

**IMPLEMENTING THE CRM FOR RESULT TRACKING
OF A CANDITATE WITH INTERNAL MARKS**

PROJECT BASED EXPERIMENTAL LEARNING

**MINI PROJECT ON IMPLEMENTING THE CRM FOR
RESULT TRACKING OF A CANDITATE WITH
INTERNAL MARKS**

**GOVERNMENT ARTS AND SCIENCE COLLEGE
BACHELOR OF SCIENCE**

**IN
PHYSICS**

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1. INTRODUCTION

OVERVIEW:

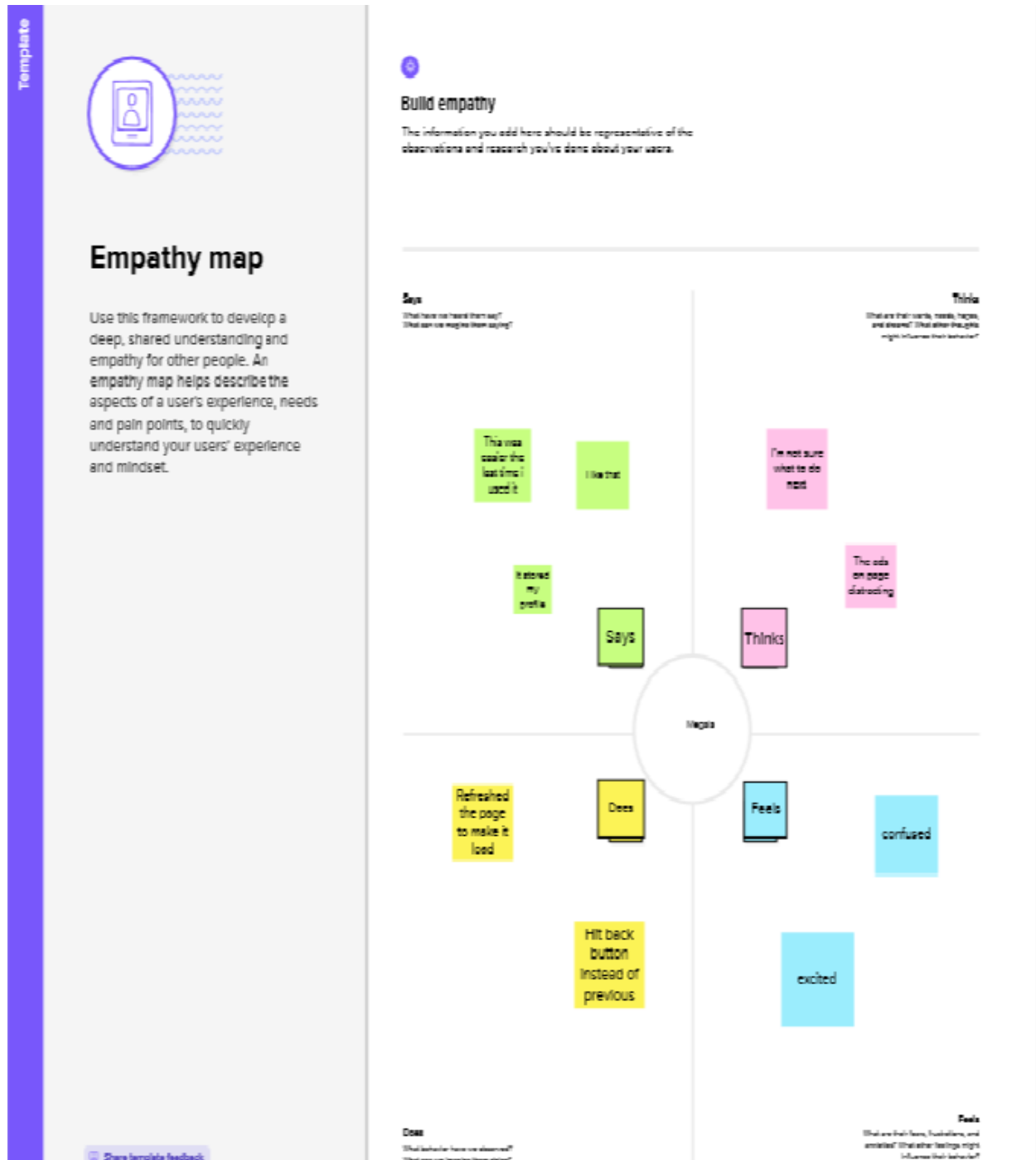
The improved features of CRM software have increased both its complexity and necessity. Nearly half of CRM implementation campaigns suffer from improper preparation and misaligned objectives among internal stakeholders. A properly conceived CRM implementation strategy covers the breakdown of its goals, research, strategy, development and future. The article is for small business owners who want to make sure they are taking the right steps when implementing a new CRM system.

PURPOSE:

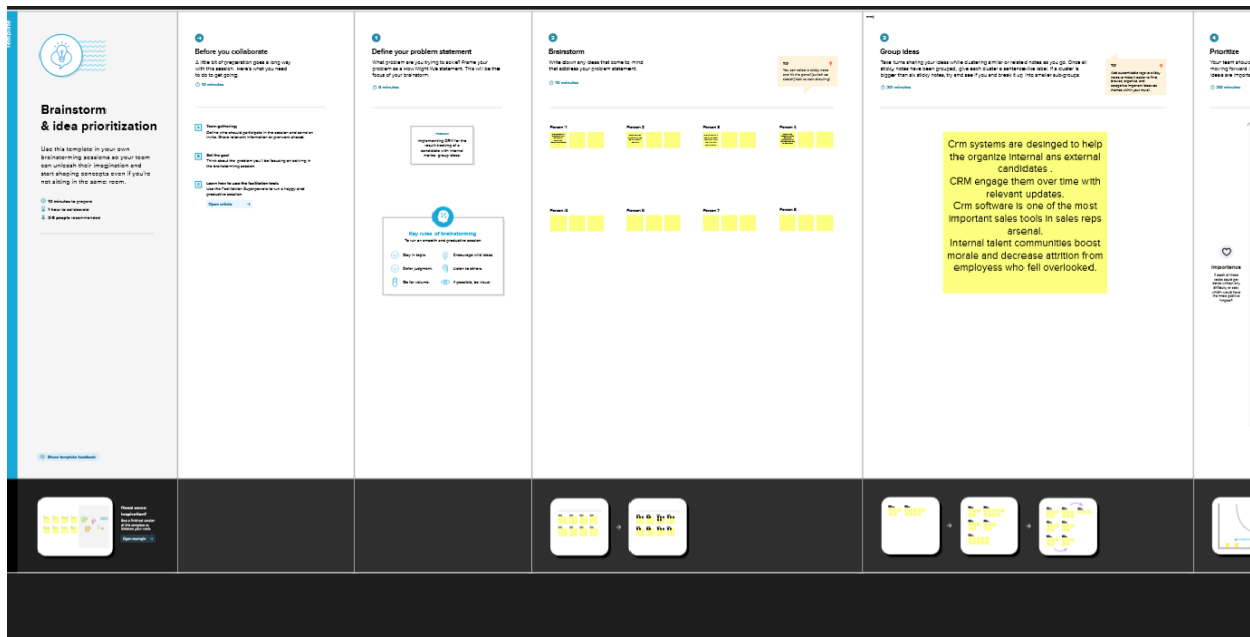
It is saves a lot of time. The purpose of the project is to manage the school student's result tracking process in the easy way. students do not need to check the notice board and everyone will stay updated this is the main purpose of the project can work easily increase candidate quality.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1. Empathy Map



2.2. Ideation & Brainstorming Map



Creating Developer Account:

Using this <https://developer.salesforce.com/> link that we signup the salesforce platform and finally we get the verification mail that shown the above figure.



Thanks for signing up with Salesforce!



Click below to verify your account.

[Verify Account](#)

To easily log in later, save this URL:

<https://orgcom-dd-dev-ed.develop.my.salesforce.com>

Username:

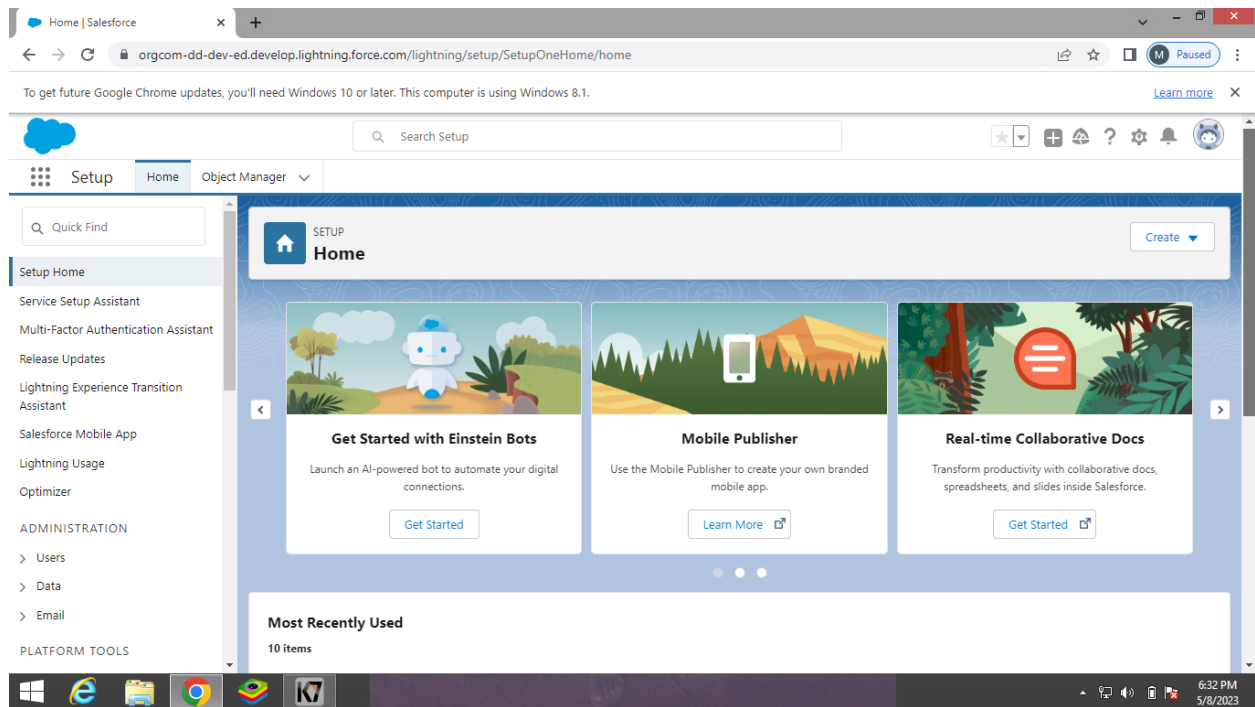
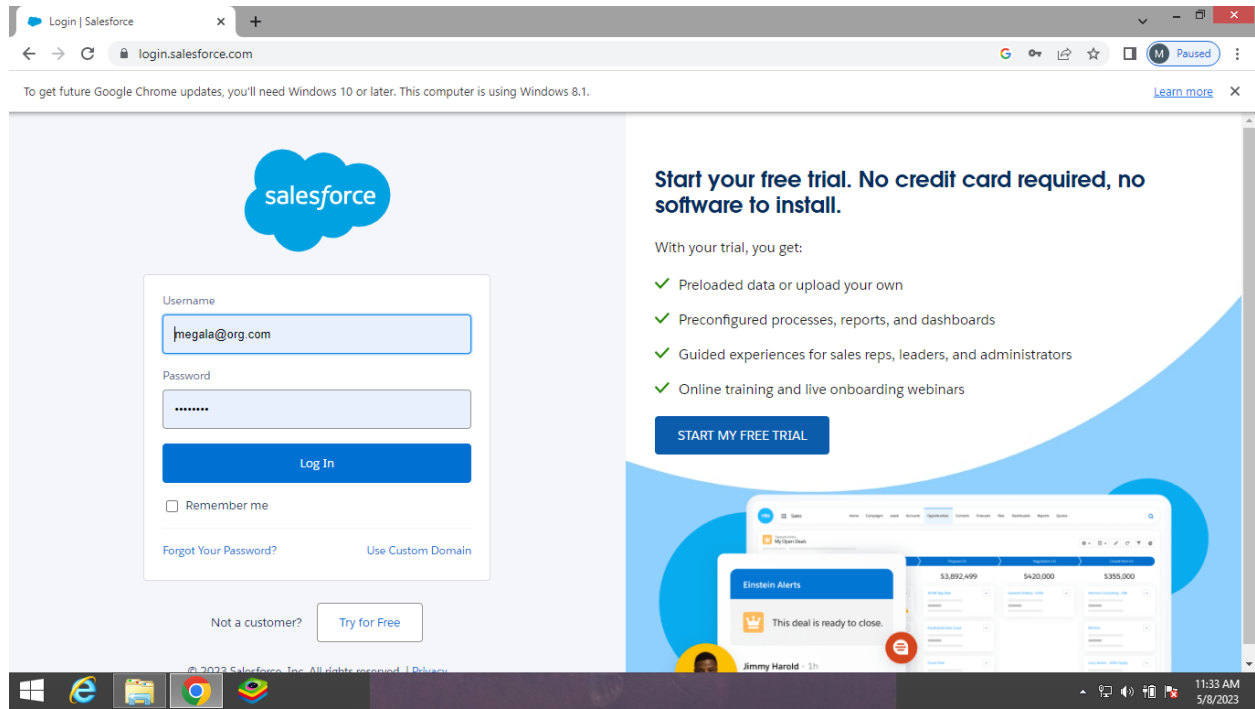
megala@org.com

Again, welcome to Salesforce!

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Salesforce Login:



3.OBJECT

3.1. Data Model:

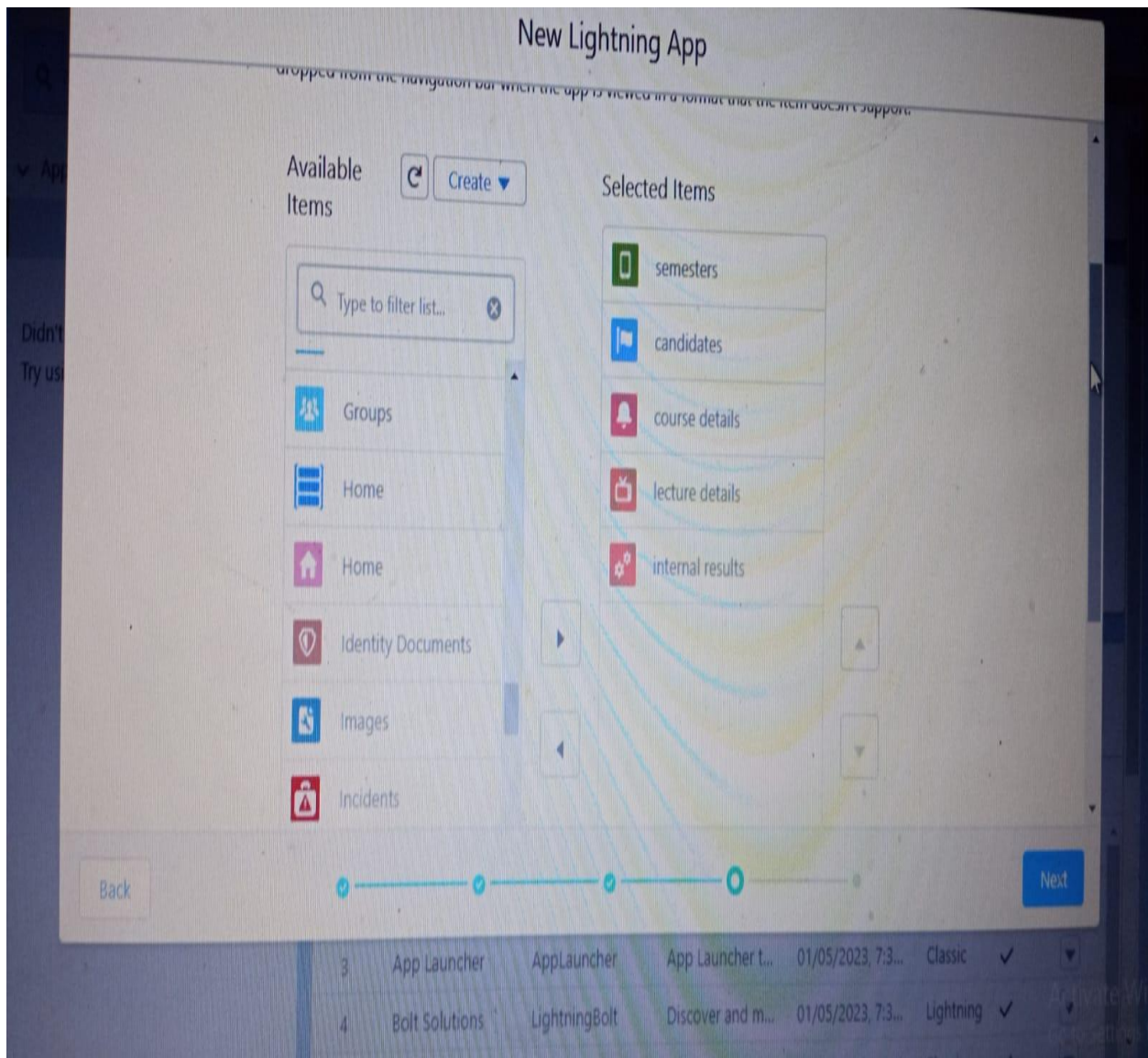
Object Name	Fields in the object								
Semester	<table><tr><th>Field label</th><th>Data type</th></tr><tr><td>Semester name</td><td>text</td></tr><tr><td>Course(lookup)</td><td>text</td></tr></table>	Field label	Data type	Semester name	text	Course(lookup)	text		
Field label	Data type								
Semester name	text								
Course(lookup)	text								
Course Details	<table><tr><th>Field label</th><th>Data type</th></tr><tr><td>Course Name</td><td>text</td></tr><tr><td>Course ID</td><td>text</td></tr></table>	Field label	Data type	Course Name	text	Course ID	text		
Field label	Data type								
Course Name	text								
Course ID	text								
Internal Results	<table><tr><th>Field label</th><th>Data type</th></tr><tr><td>Candidate ID</td><td>text</td></tr><tr><td>Course ID</td><td>text</td></tr><tr><td>Marks</td><td>text</td></tr></table>	Field label	Data type	Candidate ID	text	Course ID	text	Marks	text
Field label	Data type								
Candidate ID	text								
Course ID	text								
Marks	text								

Fields and Relationship:

The screenshot shows the Salesforce interface for the 'candidate' object. The browser tabs at the top are 'Home | Salesforce' and 'candidate | Salesforce'. The address bar shows the URL: 'orgcom-dd-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0115i000002qKb2/FieldsAndRelationships/view'. The Salesforce logo and a 'Search Setup' bar are visible. The navigation bar includes 'Setup', 'Home', and 'Object Manager'. The main header shows 'SETUP > OBJECT MANAGER' and 'candidate'. On the left, a sidebar lists navigation options: Details, Fields & Relationships (selected), Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The main content area is titled 'Fields & Relationships' and shows '5 Items, Sorted by Field Label'. It includes a 'Quick Find' search bar and buttons for 'New', 'Deleted Fields', 'Field Dependencies', and 'Set History Tracking'. A table lists the fields with columns: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The table contains five rows: 'candidate' (Text(9)), 'candidate Name' (Text(80), indexed), 'Created By' (Lookup(User)), 'Last Modified By' (Lookup(User)), and 'Owner' (Lookup(User, Group), indexed). The Windows taskbar at the bottom shows the time as 11:13 AM on 5/4/2023.

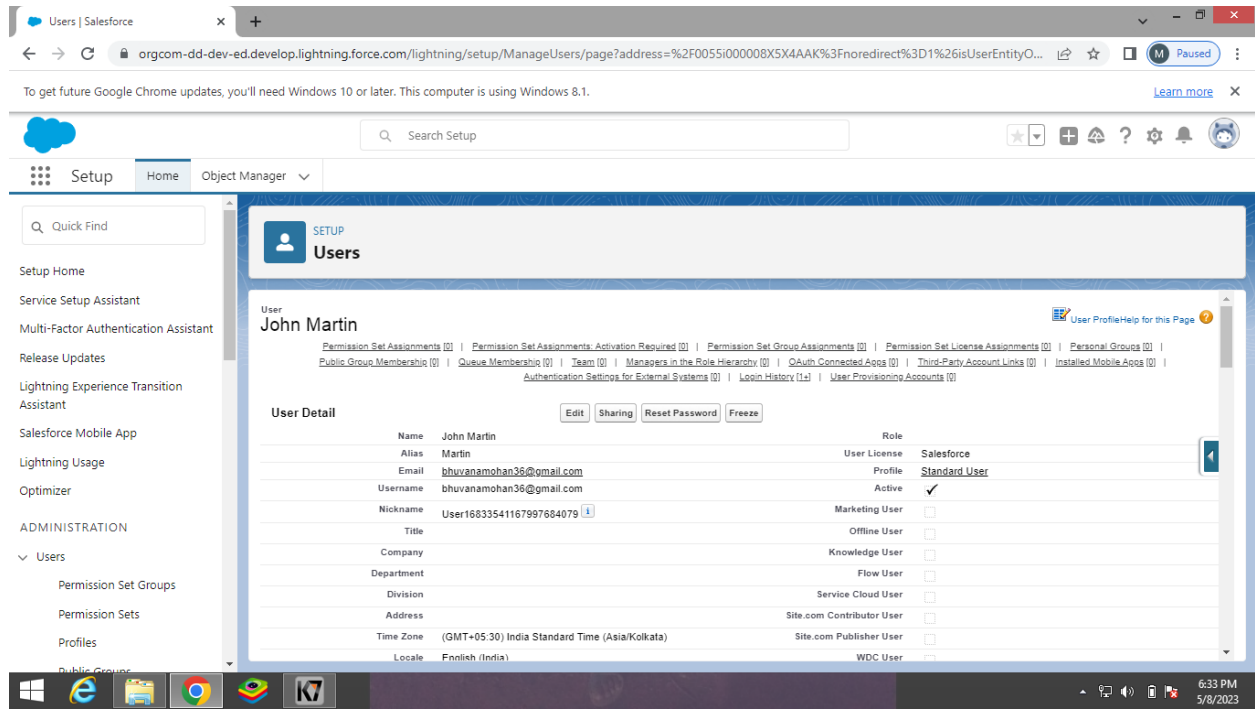
FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
candidate	candidate__c	Text(9)		
candidate Name	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User, Group)		✓

Lightening App:



Relationships are created by creating custom relationship fields on an object. This is done so that when users view records, they can also see and access related data.

Users:



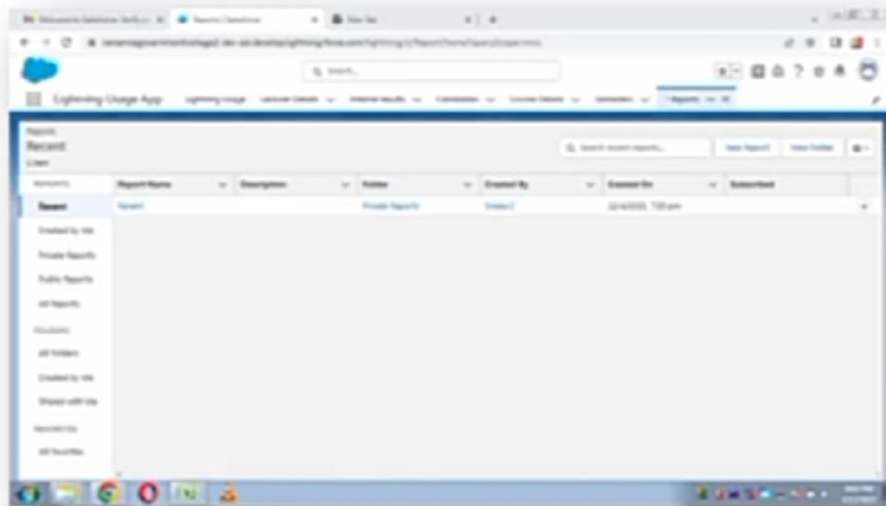
The screenshot shows the Salesforce Setup interface for managing users. The left sidebar contains navigation links for Setup Home, Service Setup Assistant, Multi-Factor Authentication Assistant, Release Updates, Lightning Experience Transition Assistant, Salesforce Mobile App, Lightning Usage, Optimizer, and ADMINISTRATION. Under ADMINISTRATION, the 'Users' link is selected. The main content area displays the 'User Detail' for John Martin. The user's information is as follows:

User Detail	
Name	John Martin
Alias	Martin
Email	bhuvanamohan36@gmail.com
Username	bhuvanamohan36@gmail.com
Nickname	User16833541167997684079
Title	
Company	
Department	
Division	
Address	
Time Zone	(GMT+05:30) India Standard Time (Asia/Kolkata)
Locale	English (India)
Role	Salesforce
User License	Standard User
Profile	Standard User
Active	<input checked="" type="checkbox"/>
Marketing User	<input type="checkbox"/>
Offline User	<input type="checkbox"/>
Knowledge User	<input type="checkbox"/>
Flow User	<input type="checkbox"/>
Service Cloud User	<input type="checkbox"/>
Site.com Contributor User	<input type="checkbox"/>
Site.com Publisher User	<input type="checkbox"/>
WDC User	<input type="checkbox"/>

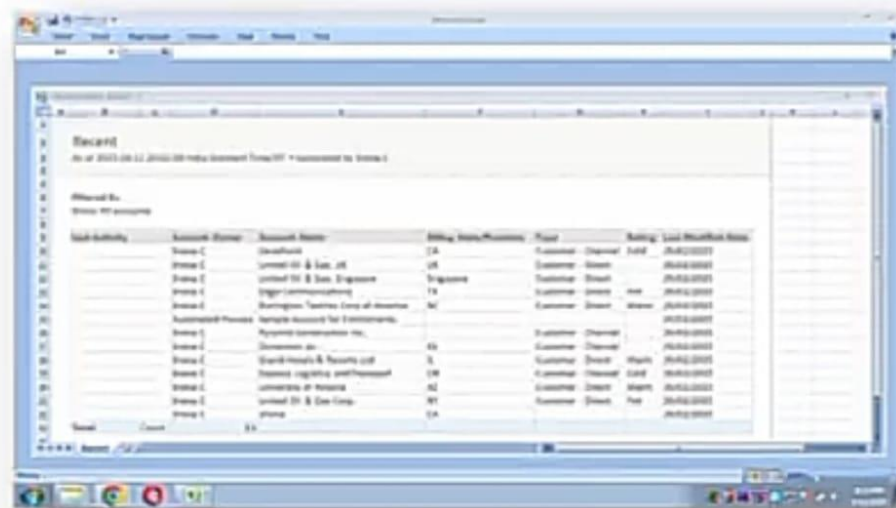
We created the users in john martin.

Reports:

From the report tab we create report type as student with school parent report. They are checked by click the run button.



Dashboards:



4. Trailhead Profile Public URL

Team Lead - <https://trailblazer.me/id/megala>

Team Member1 - <https://trailblazer.me/id/suruthi>

Team Member2 - <https://trailblazer.me/id/suvetha>

Team Member3 - <https://trailblazer.me/id/muthulakshmi>

Team Member4 - <https://trailblazer.me/id/sivaranjani>

5. Advantages and Disadvantages

Advantages:

- It allows for the consolidation of customer data and the basis for deep insights.
- It speeds up the sales conversion process.
- It increases staff productivity. Lowering time-cost.
- It allows the geographically disbursed teams to collaborate effectively.
- Improves customer experience by allowing personalization and improved query resolutions.

Disadvantages:

- Customer experience may worsen due to staff over-reliance on the system.
- Security and data protection issues with centralized data.
- The excess initial time and productivity cost at the implementation.
- Requires a process-driven sales organization.
- CRM may not suit all business.

6. Applications:

- I want something reliable.
- Target marketing.
- Increase candidate quality.
- Can work easily.
- Streamlining internal sales processes.

7. Conclusion

Student internal mark management system deals with student details, academic related reports, college details. It tracks all the details of a student from the day one to the end of his course which can be used for all reporting purpose, tracking of progress in the course, completed semester, upcoming semester details, exam details, project or any other assignment details and final exam result.

8. Future Scope

Scope of education means range of view, outlook, field or opportunity of activity, operation and application of education. Education has a wider meaning and application.

