

GOVERNMENT ARTS COLLEGE, OOTY

DEPARTMENT OF PHYSICS

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A CRM Application for schools and college

1.INTRODUCTION

1.1 OVERVIEW

A CRM System can help educational organisations effectively manage and track leads, resulting in improved enrolment numbers.Additionaiiy, by personalising communication and providing automated follow up, educational organisation can build better relationship with students and leads, and keep themengaged over time.

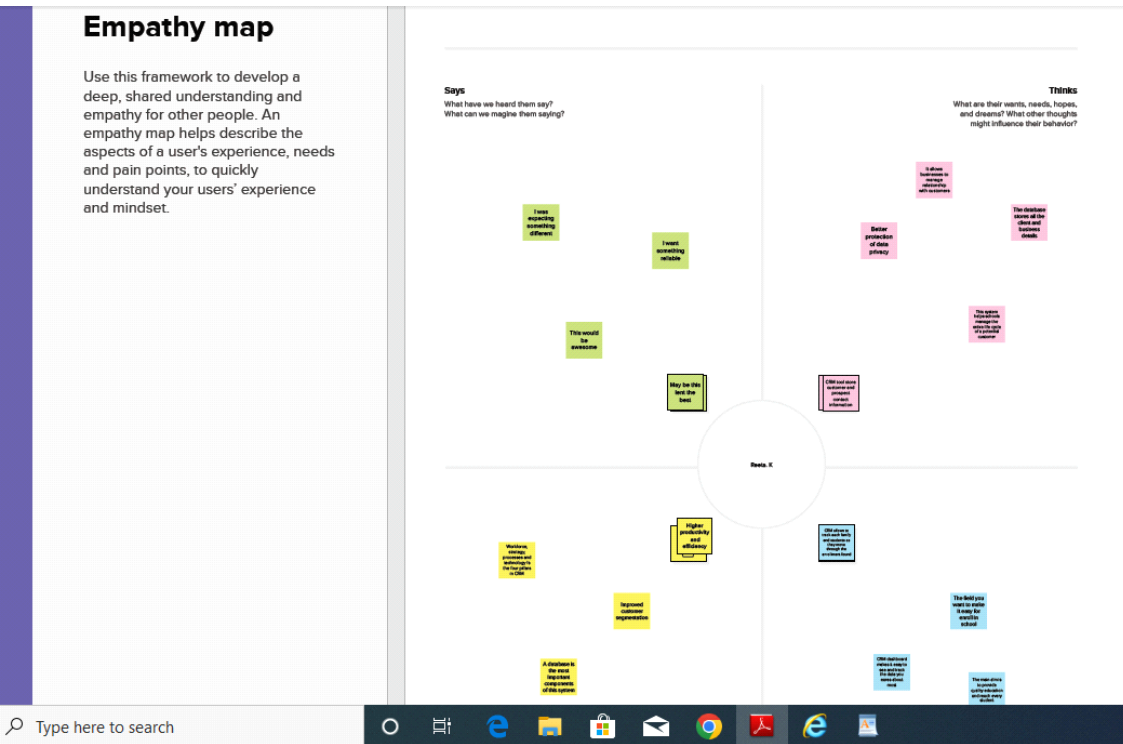
1.2 PURPOSE

CRM higher education technology enables institutions to manage relationships with all of their customers(including students,alumni,faculty,staff,and corporate partners)and

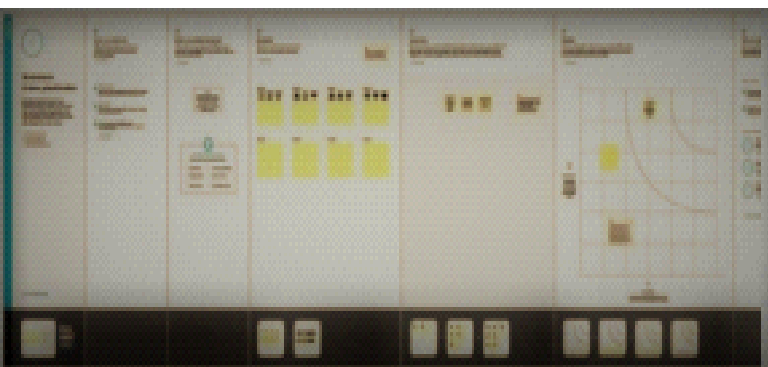
connect insights from those interactions in a unified view.

2.PROBLEM DEFINITION &DESIGN THINKING

2.1 EMPATHY MAP



2.2 IDEATION & BRAINSTROMING MAP



3. RESULT

3.1 DATA MODEL

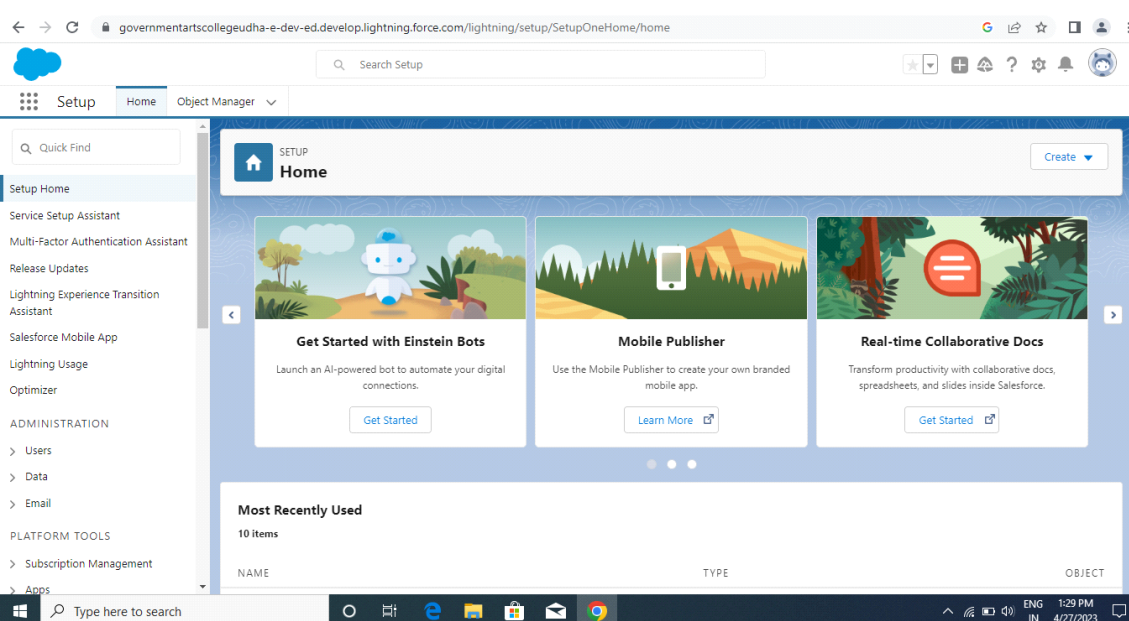
OBJECT	FIELD IN THE	OBJECT
	FIELD LABEL	DATA TYPE
1. EVENTS	ENTER CITY	TEXT
2. ATTENDEES	ID	AUTO NUMBER
	PHONE	PHONE
	EMAIL	EMAIL
	TICKET	PICKLIST
3. SPEAKER	BIO	TEXT AREA
	EMAIL	EMAIL
4. VENDORS	EMAIL	EMAIL
	PHONE	PHONE
	ENTER SRVICE PROVIDER	TEXT
	EVENTS NAME	LOOKUP RELATIONSHIP

3.2 ACTIVITY & SCREENSHOTS:

MILESTON 1:Creation of developer account

Description:

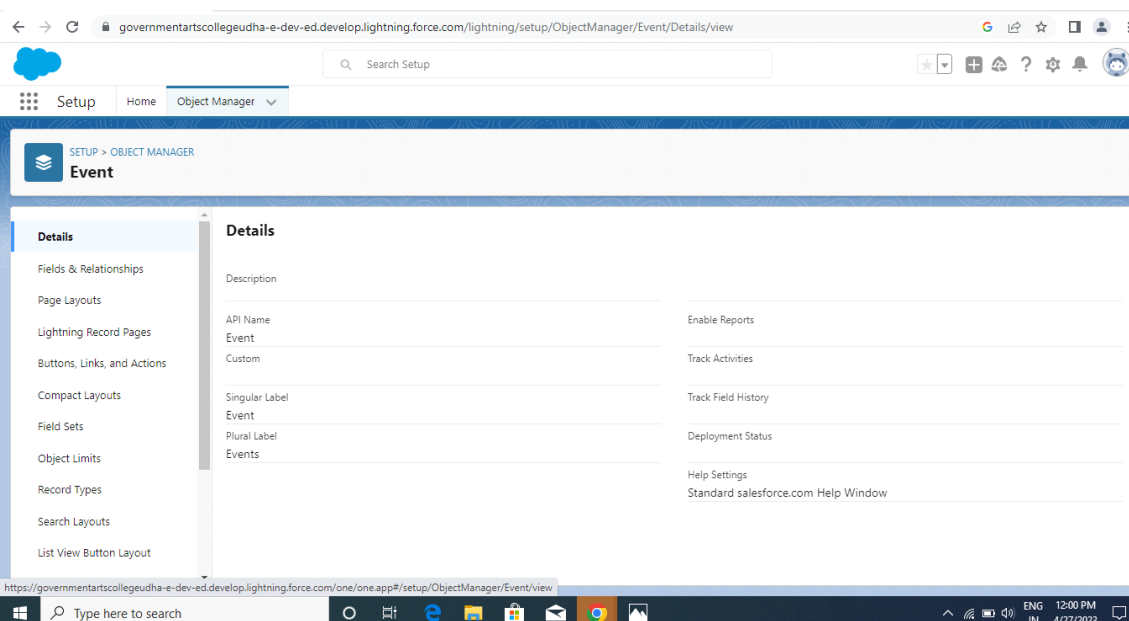
We had created a developer account and verified it for the salesforce project



Milestone 2: object

Description

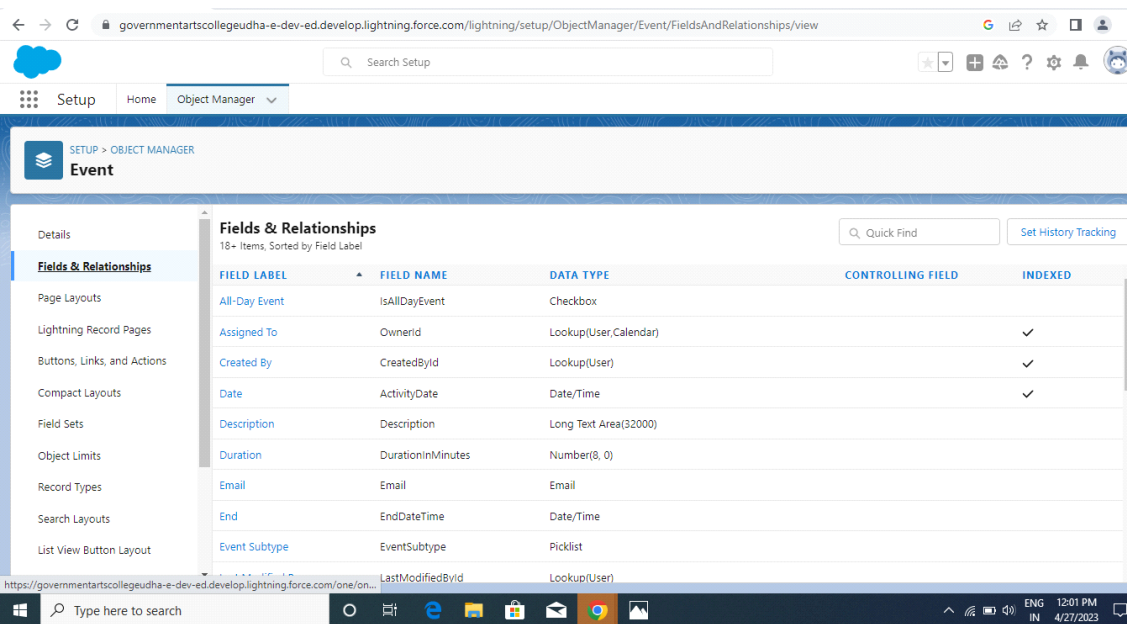
Create a custom object as event



Milestone 3: fields

Description

Create a custom field and create a entry city data as text



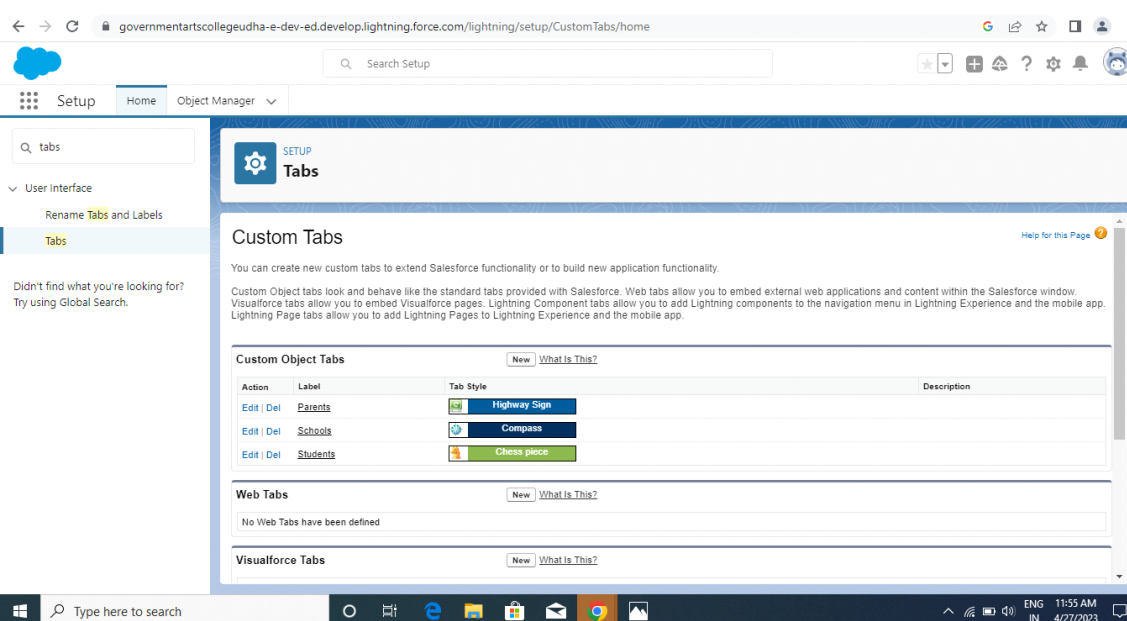
The screenshot shows the Salesforce Setup interface for the 'Event' object. The 'Fields & Relationships' section is active, displaying a list of 18 fields. The fields are sorted by Field Label. The table below shows the details of the fields:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
All-Day Event	IsAllDayEvent	Checkbox		
Assigned To	OwnerId	Lookup(User,Calendar)		✓
Created By	CreatedById	Lookup(User)		✓
Date	ActivityDate	Date/Time		✓
Description	Description	Long Text Area(32000)		
Duration	DurationInMinutes	Number(8, 0)		
Email	Email	Email		
End	EndDateTime	Date/Time		
Event Subtype	EventSubtype	Picklist		
	LastModifiedById	Lookup(User)		

Milestone 4: tabs

Description

Create a tabs for event



The screenshot shows the Salesforce Setup interface for the 'Custom Tabs' page. The page title is 'Custom Tabs'. Below the title, there is a description: 'You can create new custom tabs to extend Salesforce functionality or to build new application functionality. Custom Object tabs look and behave like the standard tabs provided with Salesforce. Web tabs allow you to embed external web applications and content within the Salesforce window. Visualforce tabs allow you to embed Visualforce pages. Lightning Component tabs allow you to add Lightning components to the navigation menu in Lightning Experience and the mobile app. Lightning Page tabs allow you to add Lightning Pages to Lightning Experience and the mobile app.'

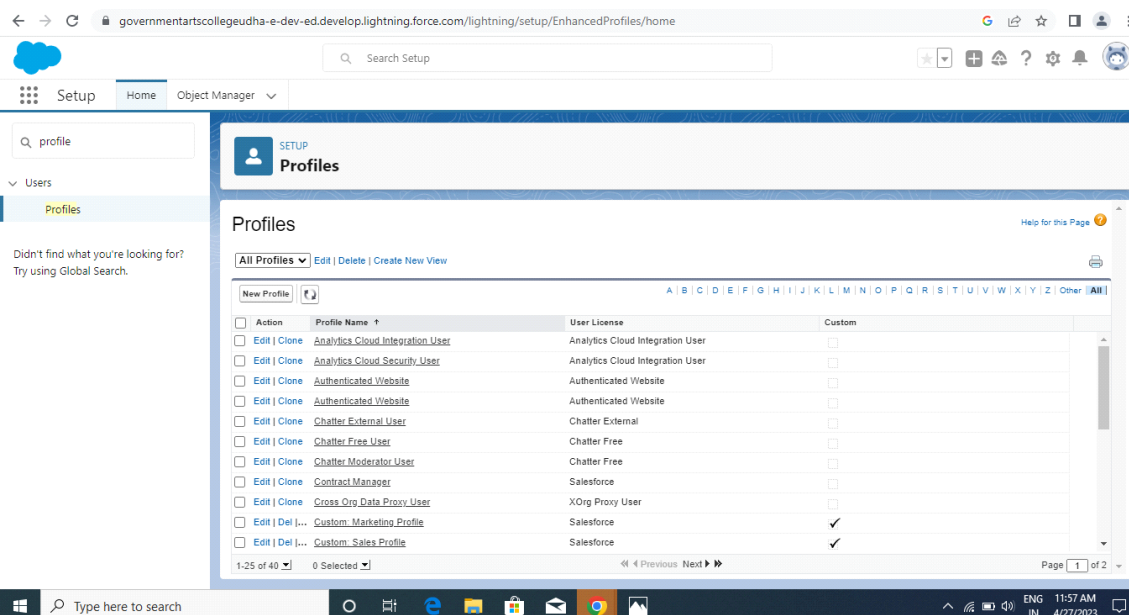
The page is divided into three sections:

- Custom Object Tabs**: This section contains a table with columns for Action, Label, Tab Style, and Description. The table lists three tabs: 'Parents' (Highway Sign), 'Schools' (Compass), and 'Students' (Chess piece).
- Web Tabs**: This section contains a message: 'No Web Tabs have been defined'.
- Visualforce Tabs**: This section contains a message: 'No Visualforce Tabs have been defined'.

Milestone 5:profile

Description

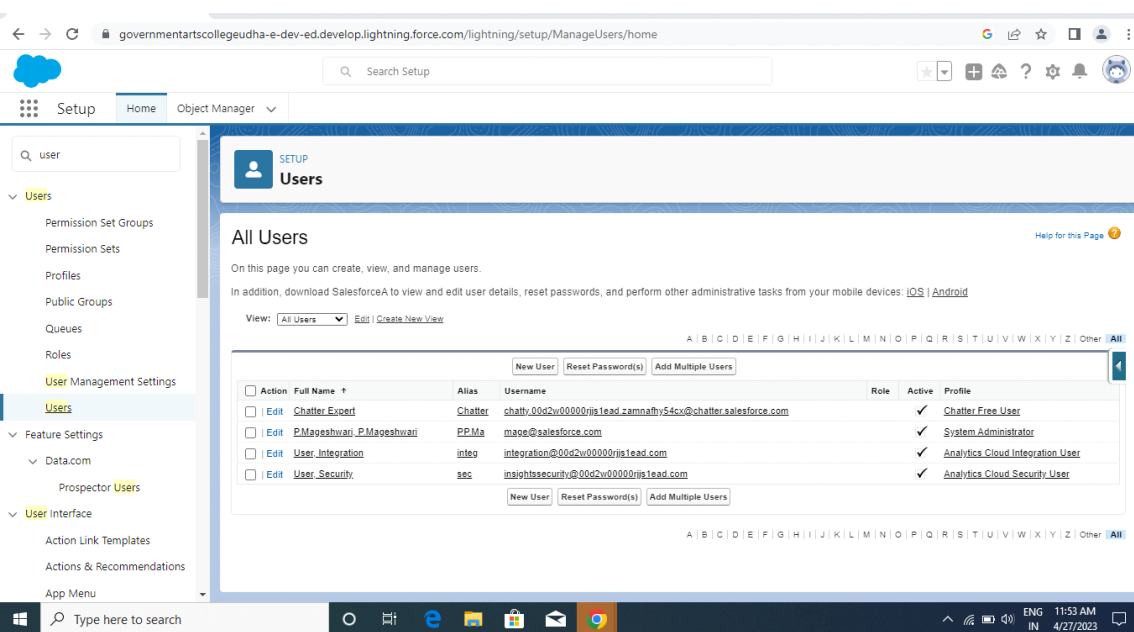
Create a custom profile for event



Milestone 6: users

Description

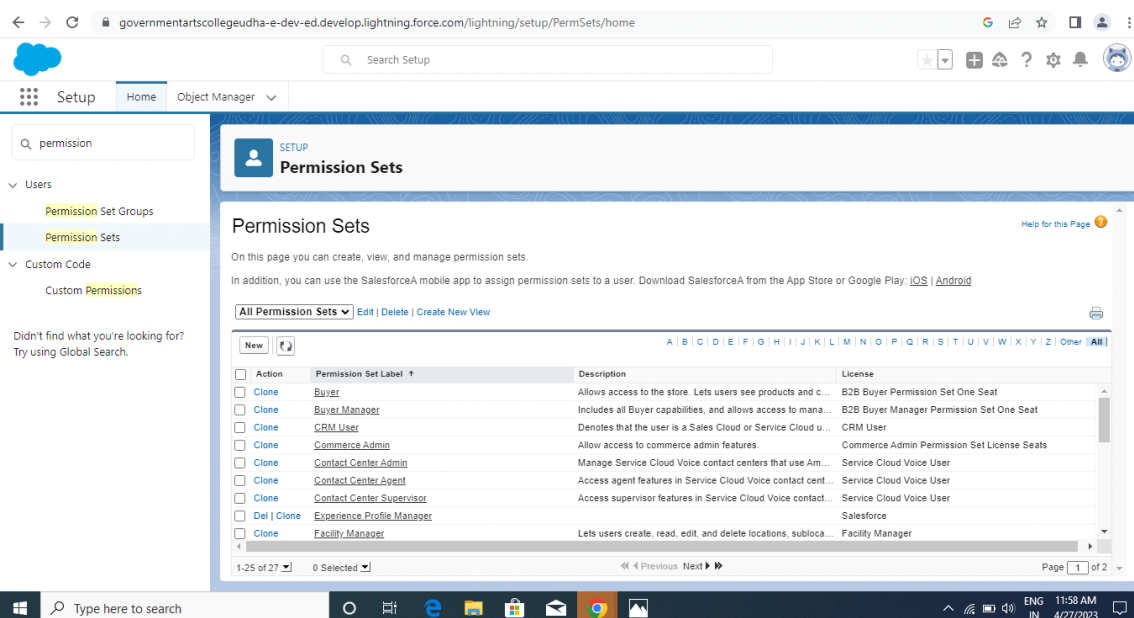
Create a users



Milestone :7 permission set

Description

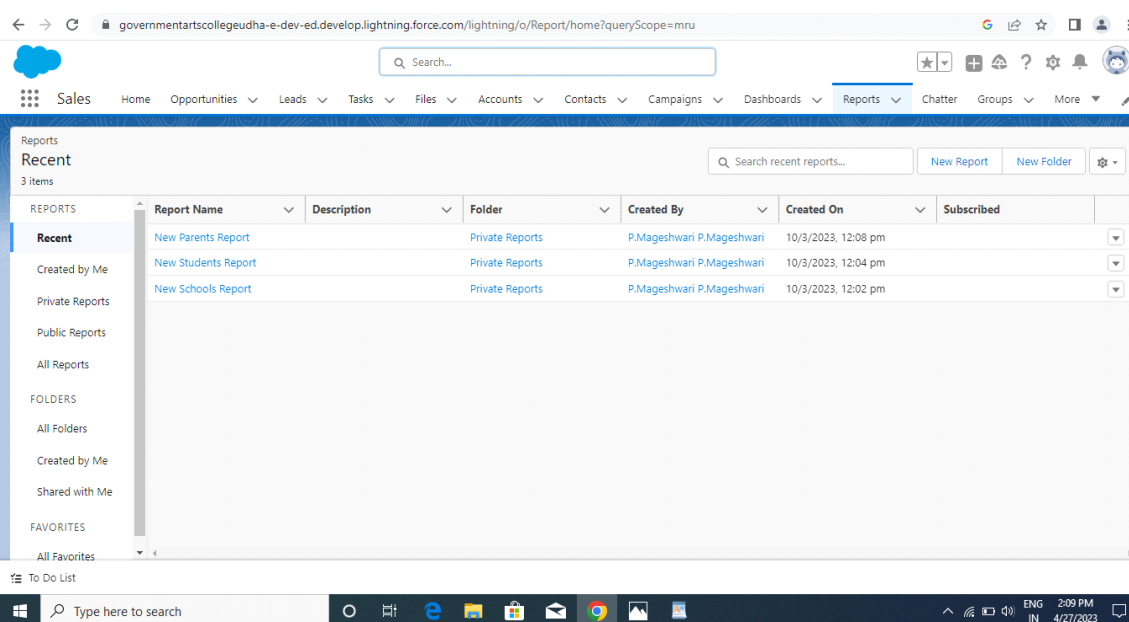
Create a permission set for event



Milestone 8: reports

Description

Create a report using object event, attendees, speaker and vendors



4 TRAILHEAD PROFILE URL:

Team leader(Reeta.K):<https://trailblazer.me/id/kkreeta>

Team member1

(Mageshwari.P):<https://trailblazer.me/id/ppmageshwari>

Team member2(Sharmila.I):<https://trailblazer.me/id/ssharmila28>

Team member

3(Thilagavathi.C):<https://trailblazer.me/id/tthilagavathis>

Team member4(Thangamani.V):<https://trailblazer.me/id/thanv24>

5.1 ADVANTAGES OF CRM APPLICATION FOR SCHOOLS AND COLLEGE

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.

The conversion can increase up to four times. According to IBM, every dollar invested in CRM implementation brings the company five dollars in profit. This alone clearly demonstrates the importance of using this system. Below we will share the main benefits of CRM for higher education.

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.

All necessary information about the customer is collected and stored in a database that is available to all employees of the sales department. Thus, it is much easier to meet the client's needs without getting on the client's precious nerves while communicating with the sellers

This is another benefit of CRM in the education industry. We are accustomed to the fact that our desires are foreseen, and post-sales support is available at any time of the day. Implementing such processes is impossible

without a CRM platform, because it has a separate card for each client with full information about the student. This data is presented in chronology, and you can view the entire history of work with the client in a couple of minutes.

5.2 DISADVANTAGES OF CRM APPLICATIONS FOR SCHOOLS AND COLLEGE

A CRM software is not a small investment by any means. The price of the software itself can be quite high, and then you have to factor in the cost of integration, data migration, training, and support. Not every business can afford to make this kind of investment, and even if they can, there's no guarantee that the return on investment will be worth it.

A lot of CRM systems are not user-friendly and can be quite frustrating to use. This can lead to a lot of wasted time and energy trying to get the system to do what you want it to do. If a CRM is difficult to use, people are going to avoid using it, which defeats the whole purpose of having one in the first place.

One of the main concerns that people have about using a CRM system is the security of their data. With so much personal and financial information being stored in one

place, it's understandable why people would be worried about data security. Unfortunately, not all CRM systems are created equal in this regard, and some are more secure than others. If data security is a major concern for your business, you need to do your research before selecting a CRM system.

APPLICATION

A CRM system can help educational organisations effectively manage and track leads, resulting in improved enrolment numbers. Additionally, by personalising communication and providing automated follow-up, educational organisation can build better relationships with students and leads, and keep them engaged over time.

CONCLUSION

Despite the disadvantages listed above, there are plenty of benefits to using a CRM system in your business. By choosing the right CRM system and taking the time to learn how to use it effectively, you can maximize the benefits that it has to offer.

These were the advantages and disadvantages of CRM program and when analyzed the advantages and disadvantages, the advantages outweighs the

disadvantages! This means that ultimately a CRM would be very beneficial for a business.

But there's a catch, the business needs to choose the right CRM solution and the right CRM strategy to see the endless advantages that a CRM provides.

FUTURE SCOPE

Capture and manage your leads on a single platform

A prospective student might register a lead through email, social media, website, publishers, agencies, ads or simply, by walking in. The very first way in which an education CRM helps you is by centralising all your incoming leads across channels in one place.

A CRM centralises donor and alumni information and is used to send out automated communications at key times of the year to keep everyone updated on the success of the institution's programmes and students.

These days, numerous small and medium-sized enterprises are arising across the world. Unlike large organizations, they are reluctant to implement CRM software. However, the preferences and requirements might change with time. There was a time when CRM used to be meant for expensive infrastructure and complex technicalities. These, in turn, increased the expense of the CRM software

and made it unaffordable for companies which have a small investment.

Moreover, the companies didn't have the expertise to manage the CRM software inhouse. Hence, they were bound to hire designated technicians. These technicians used to charge a lump sum amount in exchange for their services. As a result, the cost used to be the most discouraging factor for small and medium enterprises.

If we notice today's scenario, then the CRM software has become quite affordable. Even many developers are providing CRM software for free. Since most CRMs are web-based software, the up-gradation of infrastructure does not become necessary. Hence, it is a great way to save your expenses.

THANK YOU