

PROJECT REPORT TEMPLATE
IMPLEMENTING CRM FOR RESULT TRACKING OF A
CANDIDATE WITH INTERNAL MARKS

TEAM ID : NM2023TMID19341

1.INRODUCTION

1.1 Overview :

Administrator should be able to create all base data including semester, Semester, candidate, is one of the lecture, should be the only one with ability to update internal its , Re-evaluation can be initialised by candidate for all internal results . Now dean can update the marks after re- evaluation .

1.2 Purpose :

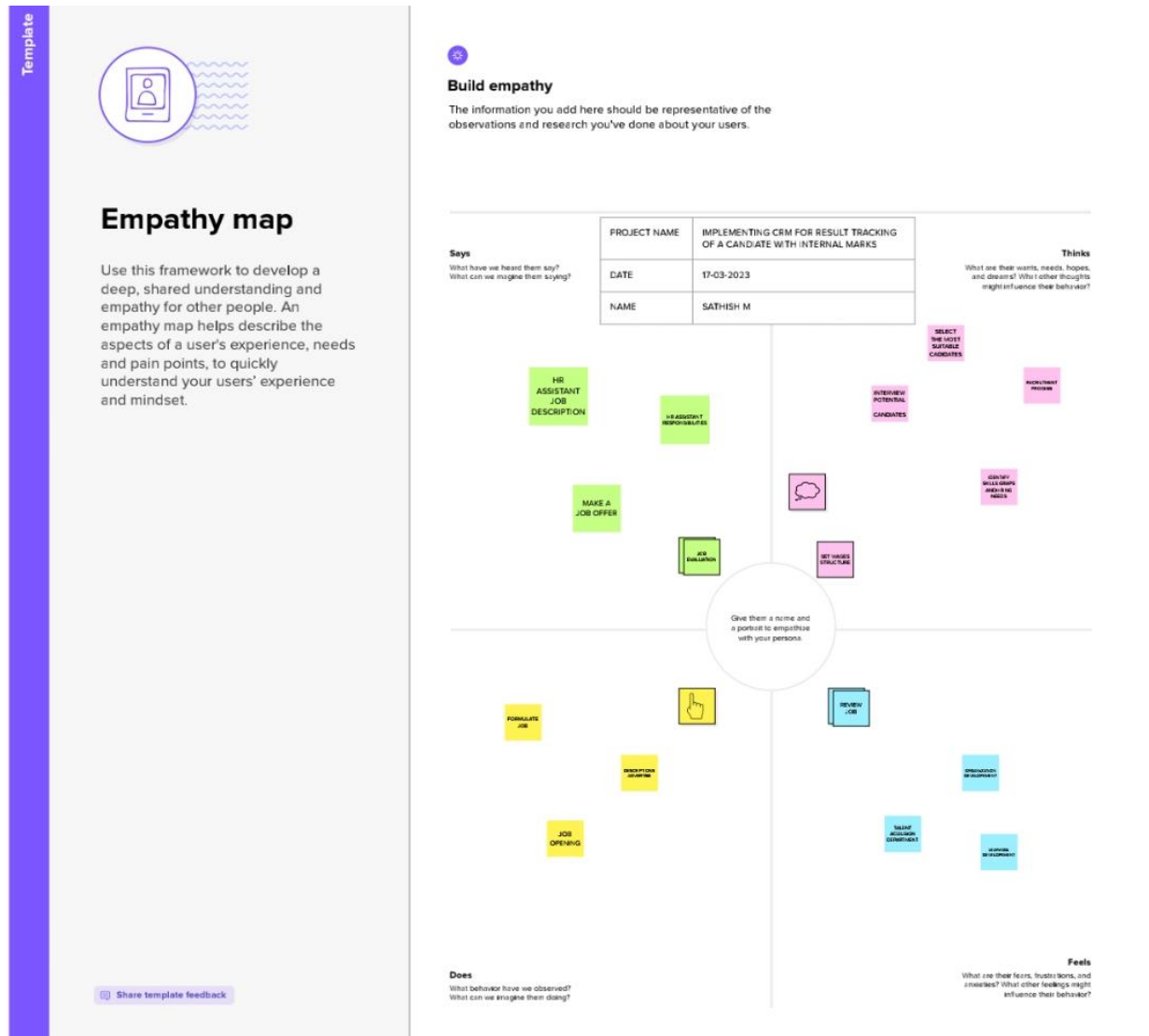
- ❖ Marketing campaign management
- ❖ Resolving conflicts
- ❖ Performance Appraisal
- ❖ Training & Development
- ❖ Maintaining Healthy Work culture
- ❖ Organizing various activities
- ❖ Payroll Management .

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, and
- 2) aid in decision making



2.2 Brainstorming :

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.

The image is a screenshot of a digital guide titled "How to Brainstorm" by Meta. The guide is divided into several sections, each with a numbered icon and a title. The sections are:

- 1 Before you collaborate**: A brief introduction to brainstorming, stating it's a group problem-solving method. It includes a tip: "A little bit of preparation goes a long way with this session. Think about what you need to do to get going."
- 2 Choose your best 'Yes/No/What-If' Questions**: A section for selecting questions to guide the brainstorming session. It includes a tip: "Share the top 3 brainstorm questions that you created and let the group choose which to begin by selecting one question to focus on. Your team will benefit if it's able to focus on the most pressing question presented for the session you are trying to impact."
- 3 Brainstorm solo**: A section for individual brainstorming. It includes a tip: "Have each participant begin in the 'Solo Brainstorm' space to identify brainstorming ideas and place them into the template. The 'Brainstorming' section is for you to place and organize or to share brainstorming ideas and solutions. Share ideas with the group to get the group's input."
- 4 Brainstorm as a group**: A section for group brainstorming. It includes a tip: "Have everyone move their ideas into the 'Group Brainstorm' space to share the ideas and have the team identify what to focus on. As a team, select and group them by theme, topic or solution. Discuss and answer any questions that arise. Encourage 'Yes, and...' to build on the ideas of other people along the way."
- 5 Decide your focus**: A section for selecting a focus for the brainstorming session. It includes a tip: "Give each person 30 seconds to vote which ideas are their favorite focus area."
- 6 After you collaborate**: A section for reflecting on the brainstorming session. It includes a tip: "A brainstorm like this typically results in a handful of potential ideas that you can only forward and act upon."

The guide also includes several templates and examples:

- Brainstorming Template**: A grid with columns for "Person 1", "Person 2", "Person 3", and "Person 4". Each column has a "Yes/No/What-If" question and a space for ideas.
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The guide is presented in a clean, modern style with a blue and white color scheme. It includes a sidebar with the Meta logo and a search bar.

3. RESULT

3.1 Data Model :

Object name		Field label	Data type
1	Semester	Semester	Text
	Candidate	Candidate	Text
2	Course Details	Course Details	Text
	Internal Results	Internal Results	Text

3.2 Activity & Screenshort :

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Home Chatter Libraries Content Subscriptions +

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Quick Find / Search... Expand All | Collapse All

Lightning Experience Transition Assistant

Move to the new, more productive Salesforce. [Get Started](#)

Salesforce Mobile Quick Start

[Home](#)

Administer

- Release Updates
- Manage Users
- Manage Apps
- Manage Territories
- Company Profile
- Data Classification
- Privacy Center
- Security Controls
- Domain Management
- Communication Templates
- Translation Workbench
- Data Management
- Mobile Administration
- Desktop Administration
- Outlook Integration and Sync
- Gmail Integration and Sync
- Email Administration
- Google Apps
- Analytics
- Data.com Administration

Build

- Customize
- Create
- Develop
- Lightning Bolt
 - Schema Builder
 - Lightning App Builder
 - Canvas App Previewer
 - Installed Packages
 - Package Usage
 - AppExchange Marketplace

Deploy

- Deployment Settings
- Deployment Status

Monitor

- System Overview
- Optimizer
- Imports
- Outbound Messages
- Time-Based Workflow
- Automated Process Actions
- Case Escalations
- Entitlement Processes
- API Usage Notifications
- Mass Emails
- Email Snapshots
- Jobs
- Logs

Getting Started

Build App
Generate a basic app with just one step, and then easily extend that app with clicks or code. [Add App](#)

Salesforce Lightning
Turn on the power, speed, and simplicity of the new Salesforce user experience. [Get Started](#)

System Overview

You have a message.
Expand to see messages or go to the [system overview](#) page to see additional limits.

Recent Items beta

Name	Type	Object
SATHISH M	User	
semester	Custom Object Definition	
semester	Custom Field Definition	semester
CADIDATE	Custom Object Definition	
samester	Custom Object Definition	
samester	Custom Field Definition	samester
Sathish M	User	
Sathish M	User	
INTERNAL RESULT	Custom Object Definition	
LECTURE DETAIL	Custom Object Definition	

Quick Links

Tools	Users	App
App Quick Start	New user	Manage apps
Schema Builder	Add multiple users	Manage profiles
New custom object	Reset users' passwords	Enable Chatter feeds

Security	Data
New profile	Import accounts & contacts
New permission set	Import custom objects
Add roles	Mass delete records

Community

Resources
Collaborate & Discuss
Join the conversation.

Find Answers
Post your questions to the Community. [Ask a Question](#)

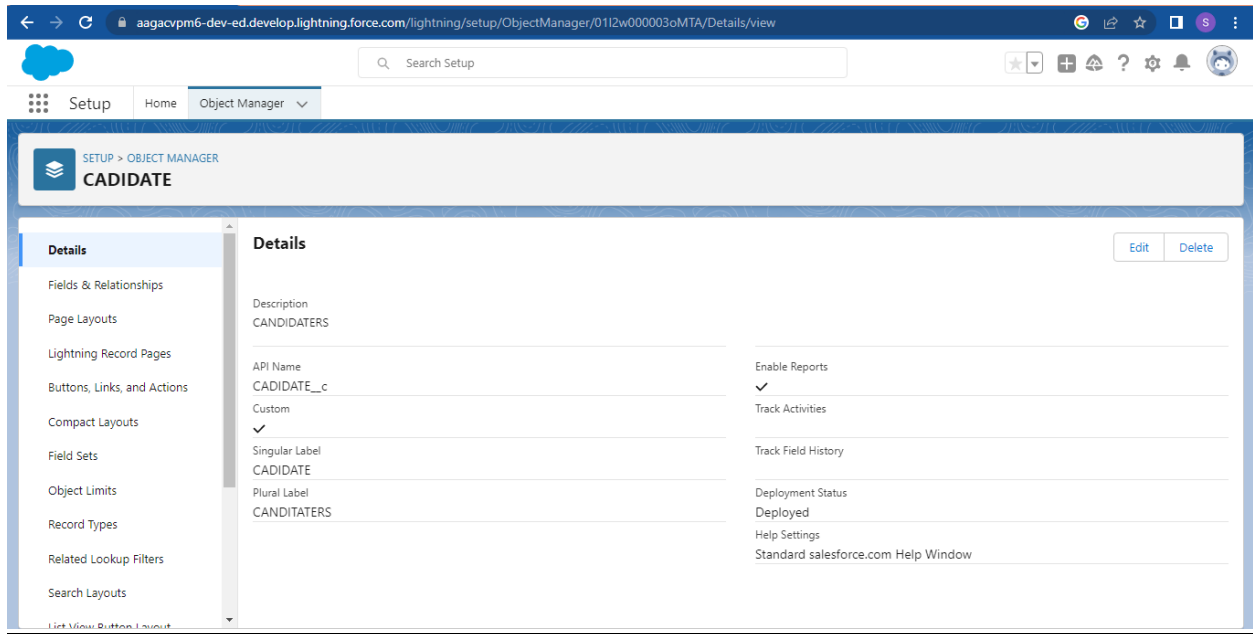
Contribute Ideas
Share & vote for ideas to improve the product. [Post an Idea](#)

[Release Resources](#)

Recommended Apps

[Show All](#)

Highspot Sales Enablement
by Highspot (89)
Highspot and Salesforce drive consistent rep performance via sales enablement. Highspot surfaces...



4. TRAILHEAD PROFILE PUBLIC URL

Team Leader — <https://trailblazer.me/id/sathm50>

Team Member 1 - <https://trailblazer.me/id/smiya66>

Team Member 2 - <https://trailblazer.me/id/smurugan110>

Team Member 3 — <https://trailblazer.me/id/spriya564>

5. ADVANTAGES & DISADVANTAGES

Advantages :

The advantages of a business of using a CRM system greatly outweigh the disadvantages. However, there are pitfalls. For a CRM system to work, there needs to be buy-in across the organization and the processes in place to support it. Otherwise, your CRM may end up being an expensive waste of time. Here, we take a look at the strategic pros, cons, and importance of CRM.

Disadvantages :

We looked at the pros—the advantages—of initiating a CRM system, so now it's time to examine some of the cons—the disadvantages—of a CRM system. Whilst ultimately these are fewer in number than the advantages, for some businesses, the short-term pain of a cultural and technological shift can be a lot to bear and may not generate a return.

6. APPLICATIONS

- ❖ Trustworthy reporting
- ❖ Dashboards that visually showcase data
- ❖ Improved messaging with automation
- ❖ Proactive service
- ❖ Efficiency enhanced by automation
- ❖ Simplified collaboration

7. CONCLUSION

CRM implementation is a project that requires preparation, commitment and cooperation across the entire organization. There are a lot of things you need to get ready for, such as allocating resources, getting people onboard, rolling out a clear and consistent plan of action, etc.

But most importantly, you need to get ready for a shift in the mindset, as a CRM system may transform the way you do business.

8. FUTURE SCOPE

The project has a very vast scope in future . The project can be implemented on internet in future.