up (user)
	Last modified by	Look up (user)
	Owner	Look up (user group)

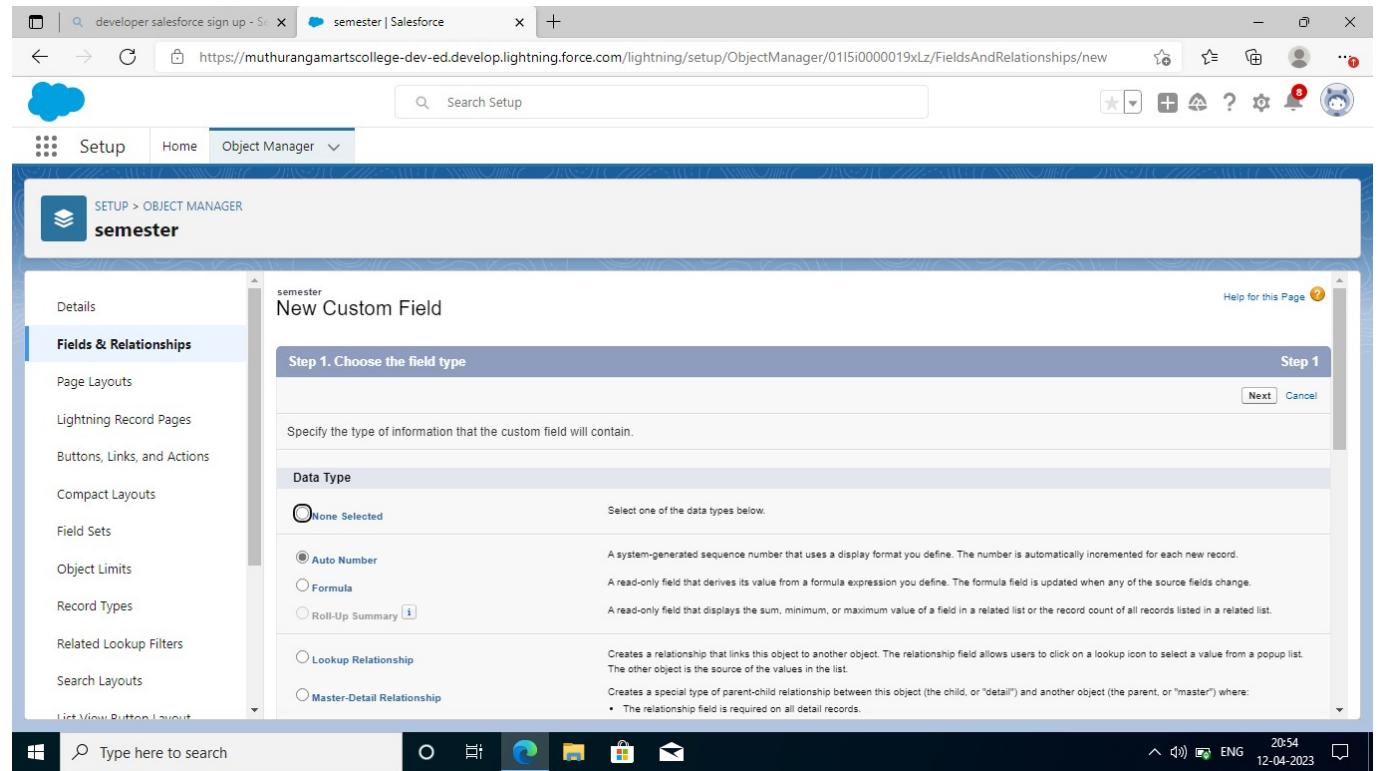
OBJECT NAME	FIELD IN THE OBJECT	
CANDIDATE	FIELD LABEL	DATA TYPE
	Candidate Number	Auto Number
	Created by	Look up (user)
	Last modified by	Look up (user)
	Owner	Look up (user group)

OBJECT NAME	FIELD IN THE OBJECT	
TRAVEL APPROVAL	FIELD LABEL	DATA TYPE
	Created by	Look up (user)
	Travel Approval Object Number	Auto Number
	Last modified by	Look up (user)
	Owner	Look up (user group)

OBJECT NAME	FIELD IN THE OBJECT	
TAB	FIELD LABEL	DATA TYPE
	Created by	Look up (user)
	Last modified by	Look up (user)
	Owner	Look up (user group)

---

### 3.2 Activity & Screenshots:



developer salesforce sign up - S | Report Builder | Salesforce

https://muthurangamartscollege-dev-ed.develop.lightning.force.com/lightning/r/Report/00O5i000001HebtEAC/edit

Sales Home Opportunities Leads Tasks Files Accounts Contacts Campaigns Dashboards Reports Chatter Groups More

Report "kabilan.k" was saved

To Do List

Type here to search

22:12 12-04-2023

developer salesforce sign up - S | semester | Salesforce

https://muthurangamartscollege-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/01I5i0000019xLz/FieldsAndRelationships/new

Setup Home Object Manager

SETUP > OBJECT MANAGER semester

New Custom Field

Step 4. Add to page layouts Step 4 of 4

Field Label: semester  
Data Type: Auto Number  
Field Name: semester  
Description:

Select the page layouts that should include this field. The field will be added as the last field in the first 2-column section of these page layouts. The field will not appear on any pages if you do not select a layout.

To change the location of this field on the page, you will need to customize the page layout.

Add Field  Page Layout Name  
 semester Layout

When finished, click Save & New to create more custom fields, or click Save if you are done.

Previous Save & New Save Cancel

Type here to search

21:04 12-04-2023

developer salesforce sign up - S | semester | Salesforce

https://muthurangamartscollege-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/01I5i0000019xLz/FieldsAndRelationships/new

Setup Home Object Manager

SETUP > OBJECT MANAGER  
semester

Details

**Fields & Relationships**

- Page Layouts
- Lightning Record Pages
- Buttons, Links, and Actions
- Compact Layouts
- Field Sets
- Object Limits
- Record Types
- Related Lookup Filters
- Search Layouts
- List View Button Layout

semester New Custom Field

Step 3. Establish field-level security Step 3 of 4

Help for this Page

Field Label: semester  
Data Type: Auto Number  
Field Name: semester  
Description:

Select the profiles to which you want to grant edit access to this field via field-level security. The field will be hidden from all profiles if you do not add it to field-level security.

Field-Level Security for Profile	Visible	Read-Only
Analytics Cloud Integration User	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Analytics Cloud Security User	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Authenticated Website	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Authenticated Website	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Contract Manager	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Type here to search

21:03 12-04-2023

developer salesforce sign up - S | semester | Salesforce

https://muthurangamartscollege-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/01I5i0000019xLz/FieldsAndRelationships/new

Setup Home Object Manager

SETUP > OBJECT MANAGER  
semester

Details

**Fields & Relationships**

- Page Layouts
- Lightning Record Pages
- Buttons, Links, and Actions
- Compact Layouts
- Field Sets
- Object Limits
- Record Types
- Related Lookup Filters
- Search Layouts
- List View Button Layout

semester New Custom Field

Step 2. Enter the details Step 2 of 4

Help for this Page

Field Label: semester

Display Format: (0000)  
Starting Number: 1.23.456

Field Name: semester  
Description:  
Help Text:

External ID:  Set this field as the unique record identifier from an external system  
Auto add to custom report type:  Add this field to existing custom report types that contain this entity

Type here to search

20:58 12-04-2023

Semester | Salesforce

https://muthurangamartscollege-dev-ed.lightning.force.com/lightning/setup/ObjectManager/015i0000019xLz/FieldsAndRelationships/view

Setup Home Object Manager

SETUP > OBJECT MANAGER

semester

Details Fields & Relationships

Page Layouts Lightning Record Pages Buttons, Links, and Actions Compact Layouts Field Sets Object Limits Record Types Related Lookup Filters Search Layouts

Fields & Relationships

5 Items, Sorted by Field Label

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
semester	semester__c	Auto Number		
semester Name	Name	Text(80)		✓

Type here to search

21:06 ENG 12-04-2023

App Manager | Salesforce

https://muthurangamartscollege-dev-ed.lightning.force.com/lightning/setup/NavigationMenus/home

Setup Home Object Manager

app manager

Apps App Manager

Didn't find what you're looking for? Try using Global Search.

Lightning Experience App Manager

Clone Apps(Beta)

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

Enable App Cloning  Disabled

21 items • Sorted by App Name • Filtered by All appmenuitems - TabSet Type

App Name	Developer Name	Description	Last Modified	Ap...	Vi...
All Tabs	AllTabSet		11/04/2023, 9:09 pm	Classic	
Analytics Studio	Insights	Build CRM Analytics dashboards and apps	11/04/2023, 9:09 pm	Classic	✓
App Launcher	AppLauncher	App Launcher tabs	11/04/2023, 9:09 pm	Classic	✓
Bolt Solutions	LightningBolt	Discover and manage business solutions designed for your in...	11/04/2023, 9:11 pm	Lightning	✓
Community	Community	Salesforce CRM Communities	11/04/2023, 9:09 pm	Classic	✓

Type here to search

21:10 ENG 12-04-2023

developer salesforce sign up - S | App Manager | Salesforce | +

https://muthurangamartscollege-dev-ed.develop.lightning.force.com/lightning/setup/NavigationMenus/home

## New Lightning App

### App Details & Branding

Give your Lightning app a name and description. Upload an image and choose the highlight color for its navigation bar.

**App Details**

\* App Name: Implementing CRM

\* Developer Name: kabilan

Description: Enter a description...

**App Branding**

Image:  Upload

Primary Color Hex: #0070D2

Org Theme Options

Next

Didn't find what you're looking for? Try using the search bar above.

Windows Taskbar: Type here to search, File Explorer, Edge, File, Mail, Photos, Pictures, Chatter, Groups, More, 21:22, 12-04-2023

developer salesforce sign up - S | Report Builder | Salesforce | +

https://muthurangamartscollege-dev-ed.develop.lightning.force.com/one/one.app#eyJjb21wb25lbnREZWYiOjyZXBvcnRzOnJlcG9ydE1aWxkZXIiLCJhd...

## Sales

REPORT ▾ New Accounts Report ▾ Accounts

Previewing a limited number of records. Run the report to see everything. Update Preview Automatically

	Last Activity	Account Owner	Account Name	Billing State/Province	Type	Rating	Last Modified Date
1	-	Kabilan K	Edge Communications	TX	Customer - Direct	Hot	11/04/2023
2	-	Kabilan K	Burlington Textiles Corp of America	NC	Customer - Direct	Warm	11/04/2023
3	-	Kabilan K	Pyramid Construction Inc.	-	Customer - Channel	-	11/04/2023
4	-	Kabilan K	Dickenson plc	KS	Customer - Channel	-	11/04/2023
5	-	Kabilan K	Grand Hotels & Resorts Ltd	IL	Customer - Direct	Warm	11/04/2023
6	-	Kabilan K	United Oil & Gas Corp.	NY	Customer - Direct	Hot	11/04/2023
7	-	Kabilan K	sForce	CA	-	-	11/04/2023
8	-	Kabilan K	United Oil & Gas, Singapore	Singapore	Customer - Direct	-	11/04/2023
9	-	Kabilan K	Express Logistics and Transport	OR	Customer - Channel	Cold	11/04/2023
10	-	Kabilan K	University of Arizona	AZ	Customer - Direct	Warm	11/04/2023
11	-	Kabilan K	GenePoint	CA	Customer - Channel	Cold	11/04/2023
12	-	Kabilan K	United Oil & Gas, UK	UK	Customer - Direct	-	11/04/2023

To Do List

Windows Taskbar: Type here to search, File Explorer, Edge, File, Mail, Photos, Pictures, Chatter, Groups, More, 22:10, 12-04-2023

developer salesforce sign up - S App Manager | Salesforce +

https://muthurangamartscollege-dev-ed.develop.lightning.force.com/lightning/setup/NavigationMenus/home

New Lightning App

### App Options

Navigation and Form Factor \*

**Navigation Style**

Standard navigation

Console navigation

**Supported Form Factors**

Desktop and phone

Desktop

Phone

Setup and Personalization \*

**Setup Experience**

Setup (full set of Setup options)

Service Setup

**App Personalization Settings**

Disable end user personalization of nav items in this app

Disable temporary tabs for items outside of this app

Back Next

4 Bolt Solutions LightningBolt Discover and manage business solutions designed for your in... 11/04/2023, 9:11 pm Lightning ✓  
5 Community Community Salesforce CRM Communities 11/04/2023, 9:09 pm Classic ✓

Type here to search

21:23 ENG 12-04-2023

This screenshot shows the 'App Options' step of the 'New Lightning App' setup. It includes sections for 'Navigation and Form Factor' (with 'Standard navigation' selected) and 'Setup and Personalization' (with 'Setup (full set of Setup options)' selected). A progress bar at the bottom indicates this is the second step of a multi-step process.

developer salesforce sign up - S App Manager | Salesforce +

https://muthurangamartscollege-dev-ed.develop.lightning.force.com/lightning/setup/NavigationMenus/home

New Lightning App

### Utility Items (Desktop Only)

Give your users quick access to productivity tools and add background utility items to your app.

Add Utility Item Utility Bar Alignment \* Default ▾

The utility bar is a fixed footer that opens components in docked panels. Available only when the app is viewed in Lightning Experience on a desktop.

Back Next

4 Bolt Solutions LightningBolt Discover and manage business solutions designed for your in... 11/04/2023, 9:11 pm Lightning ✓  
5 Community Community Salesforce CRM Communities 11/04/2023, 9:09 pm Classic ✓

Type here to search

21:23 ENG 12-04-2023

This screenshot shows the 'Utility Items (Desktop Only)' step of the 'New Lightning App' setup. It includes a description of the utility bar and a preview image. A progress bar at the bottom indicates this is the third step of a multi-step process.

developer salesforce sign up - S Report Builder | Salesforce

https://muthurangamartscollege-dev-ed.develop.lightning.force.com/one/one.app#eyJhb21wb25lbmREZWYiOjyZXVcnRzOnJlcG9ydEJ1aWxkZXliLCJhd...

Sales Home Opportunities Leads Tasks Files Accounts Contacts Campaigns Dashboards Reports Chatter Groups More

REPORT New Accounts Report Accounts

Outline Filters 2 Previewing a limited number of records. Run the report to see everything. Update Preview Automatically

Groups

Columns

	Last Activity	Account Owner	Account Name	Billing State/Province	Type	Rating	Last Modified Date
1	-	Kabilan K	Edge Communications	TX	Customer - Direct	Hot	11/04/2023
2	-	Kabilan K	Burlington Textiles Corp of America	NC	Customer - Direct	Warm	11/04/2023
3	-	Kabilan K	Pyramid Construction Inc.	-	Customer - Channel	-	11/04/2023
4	-	Kabilan K	Dickenson plc	KS	Customer - Channel	-	11/04/2023
5	-	Kabilan K	Grand Hotels & Resorts Ltd	IL	Customer - Direct	Warm	11/04/2023
6	-	Kabilan K	United Oil & Gas Corp.	NY	Customer - Direct	Hot	11/04/2023
7	-	Kabilan K	sForce	CA	-	-	11/04/2023
8	-	Kabilan K	United Oil & Gas, Singapore	Singapore	Customer - Direct	-	11/04/2023
9	-	Kabilan K	Express Logistics and Transport	OR	Customer - Channel	Cold	11/04/2023
10	-	Kabilan K	University of Arizona	AZ	Customer - Direct	Warm	11/04/2023
11	-	Kabilan K	GenePoint	CA	Customer - Channel	Cold	11/04/2023
12	-	Kabilan K	United Oil & Gas, UK	UK	Customer - Direct	-	11/04/2023

To Do List

Type here to search 22:12 12-04-2023

developer salesforce sign up - S App Manager | Salesforce

https://muthurangamartscollege-dev-ed.develop.lightning.force.com/lightning/setup/NavigationMenus/home

Cloud Search

New Lightning App

Standard Platform User

Standard User

System Administrator

Analytics Cloud Security User

Analytics Cloud Integration User

Authenticated Website

Contract Manager

Custom: Marketing Profile

Custom: Sales Profile

Custom: Support Profile

Customer Community Login User

Customer Community Plus Login User

Customer Community Plus User

Back Save & Finish

4 Bolt Solutions LightningBolt Discover and manage business solutions designed for your in... 11/04/2023, 9:11 pm Lightning ✓

5 Community Community Salesforce CRM Communities 11/04/2023, 9:09 pm Classic ✓

Type here to search 21:34 12-04-2023

developer salesforce sign up - S kabilan.k | Salesforce

https://muthurangamartscollege-dev-ed.develop.lightning.force.com/lightning/r/Report/00O5i000001HebtEAC/view

Sales Home Opportunities Leads Tasks Files Accounts Contacts Campaigns Dashboards Reports Chatter Groups More

Report: Accounts kabilan.k

Total Records 12

	Last Activity	Account Owner	Account Name	Billing State/Province	Type	Rating	Last Modified Date
1	-	Kabilan K	Edge Communications	TX	Customer - Direct	Hot	11/04/2023
2	-	Kabilan K	Burlington Textiles Corp of America	NC	Customer - Direct	Warm	11/04/2023
3	-	Kabilan K	Pyramid Construction Inc.	-	Customer - Channel	-	11/04/2023
4	-	Kabilan K	Dickenson plc	KS	Customer - Channel	-	11/04/2023
5	-	Kabilan K	Grand Hotels & Resorts Ltd	IL	Customer - Direct	Warm	11/04/2023
6	-	Kabilan K	United Oil & Gas Corp.	NY	Customer - Direct	Hot	11/04/2023
7	-	Kabilan K	sForce	CA	-	-	11/04/2023
8	-	Kabilan K	Express Logistics and Transport	OR	Customer - Channel	Cold	11/04/2023
9	-	Kabilan K	University of Arizona	AZ	Customer - Direct	Warm	11/04/2023
10	-	Kabilan K	GenePoint	CA	Customer - Channel	Cold	11/04/2023
11	-	Kabilan K	United Oil & Gas, UK	UK	Customer - Direct	-	11/04/2023



#### **4. TRAILHEAD PROFILE URL:**

Team Lead	-	<a href="https://trailblazer.me/id/kabilan1234">https://trailblazer.me/id/kabilan1234</a>
Team Member 1	-	<a href="http://trailblazer.me/id/elans12">http://trailblazer.me/id/elans12</a>
Team Member 2	-	<a href="https://trailblazer.me/id/sakthijaisankar">https://trailblazer.me/id/sakthijaisankar</a>
Team Member 3	-	<a href="https://trailblazer.me/id/santhos123">https://trailblazer.me/id/santhos123</a>

#### **5. ADVANTAGES & DISADVANTAGES:**

##### **5.1 Advantages of CRM Implementation:**

###### **1. Beneficial for the different departments or teams of the business**

Customer relationship management automation systems can benefit small and large businesses and their teams, such as marketing, sales, customer service, field service, and project service automation teams in different aspects. Together they raise the business's growth chart by increasing the product's productivity. With this, CRM is capable of improving and simplifying complex customer engagement.

###### **2. Customers are engaged across multiple channel**

There are various advantages of using a CRM system for a business as it provides the best possible customer service by improving customer service, customer retention, tracking customer data, streamlining operations, reducing costs, and taking the business to the next level. The CRM can engage the user with its customer across multiple channels like email, social media, live chat, and phone. You can connect with your customer on any platform and track customer interaction in one place, which helps get a complete picture of each customer.

###### **3. Provide streamline operations**

A properly implemented CRM in business provides streamlined operations by automating tasks such as order fulfillment, customer contact management, and lead tracking. Streamlining the functioning of CRM operations helps focus on more strategic activities for the business and saves money and time.

#### 4. Improve customer service

Customer relationship service is designed to interact with customers and store their data in one place. It helps in maintaining good customer relationships and gives customer satisfaction. With the help of CRM, the customer service team can listen to customers' problems and resolve them quickly and efficiently. With this, teams can contact every customer to offer assistance before problems arise.

#### 5. Data mining

CRM (customer relationship management) software stores customer data in one place and allows people to discover progress areas, creating a real-time business environment where the user can make instant changes. With this, we can analyze the CRM or business performance.

#### 6. Helps in increasing sales

As with CRM, the customer service team can reach every customer that increases the sale of every business and track the progress of each sale opportunity. This information will be used to tweak the sales process and apply ways to increase the chances of sales. It is a lead management tool with which we can keep an eye on what works well or is not.

#### 7. CRM made targeting and marketing simple

CRM can collect all the customer information to help a company focus on specific customers with different marketing strategies to increase product sales. The sales team collects and studies all this information to create new strategies to pitch the new product offers to the customer's and resulting in the product's sales increment. Due to this, customers receive the desired product and services, which make business collect the customers' responses.

#### 8. Improve decision-making and productivity

Artificial intelligence-powered customer relationship management software help business make a faster and smarter decision. AI can collate data from customer interactions and track customers across mediums and devices. For certain CRM operations, most customers use self-service channels such as customer portals or knowledge bases for simple issues and questions.

#### 9. CRM growing scope in the market

Companies use customer relationship management tools to survive in the competition of growing databases. It becomes difficult to meet the specific need of the increased number of customers personally because each interaction needs a specific commitment from CSR (customer service representative). The CRM software tool can be tailored to fit any budget and help the companies to grow and expand themselves while fulfilling the requirement of customers.

#### 10. Centralized data makes everything convenient.

All the gathered data is stored and maintained at one centralized location in CRM, which can be easily accessible to those who require it to function properly. In CRM, an employee or user can quickly find the required information without going through multiple data points, saving an employee's time. It also makes employees efficient and productive employees who can devote more time to solving other issues of the customers & company.

## 11. Tracking of customer data

Valuable collected data give an insight into the need of customers, problems faced by them, correction required, and how you can serve them better. Collected data can be tracked and saved in a CRM system that provides an overall view of customers about your product and business. As CRM integrates all the data under one roof collected from various means (online transactions, customer service inquiries, by-sale meetings, etc.), automation tools make it easier for the team to track required data in minutes without any mistakes.

## **5.2 Disadvantages of CRM Implementation:**

### 1. A costly project

CRM software tool is an expensive investment that some businesses can only afford, and if they do invest, it doesn't guarantee the return on investment is worth it. It is a huge investment that factors like data mitigation, integration cost, training, and support also affect.

Even for a locally hosted customer relationship management system, the company is associated with overhead costs because they require to pay professionals like software developers, system administrators, and maintenance personnel. These people ensure that the software works properly and maintain the data backups, too that also an expense with running a customized CRM.

### 2. Loss of collected information or records

CRM (customer relationship management) tools can be responsible for losing the customer's information as some CRM software keeps track of customers' information using remote internet connections. Due to this, sometimes organization needs to have control over the customer's information (detailed), especially when a system failure event happens. An unstable CRM can result in the loss of money in revenue for the company in the future.

### 3. Not suitable for every business

Every business can't afford CRM for data collection and connecting with customers. Some businesses can't connect to the customers directly therefore, they don't need a CRM tool. Forming CRM to make it function properly company or business has to spend a lot of money, including various phases.

### 4. It eliminates the human element.

CRM is a fully automated tool that has prevented human intervention. It automatically collects all the data and processes it. CRM efficiently manages the relationship between the company and customers as it directly interacts between people and its staff. Customers can shift anywhere due to the loss of human touch, reducing sales and revenue.

## 5. Can be accessed by the third party

As we know, CRM collects customers' sensitive information and stores it, which other parties can misuse. For example, web hosting companies take and sell collected data to a third party that misuses the data and causes loss to people.

## 6. CRM is not fully customized

A business can only customize a CRM system and make CRM fit their specific needs and requirements. It can create problems for CRM users; they get frustrated and need help to make the system work according to their requirements.

## 7. Have poor usability

Some CRM systems could be more user-friendly as users need to learn how to use CRM to save time and energy to make the system work according to them. Some small businesses try to refrain from using CRM as they need help handling it.

## 8. Employee training is a must.

No doubt, CRM installation is fast and easy in the system & is also an exciting experience for the employees as it is a fully automated process where data can be streamlined in one place.

But everything changes when its implementation begins as CRM is not fully customized therefore, sometimes implementation doesn't go along with the system configuration. Despite being an expert, the staff is trained to become accustomed to CRM and learn to use it properly.

## 9. Having lots of security concerns

There are many security issues with CRM, such as data loss and data being hacked by someone. In CRM, the collected data is stored at one centralized location that can be accessed by unfair means. In another case, inaccurate data can be added by employees, or they manipulate figures leading to wrongful planning.

## 10. Centralized data is at stake.

In CRM, stored data is not disturbed. Otherwise, it is centralized, which can be at stake or lost due to hackers or unfair means. Whole data is affected when attackers try to steal it, or staff or employees are fed the wrong information.

## 11. Experience-based procedure in all the stages

Small businesses may not require it, but large businesses use CRM on a large scale. For this purpose, they train their employees by providing training sessions from the appointed professionals. The company invests in employee training to improve its productivity, where employees encounter and learn the various features and functions of CRM. This experience will help them in all the stages of CRM.

## **6. APPLICATIONS OF CRM IMPLEMENTATION:**

CRM implementation can be applied in various industries and businesses to enhance customer relationship management, streamline business operations, and improve customer experience. Some common applications of CRM implementation include:

**Sales and Marketing:** CRM systems can help sales and marketing teams to track leads, manage customer interactions, and analyze customer behavior and preferences to develop targeted marketing strategies.

**Customer Service:** CRM systems can provide customer service teams with a centralized platform to track and manage customer issues, improve response times, and resolve issues efficiently.

**E-commerce:** CRM systems can be integrated with e-commerce platforms to track customer purchase history, personalize marketing and communication, and offer personalized recommendations.

**Healthcare:** CRM systems can help healthcare providers to manage patient data, track medical histories, and improve patient care by providing personalized treatment plans.

**Hospitality and Tourism:** CRM systems can help hospitality and tourism businesses to manage customer data, improve customer service, and personalize guest experiences.

**Education:** CRM systems can help educational institutions to manage student data, track academic performance, and improve student engagement by providing personalized learning experiences.

## **7. CONCLUSION:**

In conclusion, CRM implementation can be applied across various industries and businesses to enhance customer relationship management, streamline business operations, and improve customer experience. By understanding the unique needs and requirements of their industry, businesses can implement a CRM system that meets their specific needs and delivers measurable results.

## **8. FUTURE SCOPE:**

The future scope of CRM implementation is vast and offers numerous opportunities for businesses to enhance customer relationship management, streamline business operations, and improve overall performance. Some of the key trends and areas of growth in the future of CRM implementation include:

**Artificial Intelligence (AI) and Machine Learning:** AI and machine learning technologies can help businesses to automate customer interactions, personalize marketing and communication, and improve customer service by predicting customer behavior and preferences.

**Omnichannel Experience:** With the increasing use of multiple communication channels by customers, businesses are expected to provide an omnichannel experience by integrating various channels such as social media, chatbots, and mobile apps into their CRM systems.

**Personalization:** The future of CRM implementation is all about providing personalized experiences for customers, which can be achieved by leveraging customer data to tailor marketing and communication, and customize product and service offerings.

**Data Analytics:** With the vast amount of customer data available, businesses are expected to leverage data analytics to gain insights into customer behavior, preferences, and trends, which can be used to drive business decisions and strategies.

**Cloud-based CRM:** Cloud-based CRM systems offer businesses the flexibility and scalability to manage customer data and operations, from anywhere and at any time.

**Social CRM:** Social CRM is expected to grow as businesses look to leverage social media platforms to engage with customers, build relationships, and promote their brand.

In conclusion, the future scope of CRM implementation is promising, with businesses expected to leverage advanced technologies and data analytics to provide personalized experiences, streamline operations, and enhance customer relationship management. By staying abreast of the latest trends and advancements in CRM implementation, businesses can stay competitive and deliver superior customer experiences.