TEAM ID	67A5D2A7A1AD5FEA1E14B 1256FA4E698
PROJECT NAME	IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE WITH INTERNAL MARKS
TEAM LEADER	**RESHMA . R**
TEAM MEMBER	**KOWSIKA . K** **MAHALAKSHMI . G** **MANIMALA . K**

PROJECT REPORT TEMPLATE

1.1.Overview

IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDAT E WITH INTERNAL MARKS

- ✓ The CRM concept has evolved in such a way that nowadays, it must be viewed

    as a strategy to maintain a long term relationship with the customer.

- ✓ That a CRM will help you manage customer relationship and maybe a general

    Idea of CRM functions. Many companies are either planning or in the process of
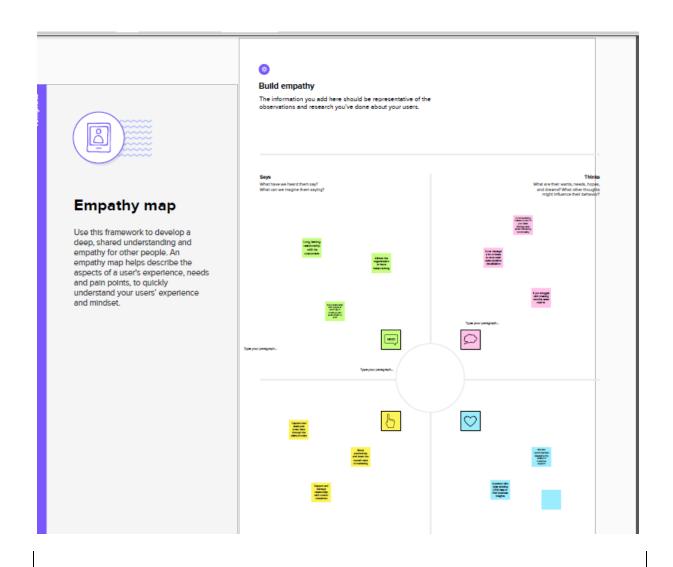
    Implementing CRM systems.

1.2.Purpose

- ✓ Improve decision making and sales strategizing with powerful insights.
- ✓ Information about customers is stored in disparate applications as the employee
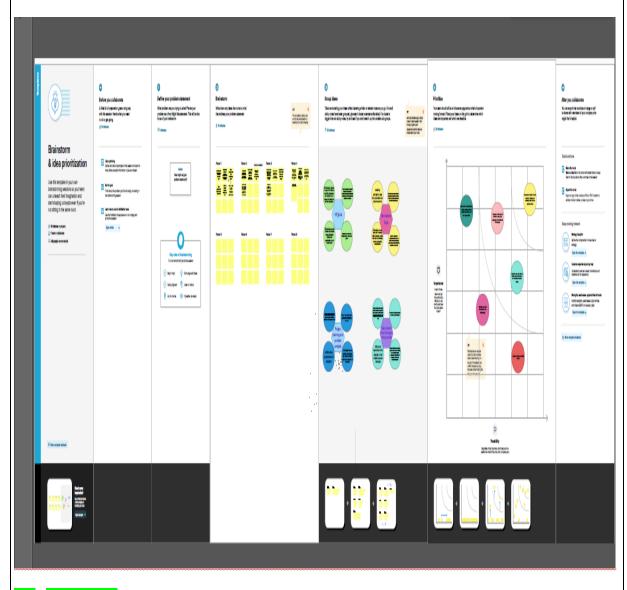
    Empowerment is very high.

- ✓ Implementation involved reviewing the resource requirements and availability
- ✓ Both in terms of hardware and software

2.PROBLEM DEFINITION &DESIGN THINGING
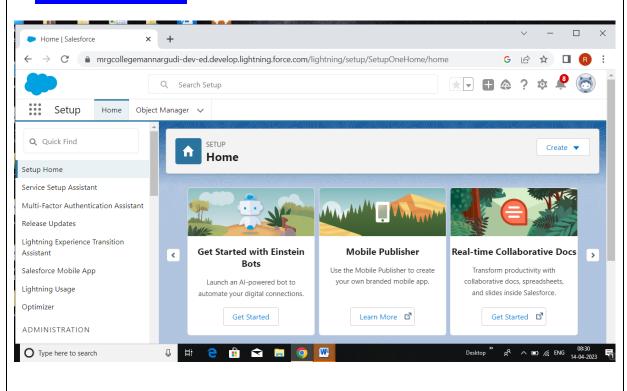
Empathy map
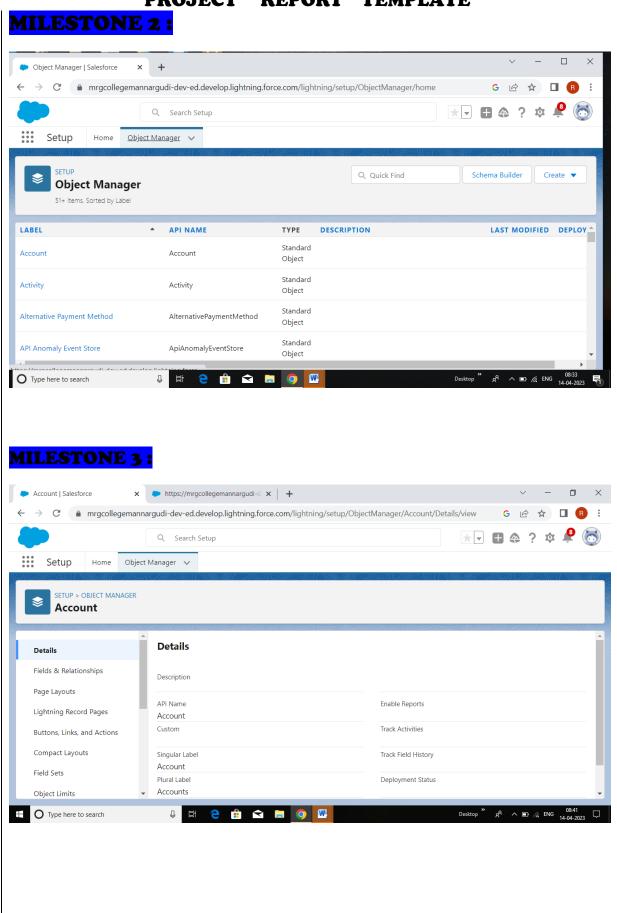
2.2.Ideation & Brainstorm map

3. RESULT

3.1.DATA MODEL

PROJECT REPORT TEMPLATE

OBJECT NAME	FIELDS IN THE OBJECT	
	FIELD LABEL	DATA TYPE
SEMESTER	Semester name	text
	Course	Course (lookup)
CANDIDATE	Candidate name	text
	Candidate ID	text
	Semester name	text
	Internal results	Text
CANDIDATE DETAILS	Course name	Text
	Course ID	Text

PROJECT REPORT TEMPLATE

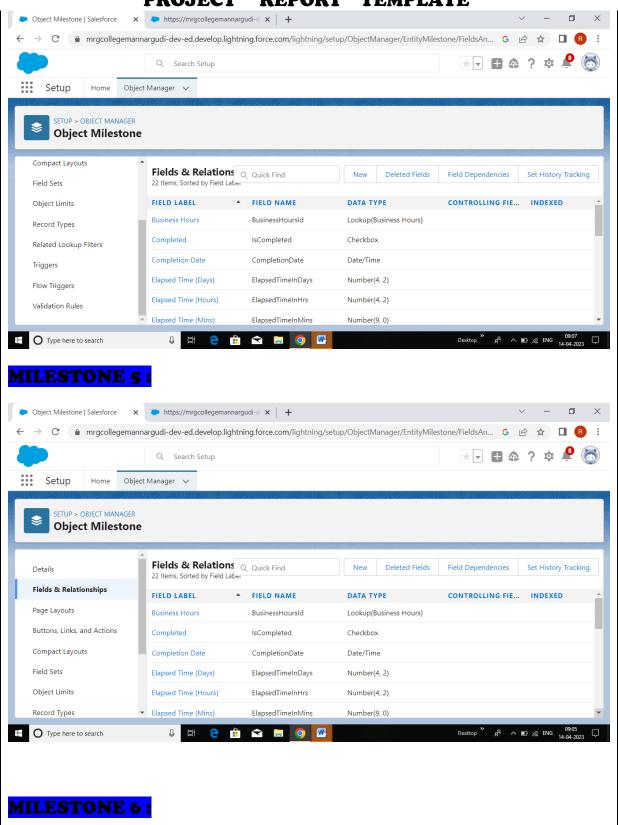|		
LECTURER DETAILS	Lecturer Role	Text
	Lecturer name	Text
INTERNAL MARKS	Candidate ID	Text
	Course ID	Text
	Marks	Number

3.2.Activity & screenshot

MILESTONE 1 :

PROJECT REPORT TEMPLATE

MILESTONE 2 :

MILESTONE 3 :

PROJECT REPORT TEMPLATE

PROJECT REPORT TEMPLATE

MILESTONE 5 :

MILESTONE 6 :

PROJECT REPORT TEMPLATE

PROJECT   REPORT   TEMPLATE

MILESTONE 10 :

PROJECT   REPORT   TEMPLATE

PROJECT   REPORT   TEMPLATE

4.TRAILHEAD PROFILE PUBLIC URL

Team lead   : https://trailblazer.me/id/reshr20

Team member 1 : https://trailblazer.me/id/mkrish20

Team member 2 : https://trailblazer.me/id/mahag11
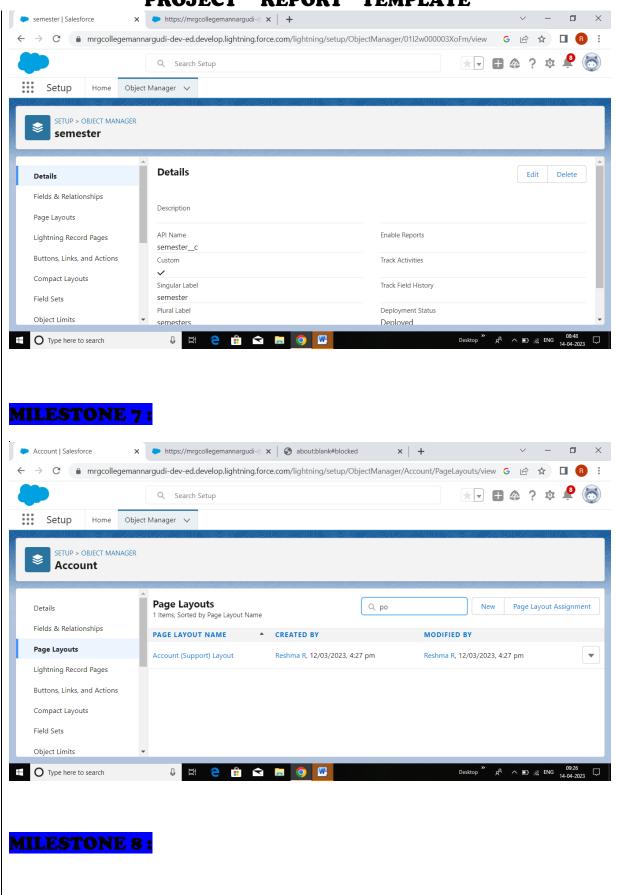
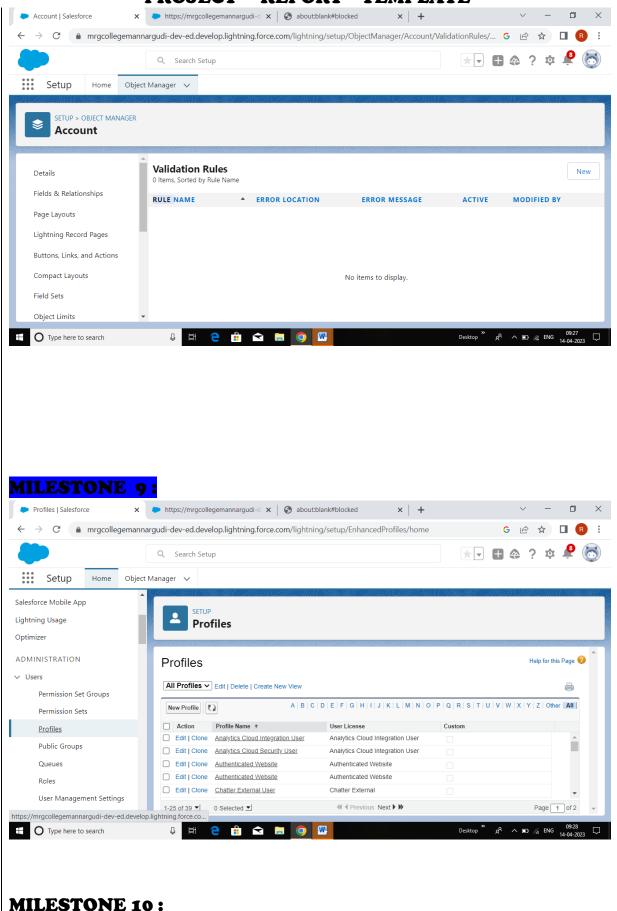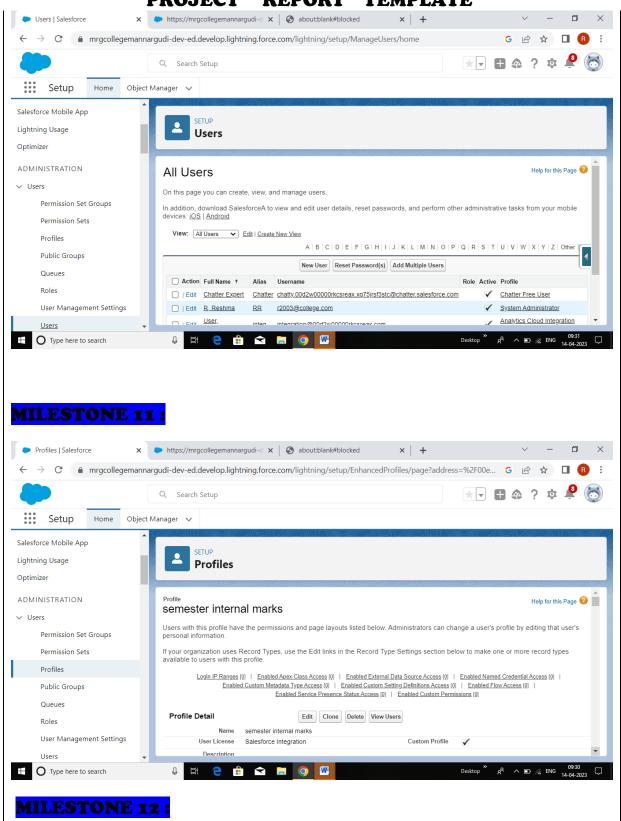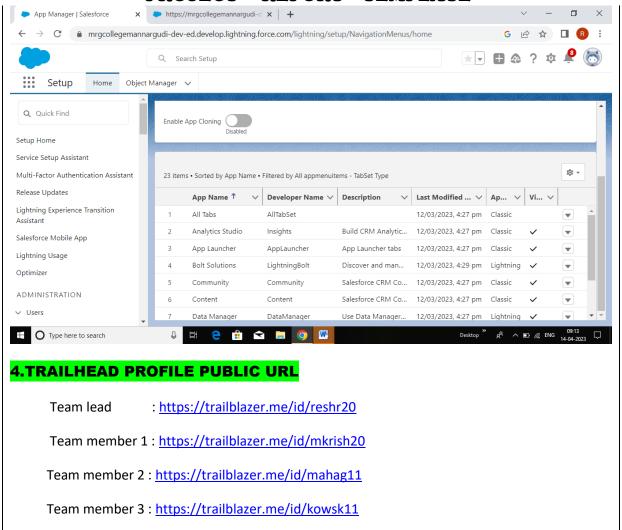Team member 3 : https://trailblazer.me/id/kowsk11

5.ADVANTAGES

- ✓ It allows for more effective sales and marketing.
- ✓ It can speed up the sales conversion process.
- ✓ It increases staff productivity lowers time costs and boots morale.
- ✓ It enables widely dispersed teams to work closely.

DISADVANTAGES

- ✓ Staff over reliance on CRM may diminish customer loyalty through a bad experience.
- ✓ Security concerns associated with centralized data.
- ✓ The excess initial time and productivity cost of implementation.

6.APPLICATIONS

- ✓ Focus on mobility and ease of use.
- ✓ Choose a system that works well with other technology.
- ✓ Research for CRM that perfectly fit your firm.
- ✓ Pinpoint which features and functionality you

need.

✓ Set out your goals and objectives.

7.CONCLUSION

✓ CRM enables a company foaling its strategy with the needs of the customer on order

to best meet those needs and thus ensure long term customer loyalty.

8.FUTURE SCOPE

✓ Customer will become a company's best sales reps through superior products and

Services as well as customer oriented messaging.

The future of CRM is more than just the future of CRM software it is really the

Future of business.

PROJECT REPORT TEMPLATE