

IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE WITH INTERNAL MARKS

1. Introduction:

1.1 Over view:

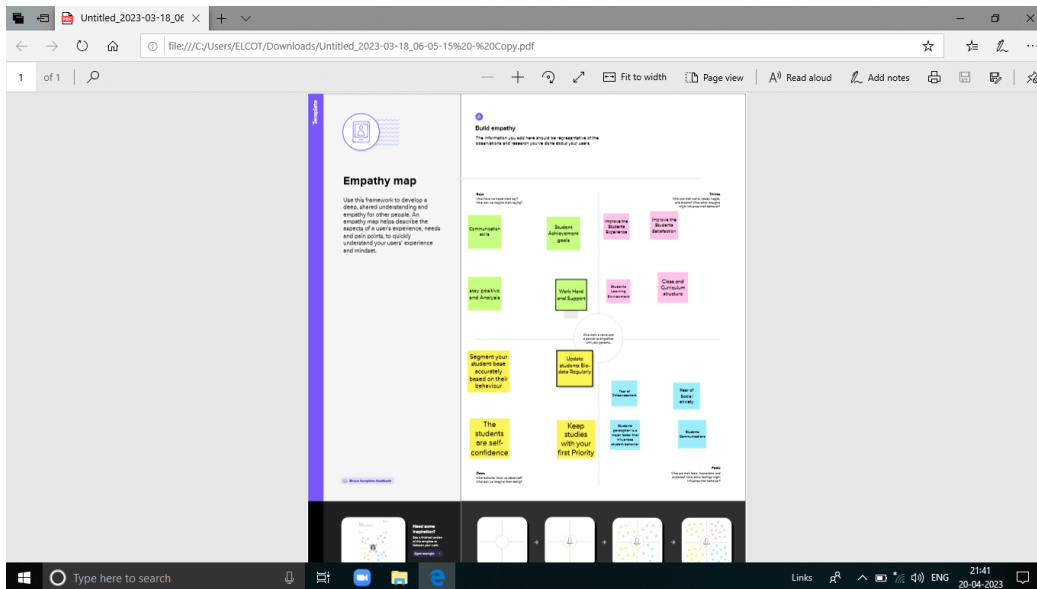
The improved features of CRM software have increased both its complexity and necessity. Nearly of CRM implementation campaigns suffer from improper preparation and misaligned objectives among internal stakeholders. A properly conceived CRM implementation strategy covers the breakdown of its goals, research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

1.2 Purpose:

It is save a for 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 way updated this the main purpose of this project. Can work easily. Increase candidate quality.

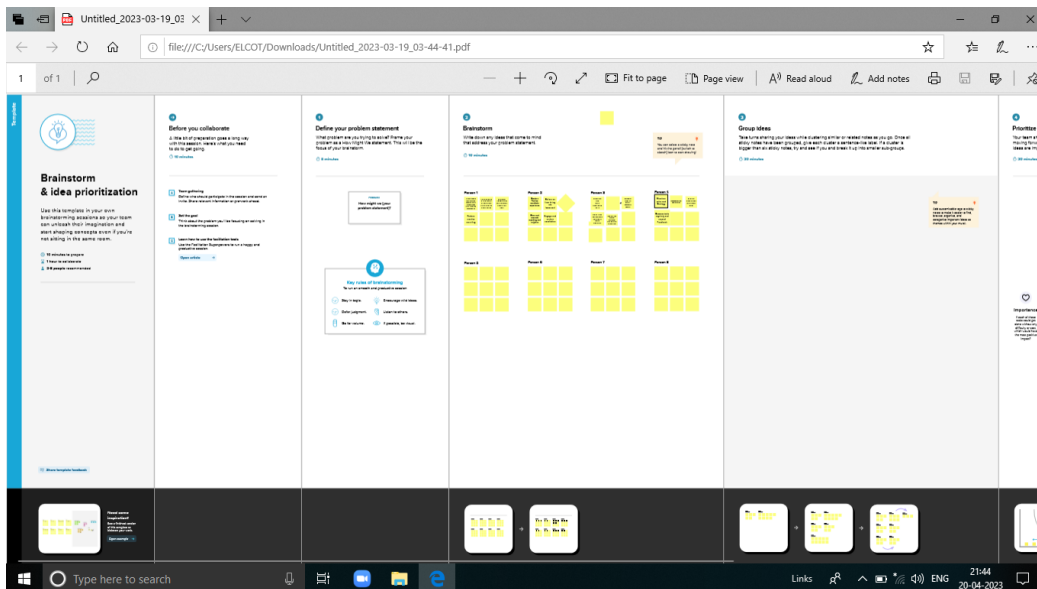
2. Problem definition & design thinking:

2.1 Empathy Map



2.2 Brainstorming & Idea Prioritization Template:

Ideation:



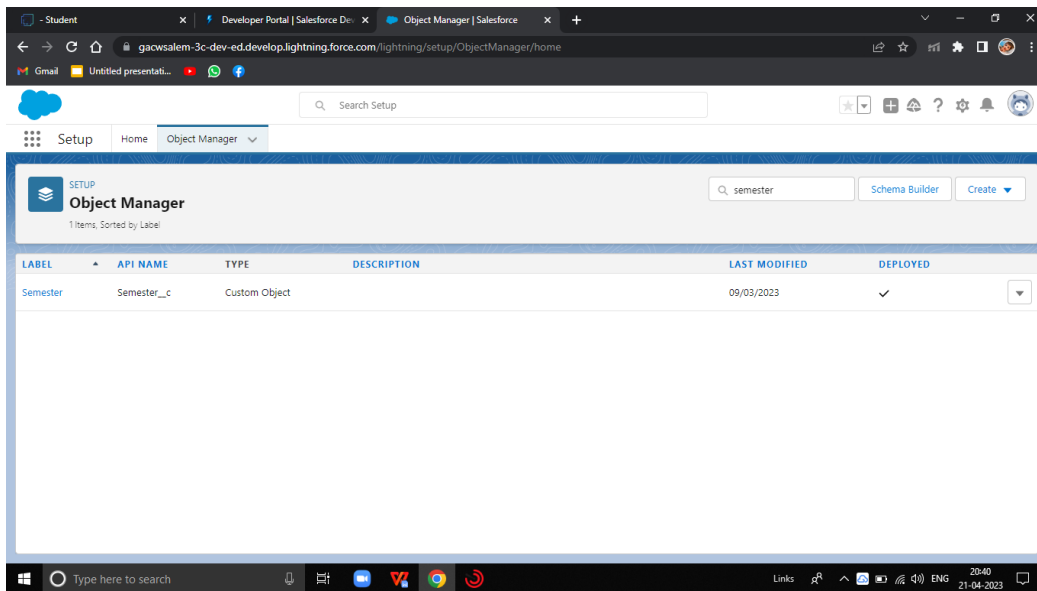
3. Result:

3.1 Data Model:

OBJECT NAME	FIELDS IN THE OBJECT
Semester	FIELD LABEL: Semester Semesters
Candidate	FIELD LABEL: Candidate Candidates
Course details	FIELD LABEL: Course Courses
Lecturer details	FIELD LABEL: Lecturer Lecturers
Internal results	FIELD LABEL: Internal mark Internal marks

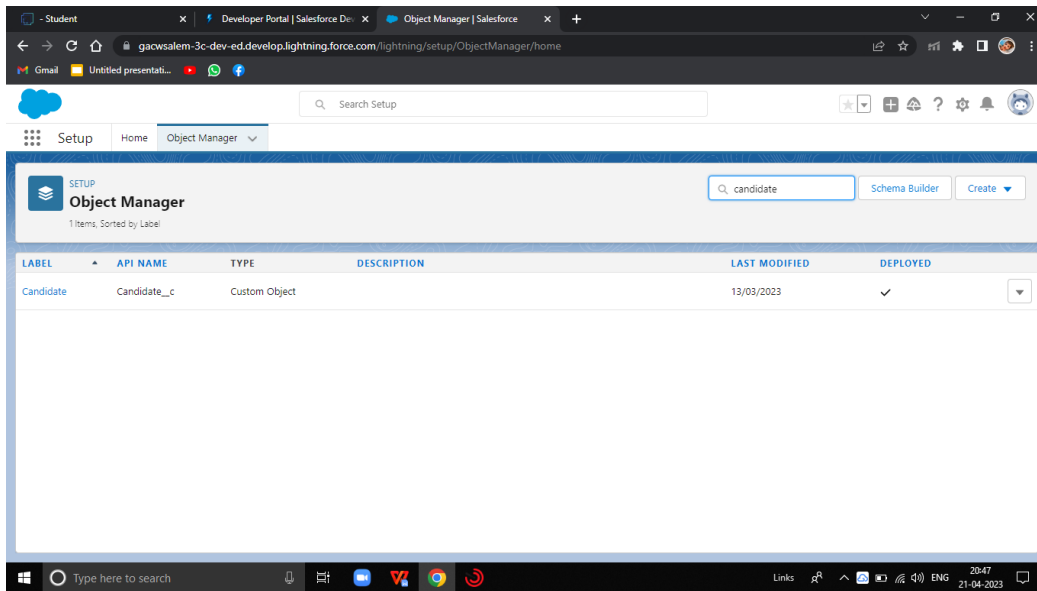
3.2 Activity & Screenshot (Milestone-2: OBJECT)

Activity-1. Creation of Semester Object #Creation of Object for Semester Management



(Milestone-2:OBJECT) Activity-2:Create Candidate Object

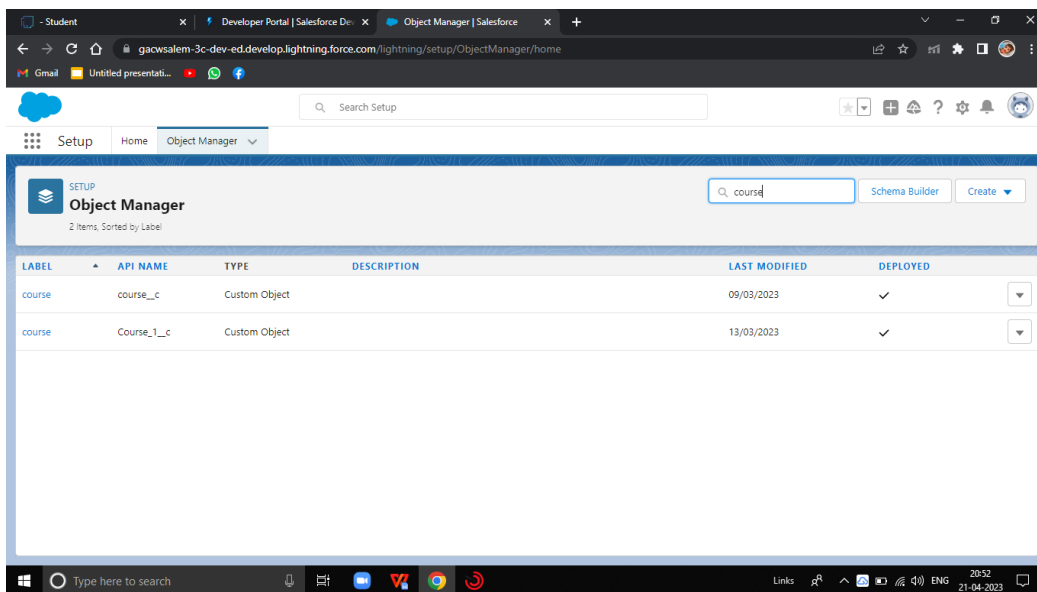
Creation of Candidate Object



3.3 Activity -3: Create Course Object

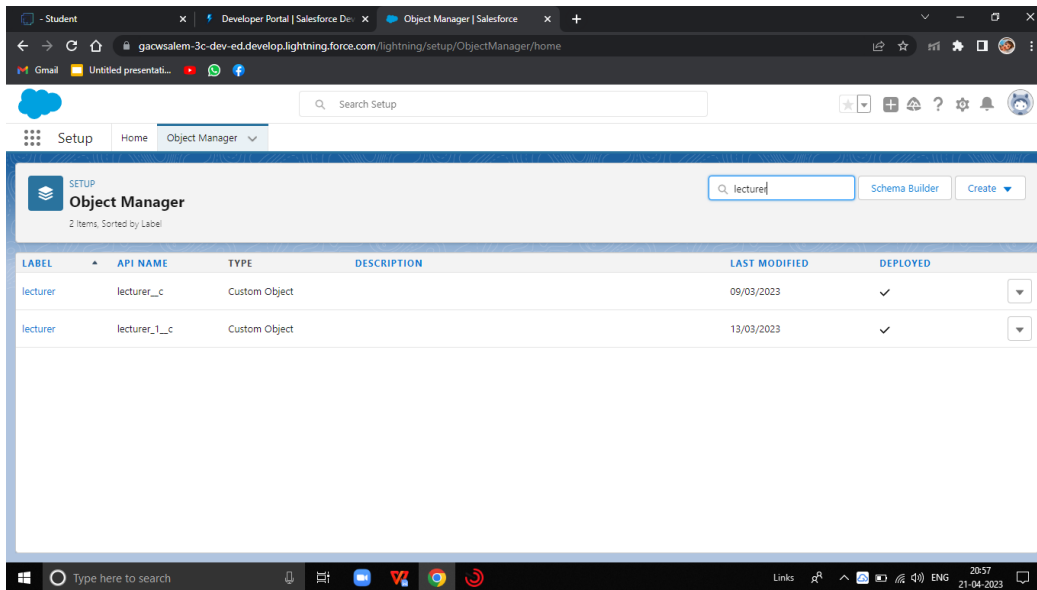
3.4

Creation of Course Object



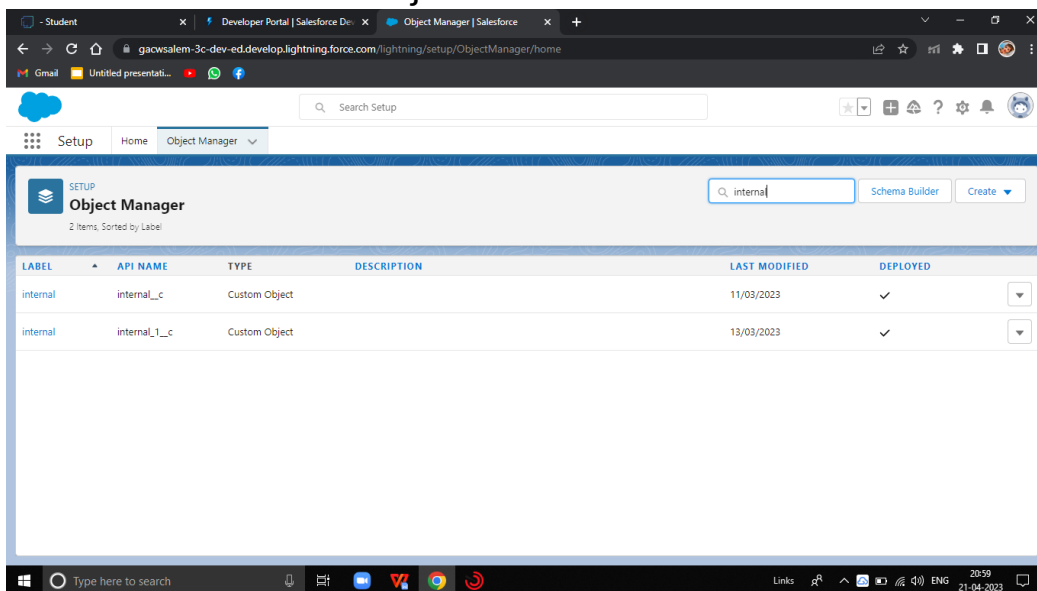
3.5 Activity -4: Create Lecturer Object

Creation of Lecturer Object



3.6 Activity-5: Create Internal Object

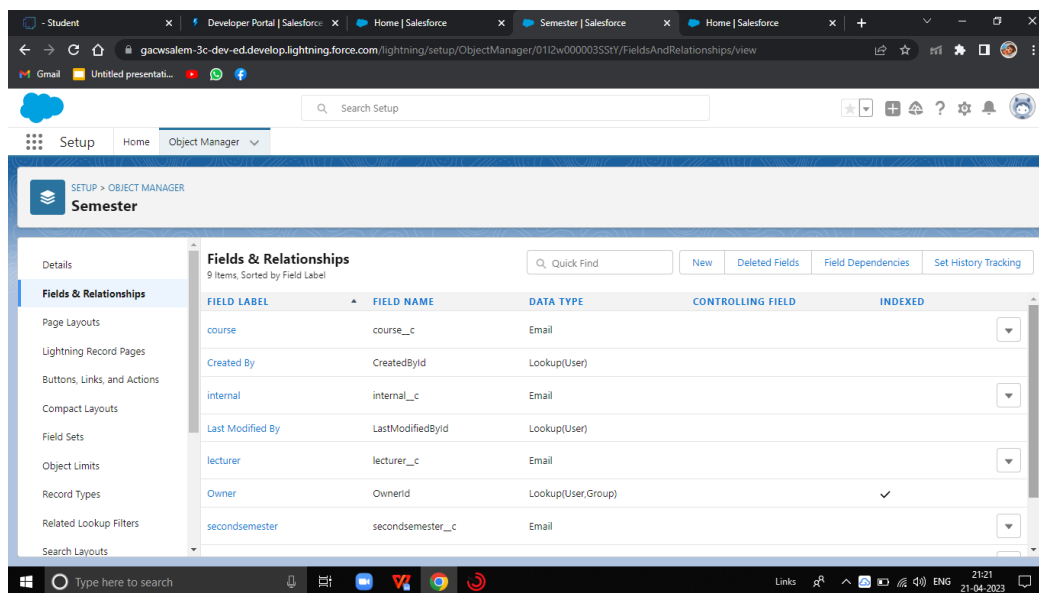
Creation of Internal Object



(Milestone-3: FILEDS & RELATIONSHIP)

Activity-1: Creation of the fields for the Semester Object

Creation of fields for the Semester Object



The screenshot displays the Salesforce Object Manager interface for the 'Semester' object. The left sidebar shows the navigation menu with 'Fields & Relationships' selected. The main content area shows a table of fields with columns: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The table lists 9 items, sorted by Field Label.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
course	course__c	Email		
Created By	CreatedById	Lookup(User)		
internal	internal__c	Email		
Last Modified By	LastModifiedById	Lookup(User)		
lecturer	lecturer__c	Email		
Owner	OwnerId	Lookup(User,Group)		✓
secondsemester	secondsemester__c	Email		

(Milesone-3: FIELDS & RELATIONSHIP)

Activity-2: Creation of the fields for the Candidate Object

Creation of fields for the Candidate Object

SETUP > OBJECT MANAGER
Candidate

Details

Fields & Relationships
5 Items, Sorted by Field Label

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

(Milestone-3: FIELDS & RELATIONSHIP)

Activity-3: Creation of the fields for the Course Object

Creation of the fields for the Course Object

SETUP > OBJECT MANAGER
course

Details

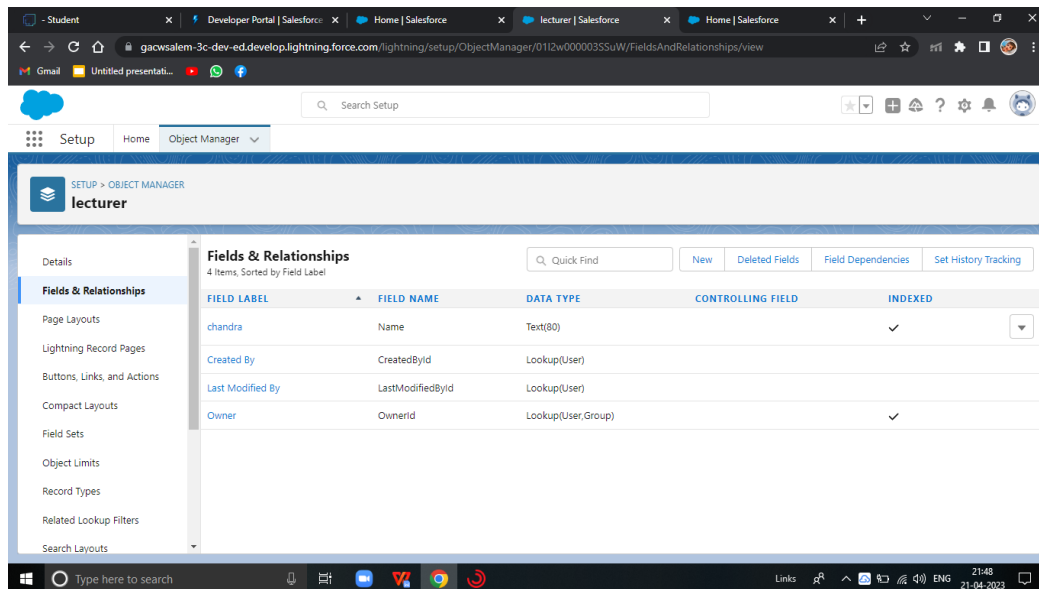
Fields & Relationships
4 Items, Sorted by Field Label

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

(Milestone-3: FIELDS & RELATIONSHIP)

Activity-4: Creation of the fields for the Lecturer Object

Creation of the fields for the Lecturer Object



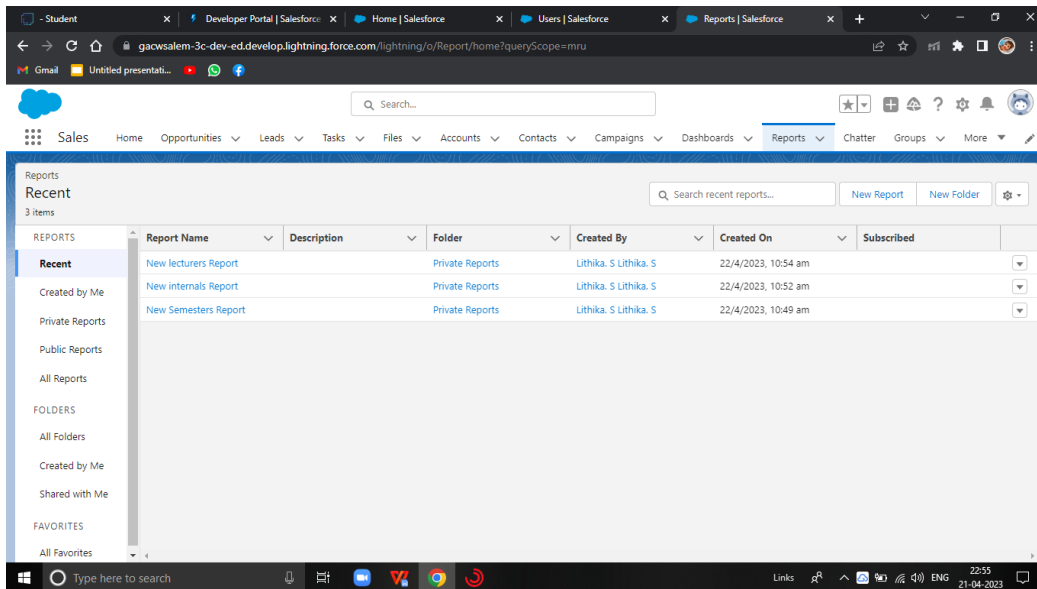
The screenshot displays the Salesforce Object Manager interface for the 'lecturer' object. The 'Fields & Relationships' section is active, showing a table with 4 items. The table columns are FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The items listed are 'chandra' (Name, Text(80), indexed), 'Created By' (CreatedById, Lookup(User)), 'Last Modified By' (LastModifiedById, Lookup(User)), and 'Owner' (OwnerId, Lookup(User, Group), indexed). The left sidebar shows navigation options like Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts.

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

(Milestone-3: FIELDS & RELATIONSHIP)

Activity-5: Creation of the fields for the Internal Object

Creation of the fields for the Internal Object



4. TRAILHEAD PROFILE PUBLIC URL:

TEAM LEAD - <https://trailblazer.me/id/llithikas>

Team Member 1 - <https://trailblazer.me/id/priyabalakrishnan2003>

Team Member 2- <https://trailblazer.me/id/pnandhini6>

Team Member 3- <https://trailblazer.me/id/niibscphysicstm>

5. ADVANTAGES & DISADVANTAGES

(ADVANTAGES)

1. It allows for the consolidation of customer data and the basis for deep insights.
2. It speeds up the sales conversion process.
3. It increases staff productivity , lowering time-cost.

4. Improves customer experience by allowing rationalization and improved query resolution.

(DISADVANTAGES)

1. Customer experience may worsen due to staff over-reliance on the system.
2. Security and data protection issues with centralized data.
3. Requires a process-driven sales organization.
4. CRM may not suit all business.

6.APPLICATIONS

1. I want something reliable.
2. Target marketing.
3. Increase candidate quality.
4. Can work easily.

7.CONCLUSION

Student Internal Mark Management System deals with student details,academic related reports,college details and course 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,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 applications of education.Education has a wider meaning and application.

THANK YOU