

PROJECT REPORT

A CRM APPLICATION FOR SCHOOLS / COLLEGES

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1. INTRODUCTION

1.1 Overview

CRM is – customer relationship management. CRM higher education technology enables institutions to manage relationships with all of their customers (including students, alumni, faculty, staff and corporate partners) and connect insights from those interactions in a unified view.

1.2 Purpose

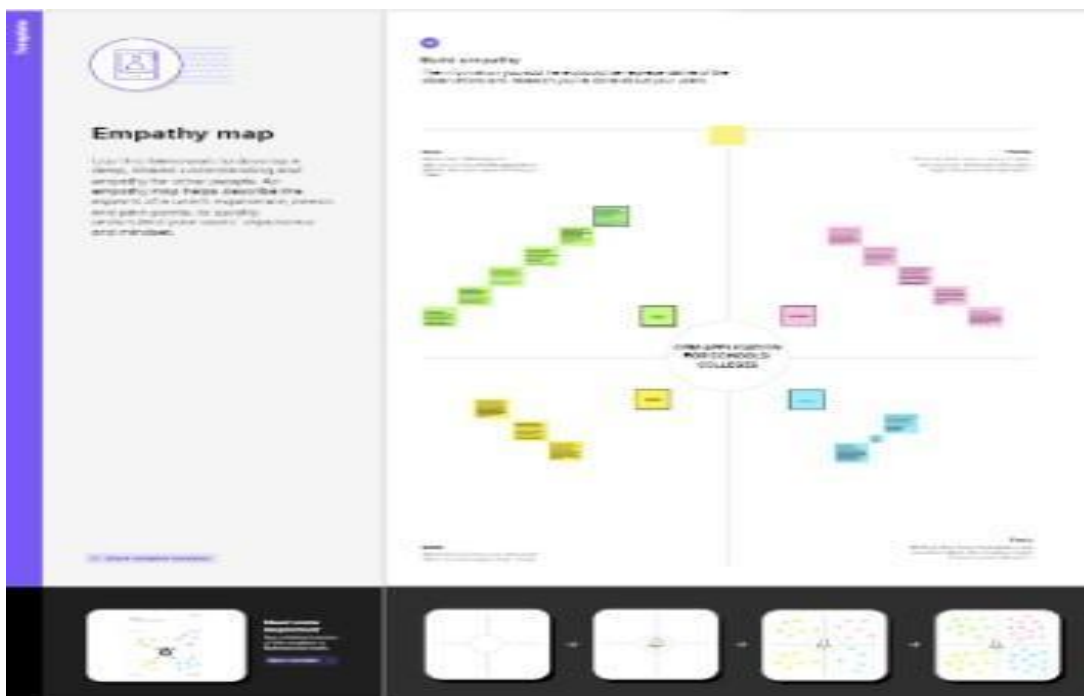
Using a CRM system provides educational organization with the data they need to make informed decisions about recruitment, marketing and other key areas. It also allows you to improve student engagement by tracking student interactions and providing personalized communication.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy map

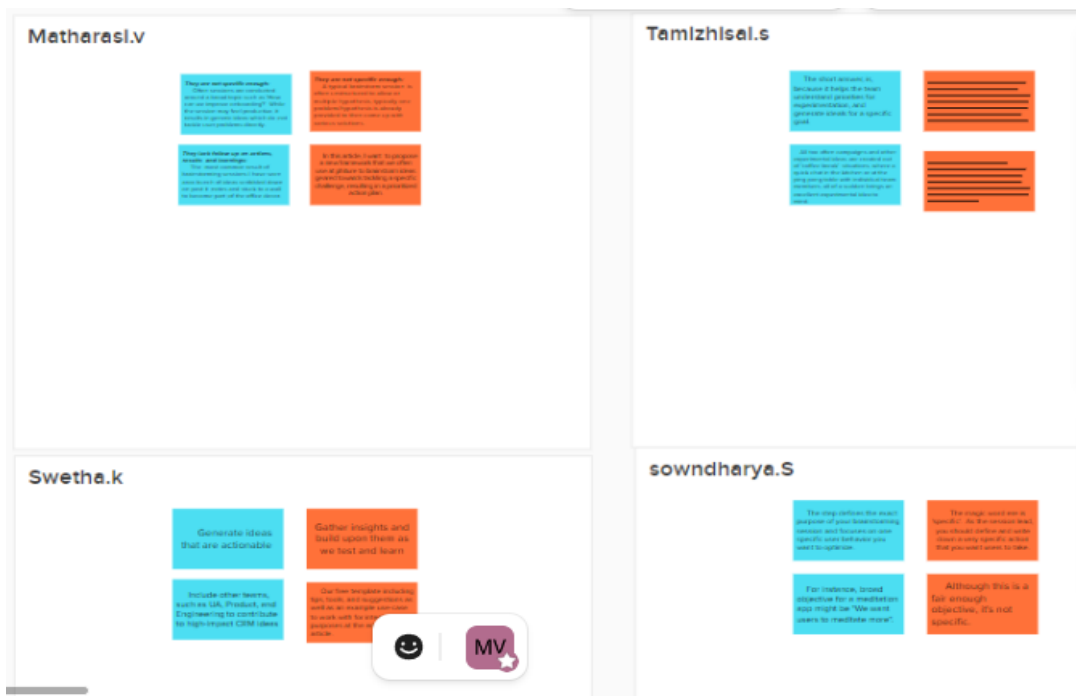
An empathy map is a collaborative visualization used to articulate what we know about a particular type of user. It externalizes knowledge about users in order to

- 1) Create a shared understanding of user needs
- 2) Aid in decision making.



2.2 Brainstorming map

Brainstorming is a group problem-solving method that involves the spontaneous contribution of creative ideas and solutions. This technique requires intensive, freewheeling discussion in which every member of the group is encouraged to think aloud and suggest as many ideas as possible based on their diverse knowledge.



3. RESULT

3.1 Data Model

Object name	Field label	Data type
School object	Address	Text Area
	Number of students	Roll-up summary
Student object	Phone number	Phone
	Results	Picklist

Parent object	Parent address	Text area
	Parent Number	Phone

3.2 ACTIVITY & SCREENSHOT

The screenshot displays a web application for 'School Management'. The top navigation bar includes a logo, the title 'School Management', and several menu items: 'schools', 'students', 'parents', 'Reports', and 'Dashboards'. The 'schools' menu is currently selected.

Below the navigation bar, the main content area is titled 'schools' and 'Recently Viewed'. It shows a list of 4 items, updated a few seconds ago. The list contains the following schools:

	<input type="checkbox"/> school Name	
1	<input type="checkbox"/> swetha	▼
2	<input type="checkbox"/> tamizhisai	▼
3	<input type="checkbox"/> sowndarya	▼
4	<input type="checkbox"/> matharasi	▼

At the top right of the list, there are buttons for 'New', 'Import', and 'Change Owner'. Below these buttons is a search bar labeled 'Search this list...' and a row of icons for settings, view toggle, refresh, edit, delete, and filter.



students

Recently Viewed



New

Import

8 items • Sorted by student name • Updated a few seconds ago

Search this list...



<input type="checkbox"/>	student name ↑	
2	dhanushiya	
3	gopiga	
4	jeevitha	
5	mathumitha	
6	sanmuga priya	
7	sowmiya	
8	sumitha	



Search...



parents

Recently Viewed



New

Import

Change Owner

3 items • Updated a few seconds ago

Search this list...



<input type="checkbox"/>	parent Name	
1	namitha	
2	mathumathi	
3	malathi	

Reports

Recent

2 items

Search recent reports...

New Report

New Folder



REPORTS

Recent

Created by Me

Private Reports

Public Reports

All Reports

FOLDERS

Report Name	Description	Folder	Created By	Created On	Subscribed
New parents Report		Private Reports	Matharasi V	26/4/2023, 2:54 pm	
New schools with students Report		Private Reports	Matharasi V	26/4/2023, 2:49 pm	

4. TRAILHEAD PROFILE PUBLIC URL

Team lead -V.Matharasi . H <https://trailblazer.me/id/mvadivel2>

Team Member 1 – S. Tamizhisai <https://trailblazer.me/id/tisai5>

Team Member 2 - K. Swetha <https://trailblazer.me/id/skaliyaperumal4>

Team Member 3 - S. Sowndarya <https://trailblazer.me/id/ssekar72>

5. ADVANTAGES & DISADVANTAGES

Advantages :

- ☐ Track potential leads
- ☐ Handle student enquiries
- ☐ Streamline teacher evaluations
- ☐ MIS reports
- ☐ Enrich student lifecycle management
- ☐ Build long lasting alumni relations
- ☐ Monitor fee payments & remainders

Disadvantages

- ☐ Lack of communication
- ☐ Lack of organization wide use
- ☐ Lack of technology integration
- ☐ Cost
- ☐ Set clear objectives
- ☐ Deployment type
- ☐ Training
- ☐ Plan out integration needs in advance
- ☐ Lack of familiarity with data
- ☐ Complexity of the data
- ☐ No control over quality

6. APPLICATIONS

- ❖ The use of CRM in education industry is important for many reasons. A CRM system can help educational organizations effectively manage and track leads, resulting in improved enrolment numbers.
- ❖ Using a CRM system provides educational organization with the data they need to make informed decisions about recruitment, marketing, and other areas.
- ❖ It also allows you to improve student engagement by tracking student interactions and providing personalised communication.
- ❖ A CRM system is an essential tool for any educational organization to improve enrolments, lead management, communication and student engagement.

7. CONCLUSION

From the above discussion it is clear that every educational system must adopt CRM system for the record breaking enrollments and for managing their account as well.

8. FUTURE SCOPE

The goal of the future of CRM is to make integrated sales, marketing, service and commerce possible for all companies. The project has a very vast scope in future.