PROJECT REPORT TEMPLETE

INTRODUCTION
   Overview
      It helps schools and educational institutions automate admission processes and manage communication with students and parents

   Purpose
      Institutions can benefit from CRM higher education technology in a variety of ways :

- A unified view of constituent information.
- An improved student experience.
- Empowered faculty and staff.
- The flexibility needed to pivot quickly.

PROBLEM DEFINITIONS & DESIGNS THINKING

   Empathy Map

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heard them say?
magine them saying?

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

It helped us to focus on the right requirement activities for studes

It imrove the customer experience

It is predicted to become more powerful to support customers

It si must to find a way to communicate more effectively with students and staffs

It support and manage relationship with current customers to maxmise their lifetime value

It connect insight ocross requirement and admisions students experience advancement and marketing for 360 degree view

It is increase customer retention

To practices strategies and technologies helps to customer analysis

It helps manage communication with students before they enroll and after they graduate

It helps to track every communication with a prospective schools/colleges

A lack of commitment to cultural change from students within the schools/colleges

You can collect data automatically by login on schools/ colleges website

Quality of service to customer satisfaction

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Ideation and Brainstorming map:

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1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕐 **5 minutes**

2

Brainstorm

Write down any ideas that co... that address your problem st...

🕐 **10 minutes**

Person 1

Early warning system for sales	Analyzing CRM needs for an online platform	Scope creep
View salesforce as a customer engagement	A CRM perspective	Using Geocode rules for account allocation in
Look beyond task management	Identifying strategic accounts	Evaluating portfolio of CRM initiatives

Group ideas

Take turns sharing your ideas while cl... sticky notes have been grouped, give... bigger than six sticky notes, try and se...
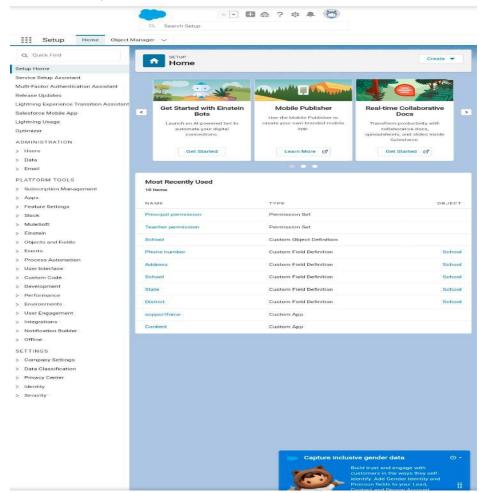
🕐 **20 minutes**

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RESULT

Data Model:

Object name	Field label	Data type
School	School label	High School
Student	Student label	Standard
Parent	Parent label	Mobile Number

Activity and Screenshort

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TRAILHEAD PROFILE PUBLIC URL

Team Lead: https://trailblazer.me/id/mrajeshwari003

Team Member 1: https://trailblazer.me/id/mjohncy

Team Member 2: https://trailblazer.me/id/rithayapoorni

Team Member 3: https://trailblazer.me/id/melakkiya

ADVANTAGES AND DISADVANTAGES

Advantages:

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The main benefits of CRM for higher education:

1. Reduction in the cost of expenses.
2. Improving the quality of service product
3. Improving the organization management process.
4. Increased customer loyalty.
5. History of work with each student.

Disadvantages:

1. Staff over-reliance on CRM may diminish customer loyalty through a bad experience.
2. It may not suit every business.
3. It requires a process-driven sales organization.
4. Security concerns associated with centralized data

APPLICATIONS

A CRM is a system that helps schools manage the entire lifecycle of a potential customer-sometimes also referred to as a lead. With a CRM you can track and store data that's important to you operations, all in one easy-to-access place.

You can collect data either manually, such as by logging a phone call with a lead, or automatically by integrating an online form on your school website.

CONCULSION

An education CRM software manage all your institutions interactions with prospective and current students. It also supports managing communications with alumni, employees, donors, and other members of the education sector in your institution.

FUTURE SCOPE

- Track the admissions and applications processes and communication with students once they log in.
- Keep track of the courses with the most questions.
- Integrate with other campus programs.
- Maintain the courses details with fee structure.