

REPORT PROJÉT:

1.INTRODUCTION:

1.1 Overview:

CRM implementation refers to the process of deploying a CRM software either from scratch or by integrating it into existing systems to help manage communication with the customers seamlessly. Successful CRM implementation can help provide a centralized management system and ease of access to customer information.

A brief description about our project:

Here are four areas businesses must get right to ensure CRM success.

- Deployment. Not surprisingly, the first step in CRM success is making sure it is properly deployed. ...
- Setting Objectives/Expectations. ...
- Qualifying Leads. ...
- Data Management.

There are three main types of CRM systems: collaborative, analytical, and operational. Here's how to choose the best one for creating better conversational customer experiences for your customers.

1.2 Purpose:

Companies can also use a CRM to expand the scope of (or even change) a job function if needed to support a business goal. For example, your sales team will use a CRM to manage customers better and sell more.

The uses of our project:

CRM implementation allows you to collect customer data from all touchpoints and have this data at hand for in-person and digital customer communication. Besides proper management of customer data, CRM brings time-saving automation of daily works, and intelligent forecasting capabilities

2.PROBLEM DEFINITION AND DESIGN THINKING:

2.1 EMPATHY MAP



Build empathy

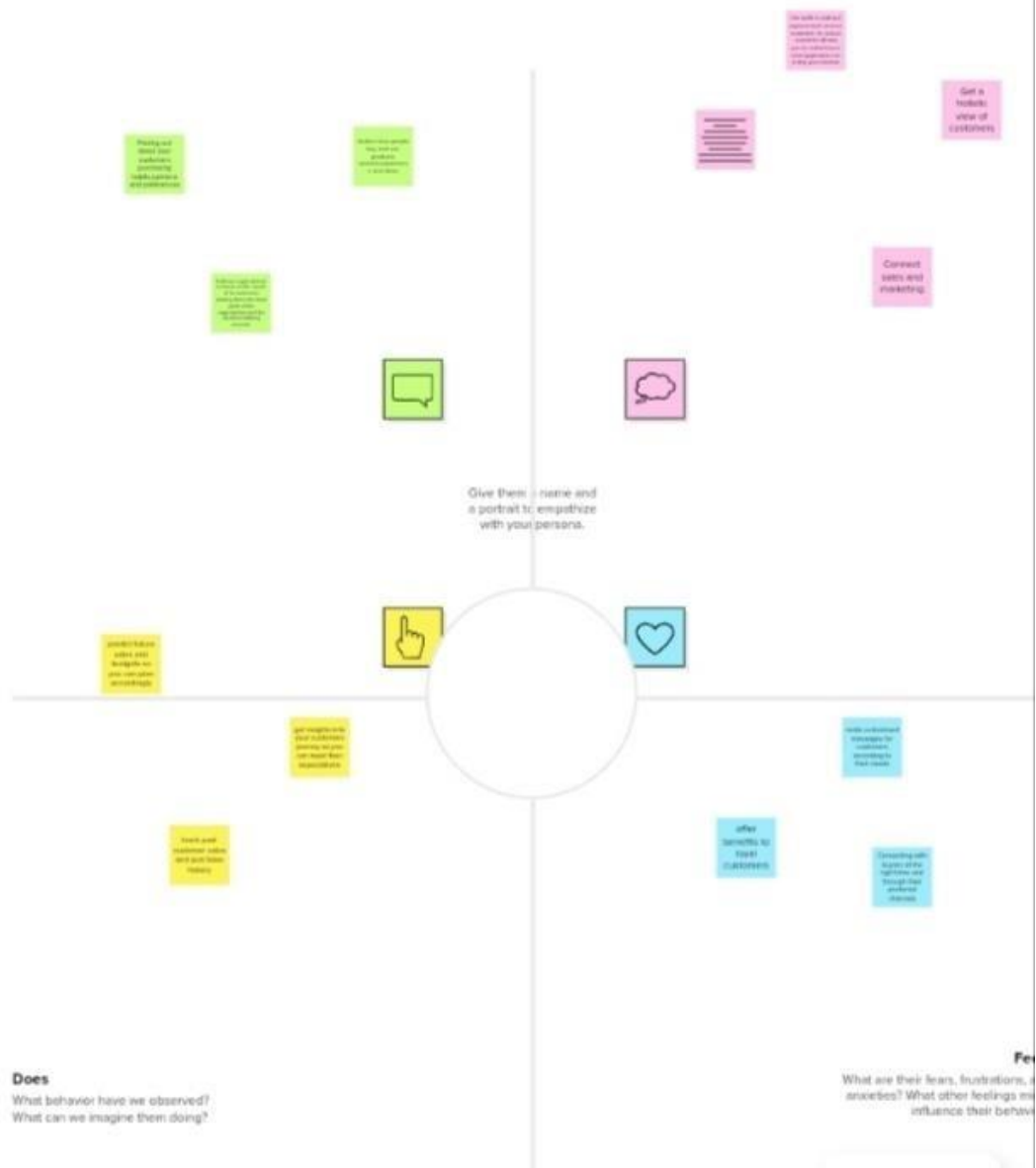
The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say?
What can we imagine them saying?

Thinks

What are their wants, needs, hopes and dreams? What other thoughts might influence their behavior?



2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

Person 1

I'm a student. I have to go to school every day. I don't have much time to do my homework.	I'm a teacher. I have to teach my students. I don't have much time to do my homework.	I'm a parent. I have to take care of my children. I don't have much time to do my homework.
I'm a doctor. I have to see my patients. I don't have much time to do my homework.	I'm a lawyer. I have to go to court. I don't have much time to do my homework.	I'm a scientist. I have to do experiments. I don't have much time to do my homework.
I'm a chef. I have to cook food. I don't have much time to do my homework.	I'm a musician. I have to practice my instrument. I don't have much time to do my homework.	I'm an athlete. I have to train. I don't have much time to do my homework.
I'm a farmer. I have to plant crops. I don't have much time to do my homework.	I'm a construction worker. I have to build things. I don't have much time to do my homework.	I'm a salesperson. I have to sell things. I don't have much time to do my homework.

Person 2

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Person 3

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Person 5

Person 6

Person 7

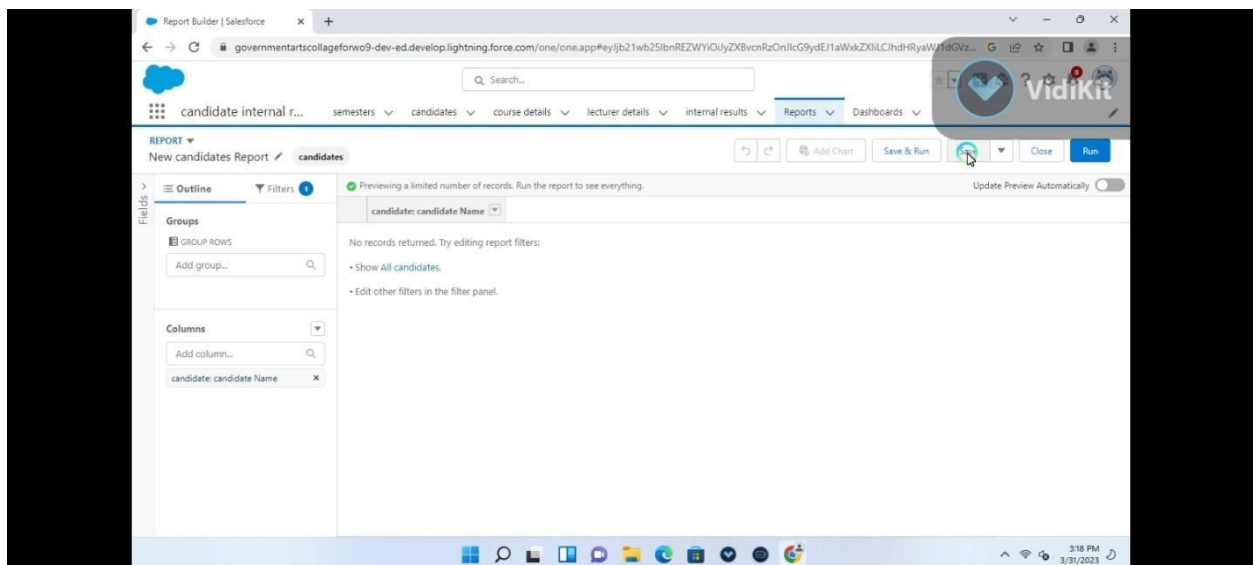
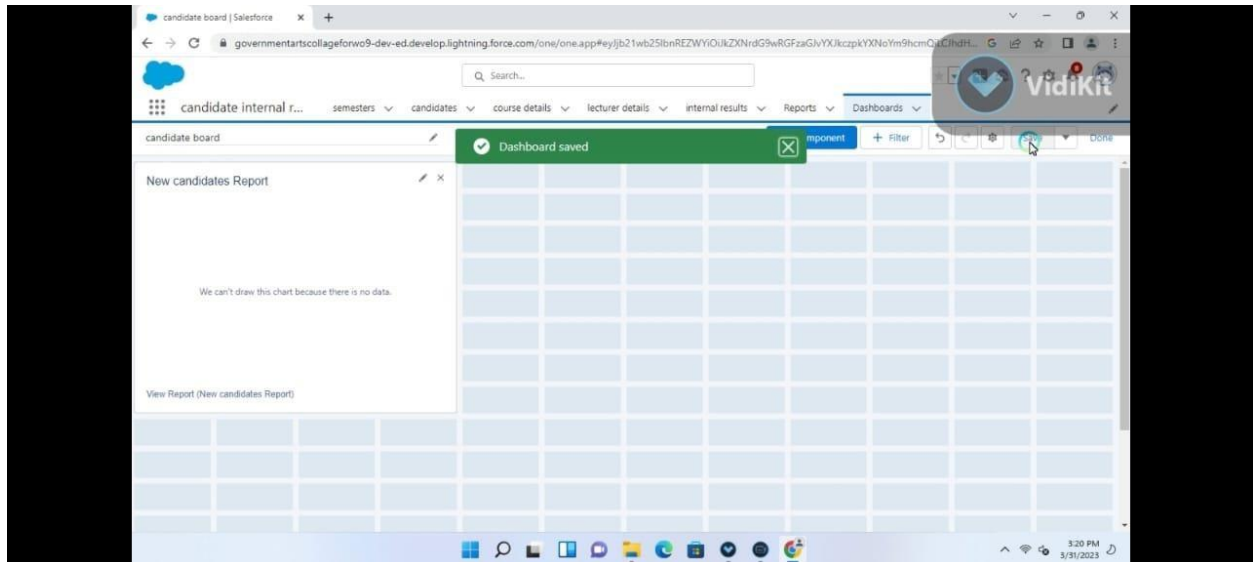
Person 8

3.1 Data model:

Object name	Field in the object	TEXT
1.Semester	Semesters	TEXT
2.candidate	Candidates	TEXT
3.course detail	Course details	TEXT
4.lecturer detail	Lecturer details	TEXT
Object name		
5.Internal result object	Internal result objects	TEXT

3.2 Activity and screenshot

By the reference of report we should make the table from dashboard



Description:

CRM Tasks. As mentioned, a CRM has the ability to help you with a wide range of activities such as contact entry, deal tracking, and ticket management.

What are the activities in CRM?

- Perform a data audit.
- Perform a policy audit.
- Update your customer segments.
- Augment your data.
- Combine segmentation with primary research.
- Recognize best customers.
- Review and update your customer journeys.
- Optimize your loyalty program

4. TRAILHEAD PROFILE PUBLIC URL:

MEMBER 1:<https://trailblazer.me/id/mpriya205>

MEMBER 2:<https://trailblazer.me/id/mahamanisha>

MEMBER 3:<https://trailblazer.me/id/jmeerajasmine>

MEMBER 4:<https://trailblazer.me/id/mmuthu78>

5.ADVANTAGES:

- Improved Informational Organization. ...
- CRM for Enhanced Communication. ...
- CRM Improves Your Customer Service. ...
- Automation of Everyday Tasks. ...
- Greater efficiency for multiple teams. ...
- Improved Analytical Data and Reporting.

DISADVANTAGES:

- Definitely not the cheapest CRM solution on the market, especially, considering the fact that Salesforce subscription should be paid upfront for a year.
- Numerous related and hidden fees for third-party tool integration, customization.
- It may seem that there are always add-ons you need to buy.

6.APPLICATIONS:

CRM software lets you store customer and prospect contact information, identify sales opportunities, record service issues, and manage marketing campaigns, all in one central location — and make information about every customer interaction available to anyone at your company who might need it

7.CONCLUSION:

For achieving better results in CRM implementation, there needs to be careful planning, resource allocation, and management system put in place. Companies must include critical people from Marketing, Customer service, Sales & support teams in the core implementation team while planning the CRM implementation.

8.FUTURE SCOPE:

In the longer term, we expect Salesforce to integrate data science and big data capabilities to its Service Cloud and Marketing Cloud. This would result in automated customer service tasks (via Service Cloud) and would let marketers leverage data for predictive and targeted marketing.