



Sri Meenakshi Govt.Arts College for Women (A),



Madurai - 625 002

Department of Physics

Naan Mudhalvan Scheme



Domain : Sales Force Associate

Project Title : A CRM Application for Schools/Colleges

Submitted by

TEAM V

TEAM ID : NM2023TMID08293

Team Lead : Ms. Priyaharshini. A

Team Member 1 : Ms. Premlatha. P

Team Member 2: Ms. Priyadharshini. B

Team Member 3 : Ms. Sabana Parveen.

Mentors : Dr. K. Vijaya Kumar & Dr. P. Indra Devi

Assistant Professors , Department of Physics, Sri Meenakshi Govt. Arts college
for Women, Madurai.

April 2022-23

Introduction

1.1 Overview

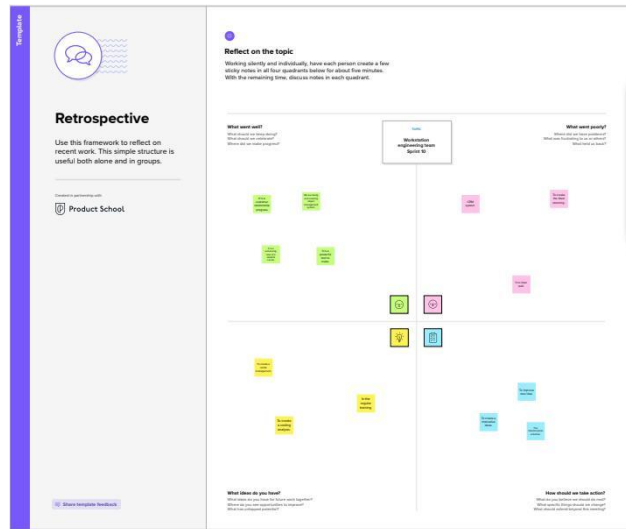
CRM for Educational institute, colleges and universities need lead management software in order to manage the data. The data customers and organisations. Customer relationship management helps companies stay connected to customers to increase their profitability. It uses data analysis about the customers includes student's data, teacher's data, parent's data. This tool used to manage the relationship and interaction between history with a company to improve business relationship.

1.2 Purpose

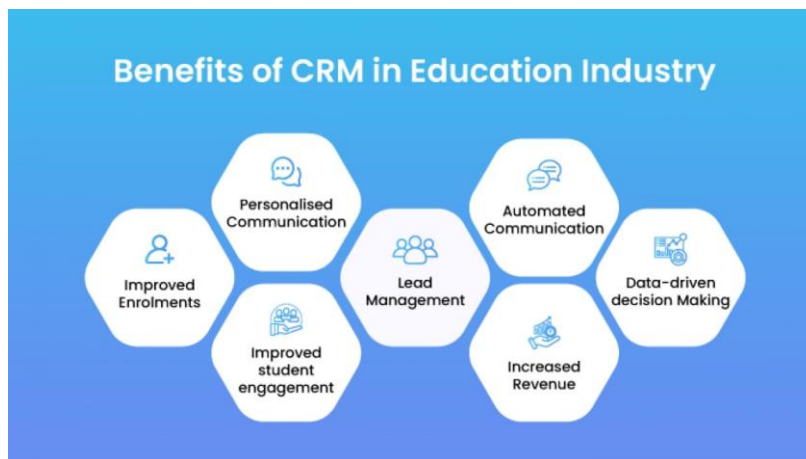
It is a software application used to automate and handle communication with current students ,employees and alumni. All this work Is done on single system Every connection with customers is tracked by the customer relationship management system one place. With the help of customer relationship management software, youcan take feedback from the customers, department and the students. Each interaction with your customers is tracked by the customer relationship management . As at a time there is an increase in the volume of leads,at that time this software is beneficial. This leads to enhancing the work efficiency and visibility of a business

2 Problem definition & Design Thinking

2.1 Empathy map



2.2 Ideation and Brainstorming Map

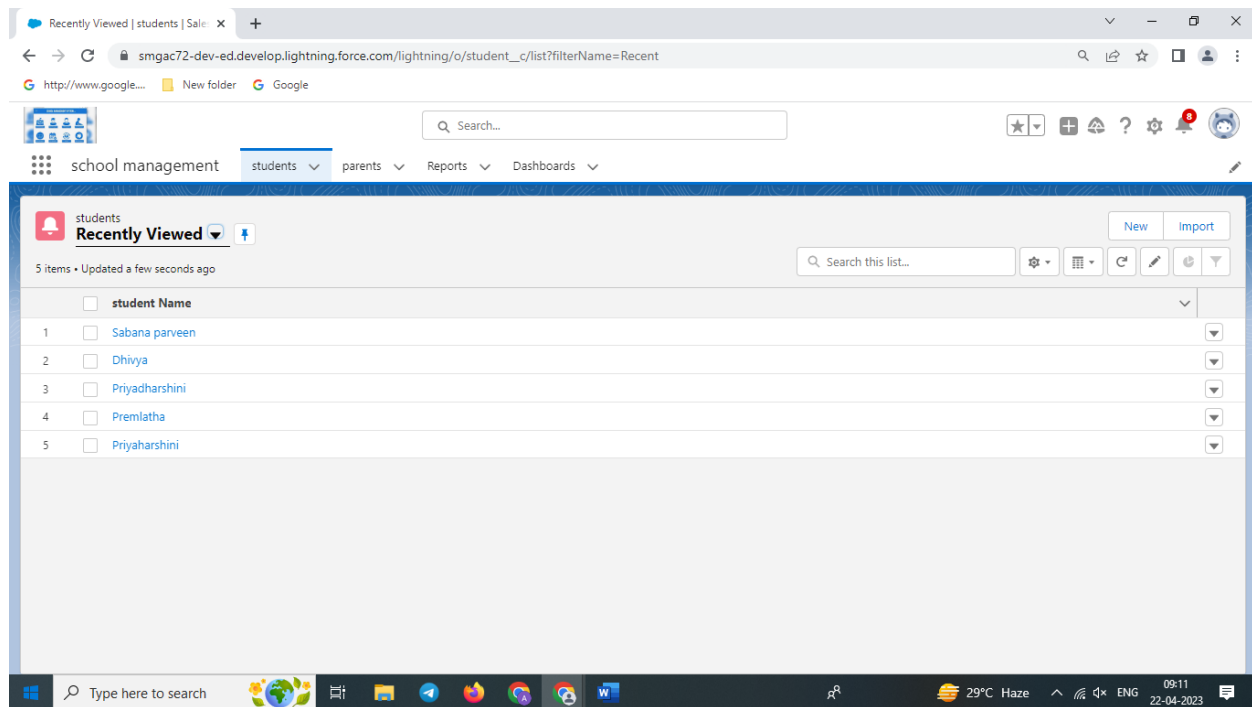


3. Result

3.1 Data Model

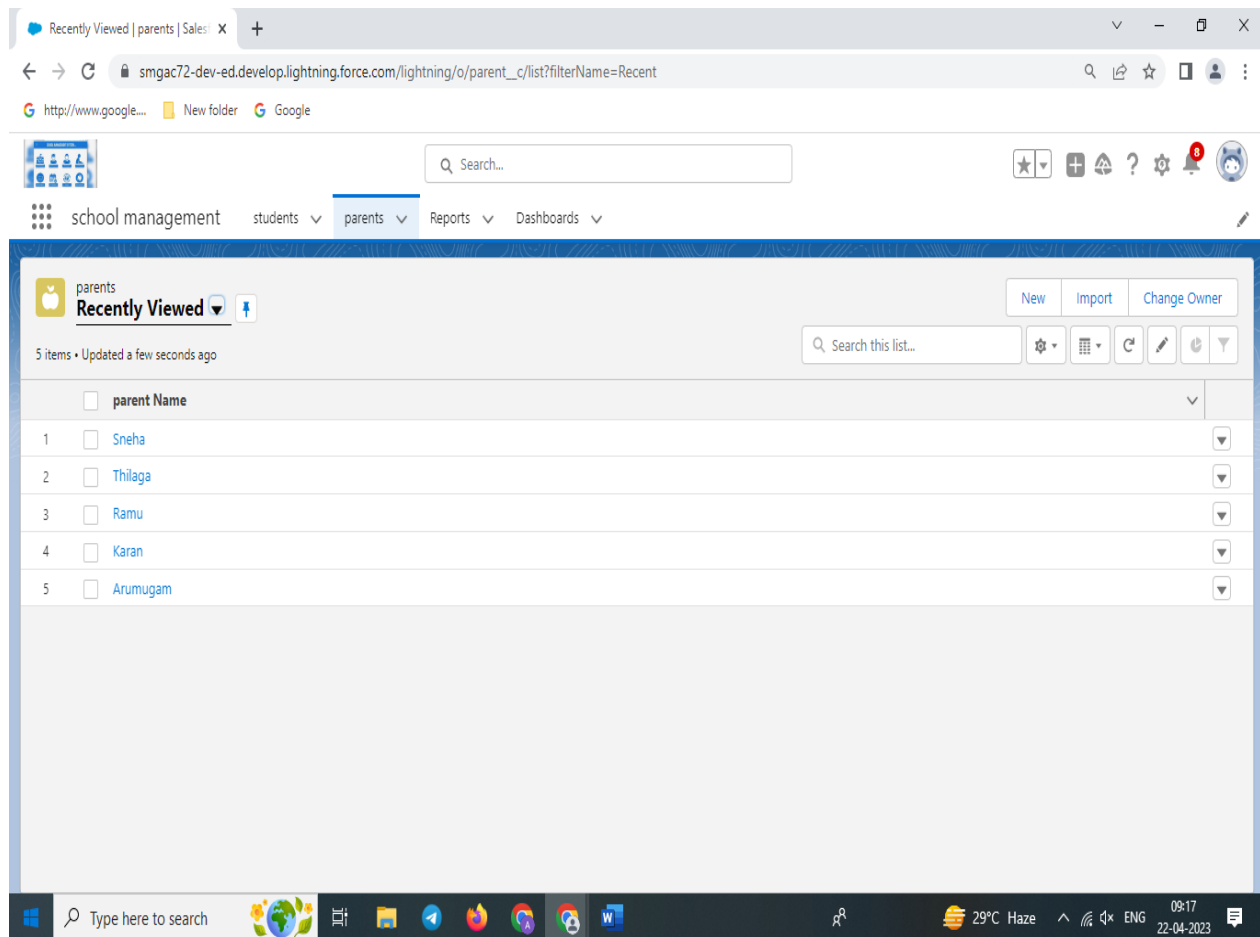
Object Name	Fields in the Object	
School	Field label	Date type
	Address	Text Area
	Phone Number	Phone
	Number of students	Roll up summary
	Highest Marks	Roll up summary
Object Name	Fields in the Object	
Student	Field label	Date type
	Phone Number	Phone
	School	Master-detail Relationship
	Results	Picklist
	Class	Number
Object Name	Fields in the Object	
	Field label	Date type
	Parent Address	Text Area

3.2 Activity and Screenshot



Description

The custom student id field is a low complexity customization which means it is not difficult to build. However, using this field in an integration involves some additional complexity that is best handled by an integration specialist



Description

To parent object, select at least two objects and press ctrl-p. the set parent to menu will pop up allow in you to select from one of several possible different parenting types. The object to which is a given property or method belongs. My parents are my strength who support me at every stage of life.

Report: Accounts
New Accounts Report

Total Records: 12

	Last Activity	Account Owner	Account Name	Billing State/Province	Type	Rating	Last Modified Date
1	-	Priyaharshini A	GenePoint	CA	Customer - Channel	Cold	10/04/2023
2	-	Priyaharshini A	United Oil & Gas, UK	UK	Customer - Direct	-	10/04/2023
3	-	Priyaharshini A	United Oil & Gas, Singapore	Singapore	Customer - Direct	-	10/04/2023
4	-	Priyaharshini A	Edge Communications	TX	Customer - Direct	Hot	10/04/2023
5	-	Priyaharshini A	Burlington Textiles Corp of America	NC	Customer - Direct	Warm	10/04/2023
6	-	Priyaharshini A	Pyramid Construction Inc.	-	Customer - Channel	-	10/04/2023
7	-	Priyaharshini A	Dickenson plc	KS	Customer - Channel	-	10/04/2023
8	-	Priyaharshini A	Grand Hotels & Resorts Ltd	IL	Customer - Direct	Warm	10/04/2023
9	-	Priyaharshini A	Express Logistics and Transport	OR	Customer - Channel	Cold	10/04/2023
10	-	Priyaharshini A	University of Arizona	AZ	Customer - Direct	Warm	10/04/2023
11	-	Priyaharshini A	United Oil & Gas Corp.	NY	Customer - Direct	Hot	10/04/2023
12	-	Priyaharshini A	sForce	CA	-	-	10/04/2023

Description

A report is a list of records that meets the criteria you define. It is displayed in salesforce in rows and columns and can be filtered, grouped or displayed in a graphical chart. Every report is stored in a folder. Folders can be public, hidden or shared and can be set to read only or read or write

4 . Trailhead Profile Public URL

Team Lead - <https://trailblazer.me/id/priyaharshini123456>

Team Member 1 - <https://trailblazer.me/id/premlatha022002>

Team Member 2 - <https://trailblazer.me/id/dharshini1234>

Team Member 3 - <https://trailblazer.me/id/sabana2002>

5 . Advantages and Disadvantages

Advantages

One of the main benefits of using CRM in education is that automation and standardized online learning processes reduce costs by eliminating a lot of routine and manual steps. But if during the implementation of CRM the number of routine operations in the company's business processes does not decrease, then the implementation plan requires revision.

With a CRM approach, the company prioritizes customer relationships, which allows for more feedback. And thanks to this feedback, you can seriously increase the quality of your services or your product.

The use of automation tools helps in the control and management of employees. With the help of CRM for university technologies, you can get data on the effectiveness of each of your teachers and students.

Disadvantages

Implementing a customer relationship management (CRM) solution is a great way of making the most of your business assets. However, problems in implementing a CRM can cause major difficulties for your business.

One of the greatest challenges to CRM implementation is cost. There are dozens of software options available and many pricing plans that go with them. To work out the actual costs of CRM software, make sure that you consider the total cost of ownership including:

6. Applications

As educational institutions strive to excel in a highly competitive landscape, the need for efficient management and organization has become paramount. From student admissions and enrollment to managing faculty and alumni relations, educational institutions face complex challenges that require a robust Customer Relationship Management (CRM) solution. Among the plethora of CRM applications available, Solid Performers CRM has emerged as the top choice for schools and colleges seeking a comprehensive solution to streamline operations and enhance productivity.

We have closely observed the evolution of CRM solutions and their impact on educational institutions. In this article, we will delve into the of Solid Performers CRM that make it the Best CRM Application for Schools and colleges

7 . Conclusion

CRM for higher education plays an important role in the automation of the institute's communication and processes. It helps them to connect with the interested and talented students who are seeking courses and programs based on their interests, affordability, and other parameters. Also, it reduces the manual tedious processes and improves the efficiency of the employees working there.

8 . Future scope

CRM for educational institutions tracks and automates the tasks involved in the admission process, such as gathering and storing applicants' data, sending messages to inform about their enrollment status, etc. The system also lets you manage the course and program each student is admitted to along with their batch

and roll number, academic documents, and other related details on one single platform.