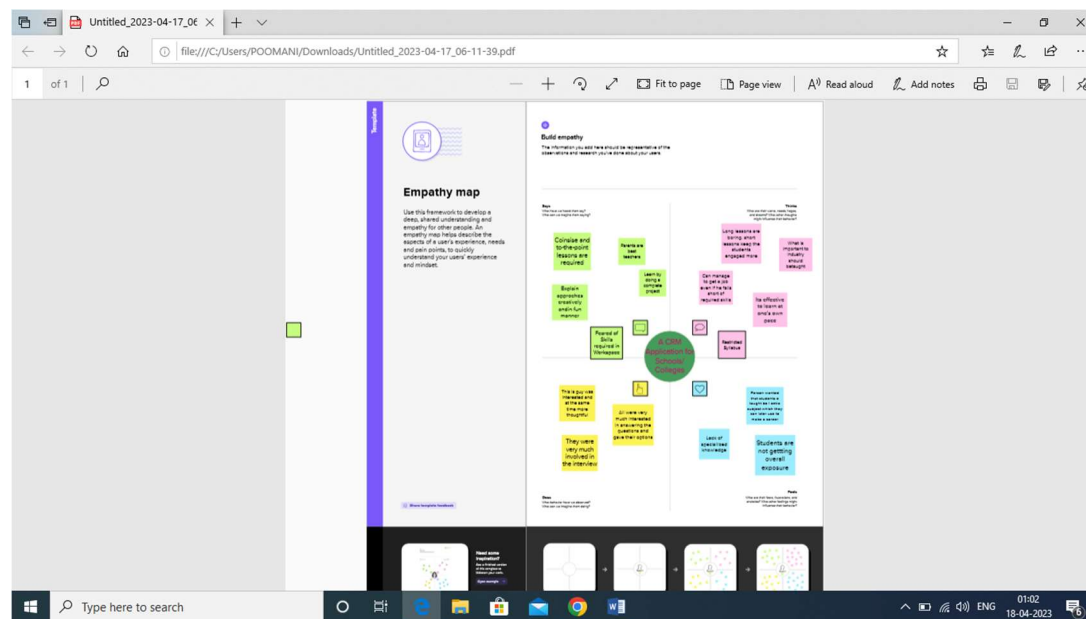# A CRM Applications for Schools/Colleges

1   INTRODUCTION

Today, a good customer relationship management (CRM) platform is the backbone of many successful student recruitment efforts. A CRM is a customer-centric system that can help education professionals nurture relationships with prospects and enrollees, produce data-driven insights to illustrate progress towards goals, and streamline their admissions and marketing initiatives to save time and effort.
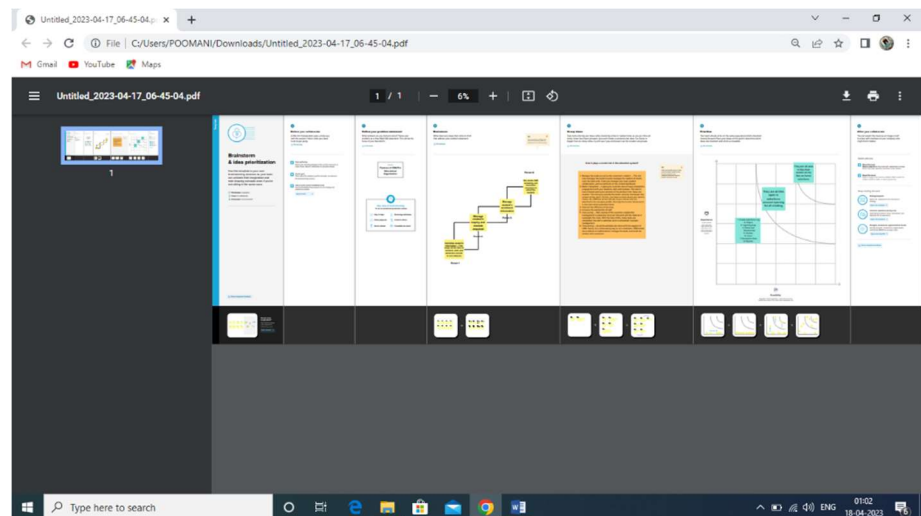
2

Problem Definition & Design Thinking
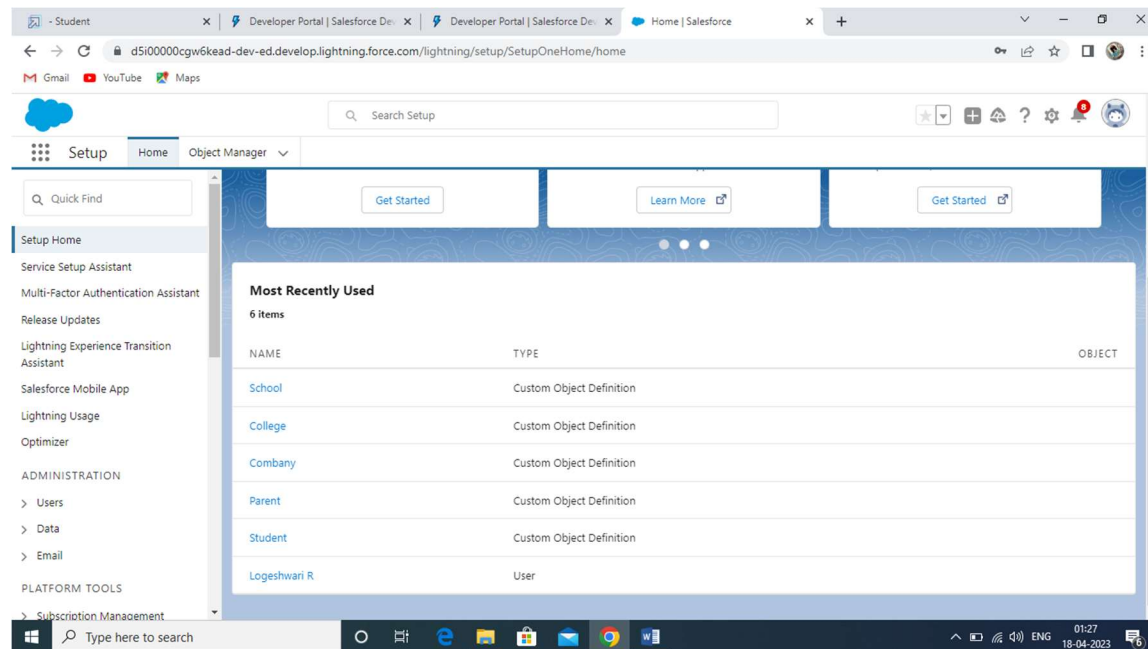
Empathy Map

Ideation & Brainstorming Map

3   RESULT

Data Model:

A CRM Applications for Schools/Colleges

Object name	Fields in the Object	
Object 1	Logeshwari	Data type
	School	Custom Field Definition
Object 2	Logeshwari	Data type
	Student	Custom Field Definition
Object 3	Logeshwari	Data type
	Parent	Custom Field Definition
Object 4	Field label	Data type
	Vendor	Custom Field Definition

Activity & Screenshot

4   Trailhead Profile Public URL

Team Lead

https://trailblazer.me/id/lraja62

Team Member 1 –
http://trailblazer.me/id/janani93
Team Member 2-

https://trailblazer.me/id/kpriya240

Team Member 3 –
https://trailblazer.me/id/lavas47

5   ADVANTAGES & DISADVANTAGE

ADVANTAGES OF PROPOSED SYSTEM

• Reduction in the cost of expenses

• Improving the quality of service/product

 • Increased customer loyalty

 • History of work with each student

DISADVANTAGES OF THE EXISTING SYSTEM

 • CRM costs. One of the greatest challenges to CRM implementation is cost.

 • Post communication.

•Lack of leadership.

APPLICATIONS

Create a **Smooth and Simple Admission Process** from collecting the **student inquiries** to **completing the admission** with lots of automation. You can add & manage all the related documents, convert a student inquiry to prospects, perform much more automation & automatically nurture them to admissions using the **Best CRM for Educational Institutions** & Training Institutes.

Satisfying students with your deliverables is very easy now. All you have to do is set up an automated lead nurturing sequence with multiple emails about your

institute and the students will receive these over a period of time. Satisfying students with your deliverables is very easy now. All you have to do is set up an automated lead nurturing sequence with multiple emails about your institute and the students will receive these over a period of time.

6 CONCLUSION

- Both a dedicated **CRM for higher education** and a general-purpose CRM platform can be highly functional solutions for recruitment. More important than picking between those aforementioned categories, ultimately, is choosing a platform that your team will actually use, and which can help you get results.