1 INTRODUCTION

1.1 Overview

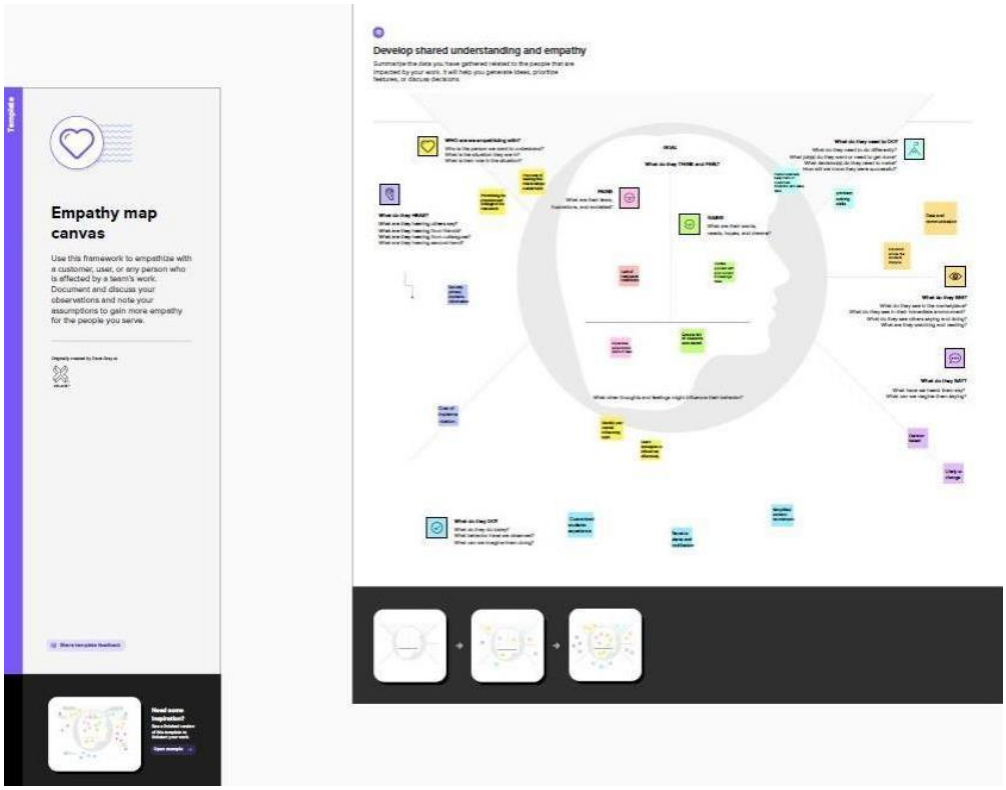
CRM (Customer Relationship Management) applications for schools/colleges are software systems designed to help educational institutions and manage relationships with their students, parents, alumni, and other stakeholders. These applications allow schools to collect and analyze data about these groups to improve engagement and communication.

1.2 Purpose

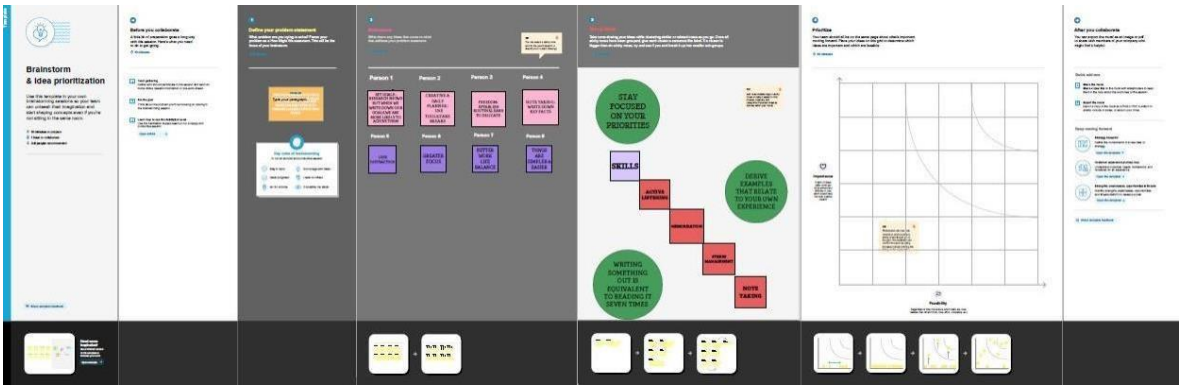
Customer Relationship Management (CRM) applications for schools/colleges serve the purpose of managing relationships and interactions with students, parents, alumni, and other stakeholders. These applications provide a comprehensive system for schools/colleges to manage and track interactions with their constituents and ensure that they are meeting their needs.

2 **Problem Definition & Design Thinking**

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



3 RESULT

3.1 Data Model:

Object name	Fields in the Object
School	Field label: Data type Address: Text Area District: Text Area State: Text Area School Website: Text Area Phone Number: Phone Number of Students: Roll –up summary Highest Marks: Roll –up summary
Student	Field label: Data type Phone Number: Phone School: Master –Detail Relationship Results: Pick List Class: Number Marks: Number

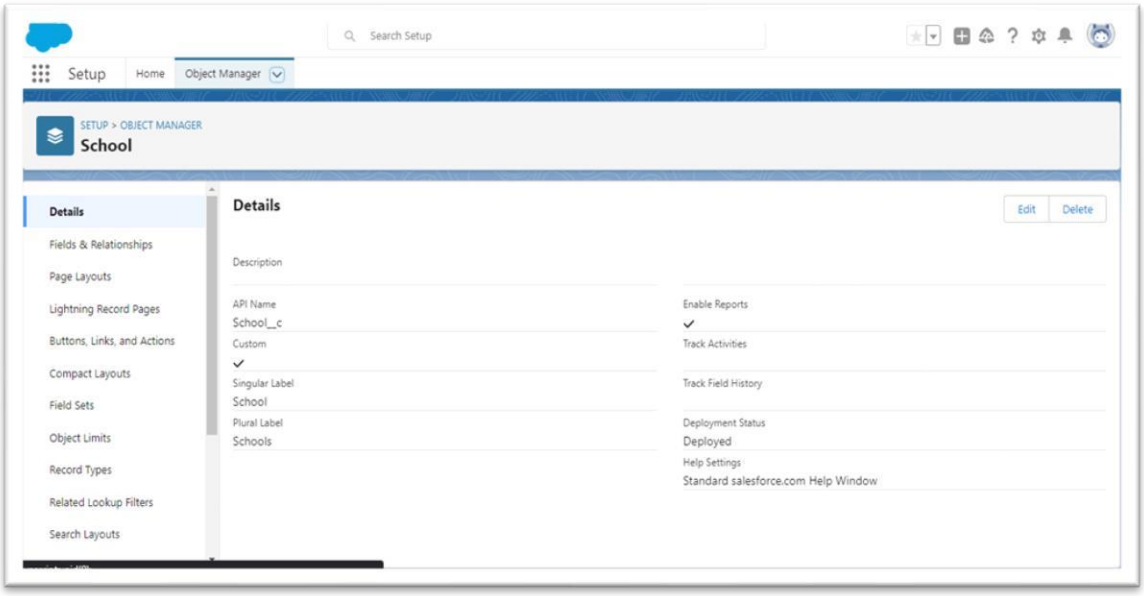
Parent	

Field label	Data type
Parent Address	Text Area
Parent Number	Phone

3.2 Activity & Screenshot

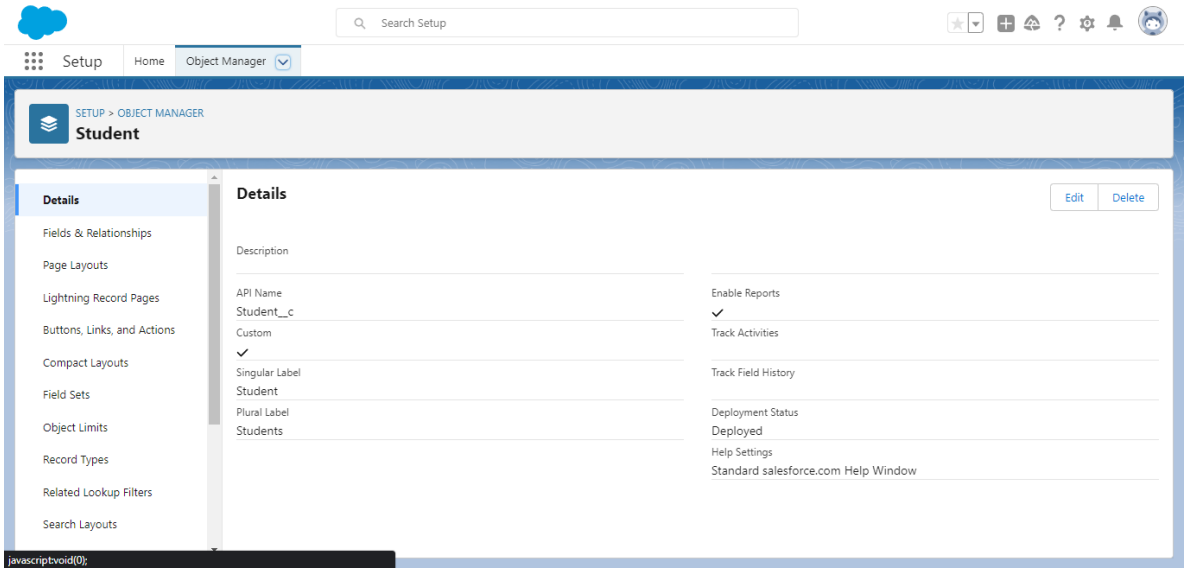
ACTIVITY 1-OBJECT CREATION

SCHOOL:

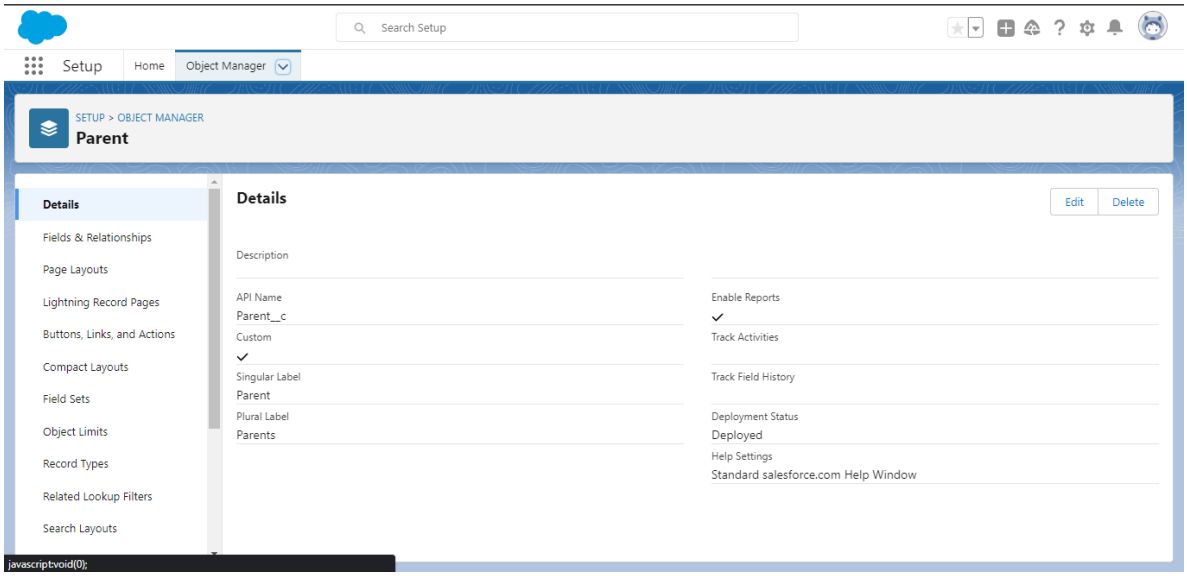


CRM Application for Schools/Colleges

STUDENT:



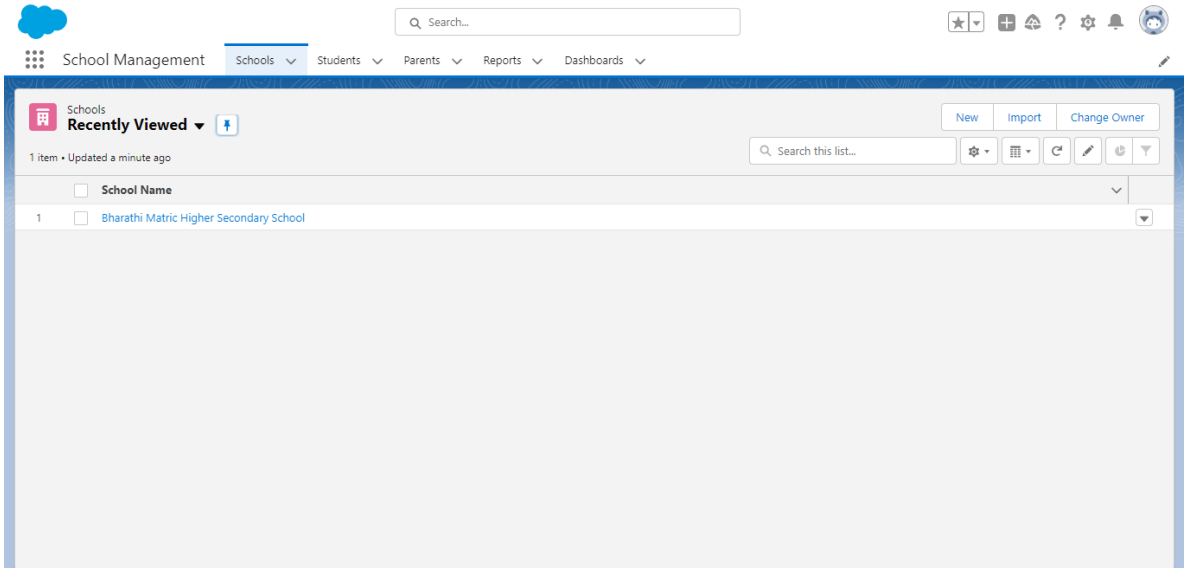
PARENT:



CRM Application for Schools/Colleges

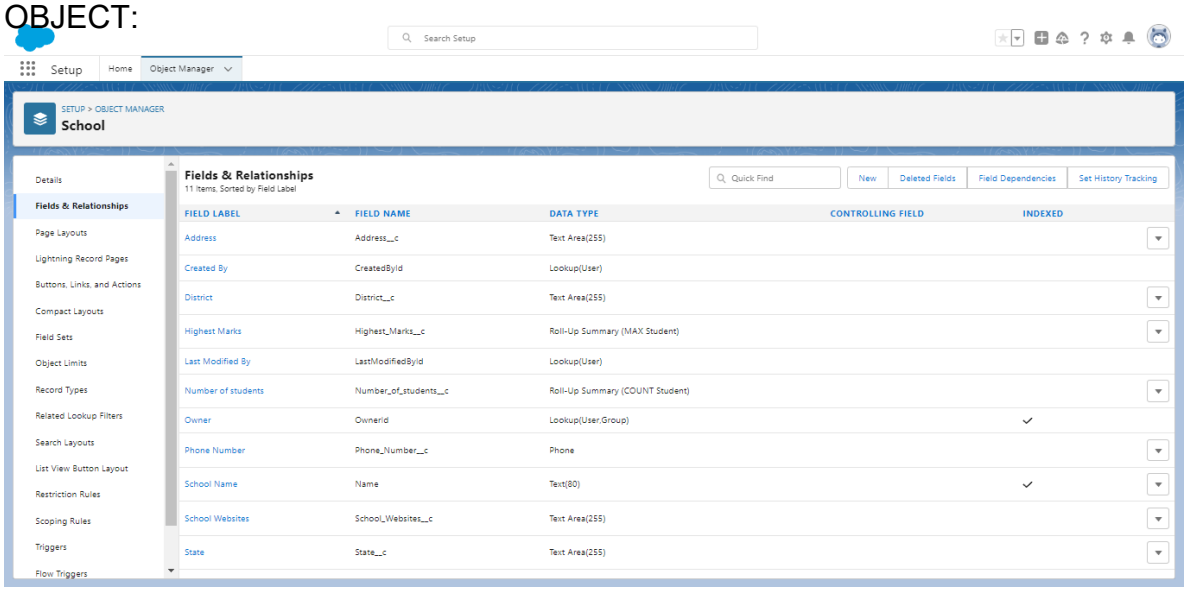
ACTIVITY 2:

LIGHTING APP:



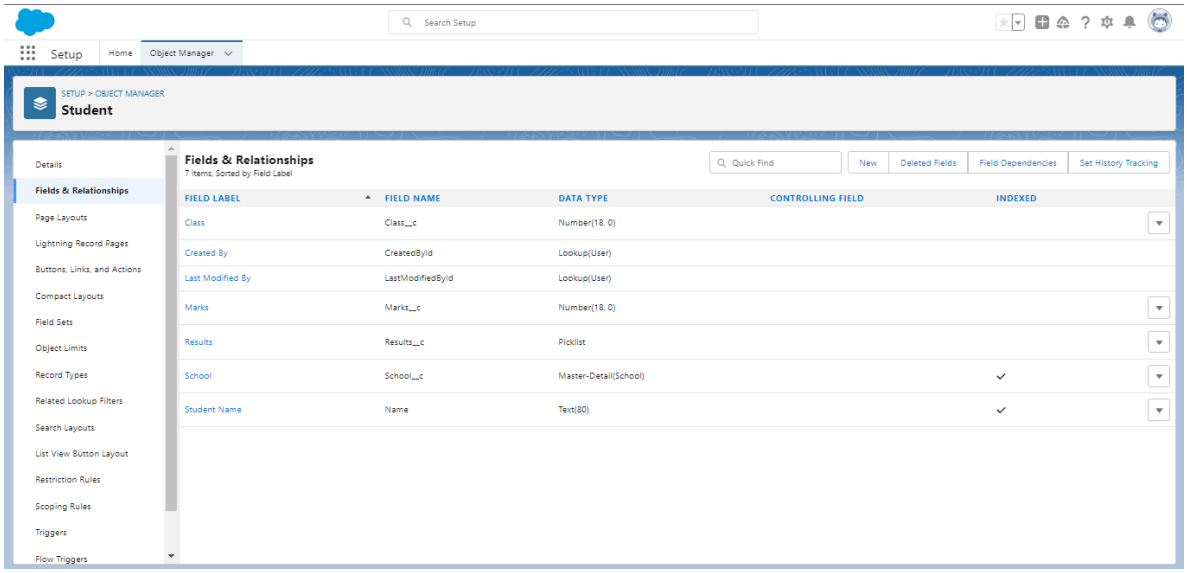
ACTIVITY 3:

FIELDS AND RELATIONSHIP FOR SCHOOL OBJECT:

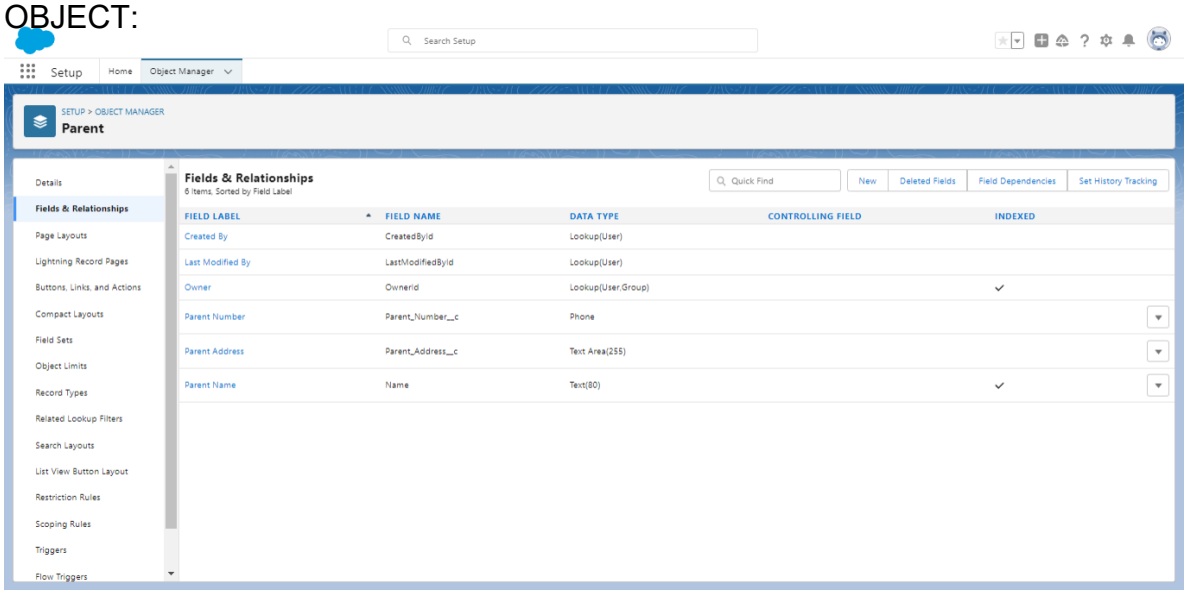


CRM Application for Schools/Colleges

FIELDS AND RELATIONSHIPS FOR STUDENT OBJECT:

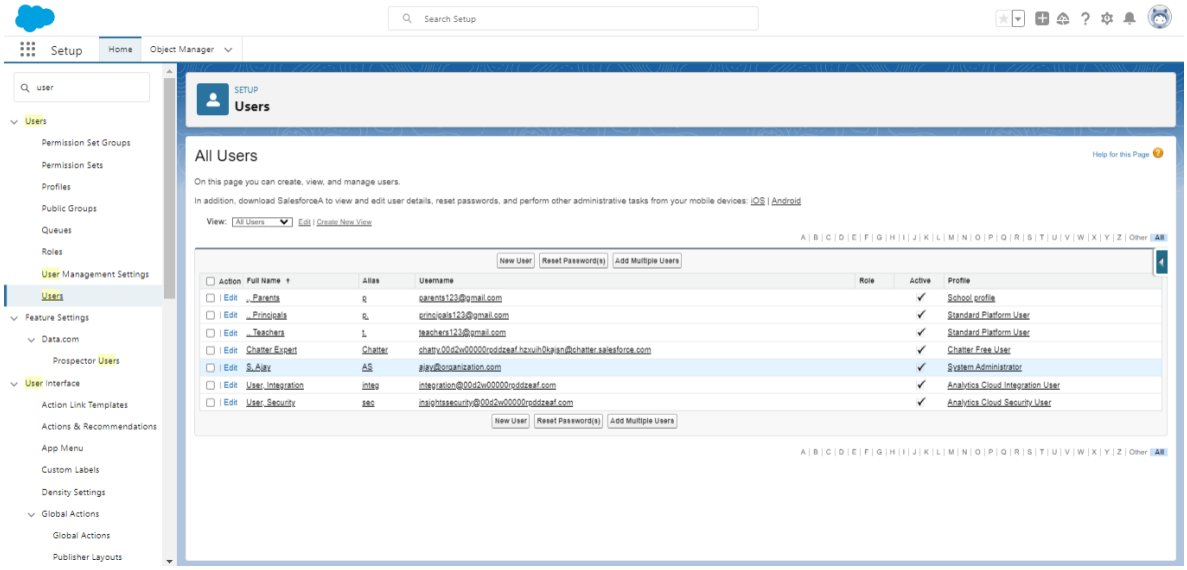


FIELDS AND RELATIONSHIP FOR PARENT OBJECT:



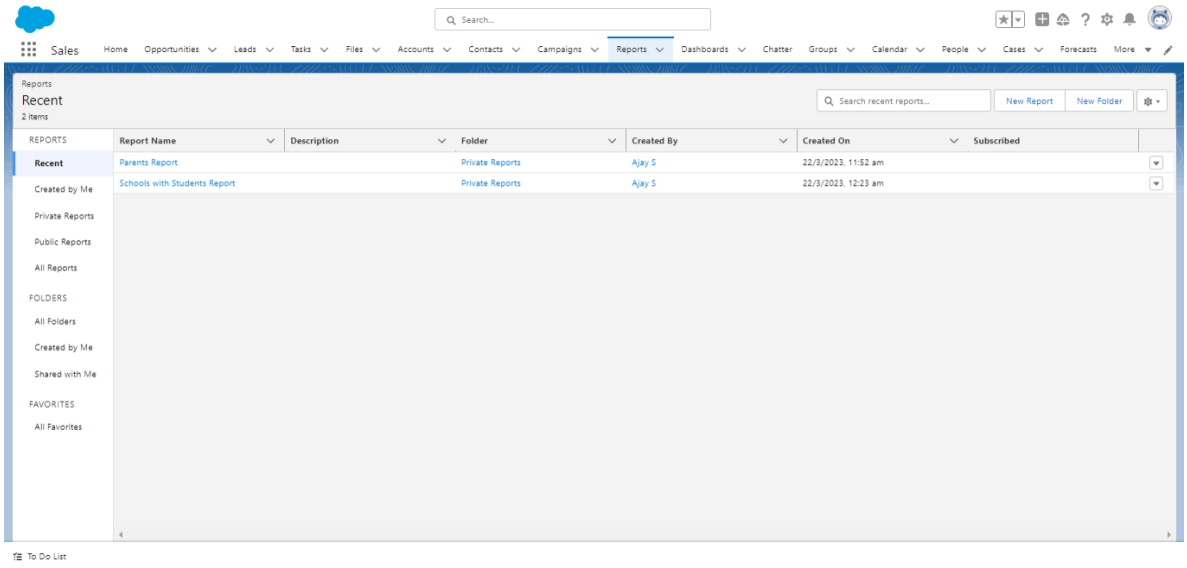
ACTIVITY 4:

USER:



ACTIVITY 5:

REPORTS:



4 Trailhead Profile Public URL

MAHADEVAN B (TEAM LEAD)
https://trailblazer.me/id/mahab50

RAJENDRAN S
https://trailblazer.me/id/rajendran

ANANDHAKUMAR M

https://trailblazer.me/id/2arunkumar

CRM Application for Schools/Colleges

ARUNKUMAR R

https://trailblazer.me/id/twotrailbazer

4 ADVANTAGES

- Improved Communication

  Personalization
- Streamlined Processes
- Data Analytics
- Improved Student Retention

The areas where this solution can be applied

4 DISADVANTAGES

- Cost
- Complexity
- Data privacy
- Resistance to change
- Overemphasis on metrics
- Risk of data silos

5 APPLICATION

- Student Recruitment
- Admissions Management
- Student Engagement
- Fundraising
- Alumni Relations
- Faculty/Staff Management

6 CONCLUSION

CRM applications for schools and colleges are designed to help institutions manage their relationships with students, parents, and other stakeholders. These applications typically include features for managing student information, tracking enrollment and admissions, managing financial aid and scholarships, and communicating with students and parents. They may also include tools for tracking student performance, managing schedules and calendars, and providing analytics and reporting on student and institutional data. Some of the key benefits of CRM applications for schools and colleges include increased efficiency, improved communication, and better student outcomes.

7 FUTURE SCOPE

Customer Relationship Management (CRM) applications for schools and colleges have a promising future. With the increasing demand for personalized education, CRM applications can help educational institutions to manage relationships with their students, faculty, and other stakeholders effectively. These applications can assist in tracking student progress, managing communication with parents and alumni, and automating administrative tasks such as scheduling and record-keeping. Moreover, with the integration of artificial intelligence and machine learning, CRM applications can provide valuable insights to improve student engagement and learning outcomes. As educational institutions continue to prioritize student success, CRM applications will play an essential role in enhancing the overall educational experience.