CRM APPLICATIONS FOR SCHOOLS AND COLLEGES
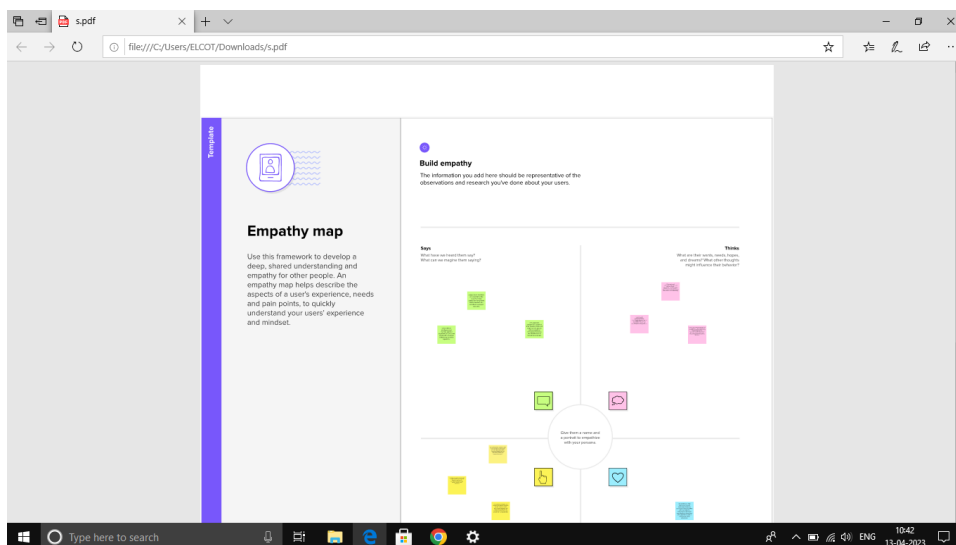
1 INTRODUCTION

1.1 OVERVIEW

CRM application are software tools designed to help businesses manage and analyze Interactions with their customers and potential customers. Thes applications typically include Capabilities such as tracking customer interactions across multiple channels,automaticaly Repetitive workflows,and generating reports and analytics to inform customer engagement Strategies.CRMapplications are used by sales,marketing and customer service team to Improve communication,better unterstand the needs of customers,and ultimately drive Customer loyality and retention.They can be deployed as cloud-based software as a service Or as on-premise software installations.
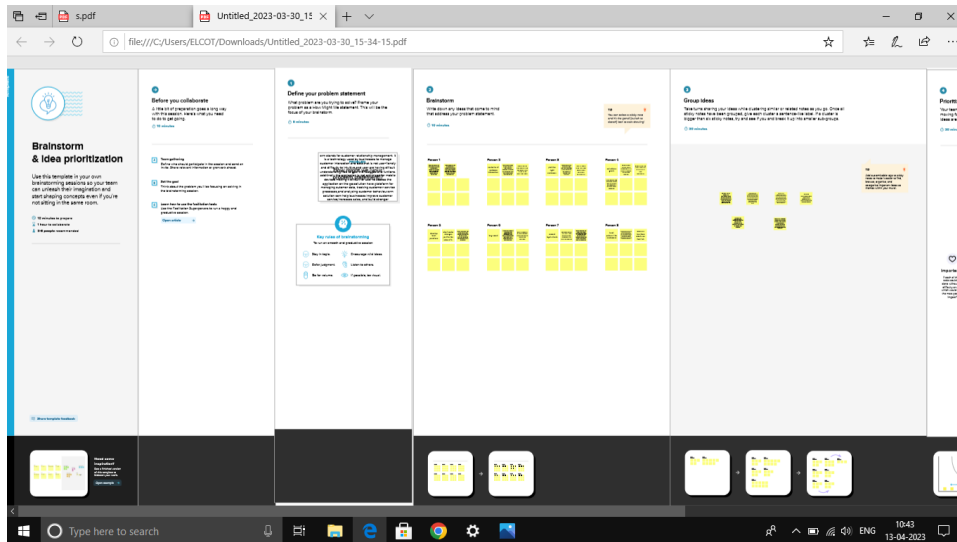
1.2 Purpose

Crm software help organisation consolidate customer data from various channels, Such as email,phone,social media,and web forms,into a centralized database.this helps Businesses to better understand customer preference,behaviour and needs and creat More personalized and relevant experiences for their customer.advanced crm application Offen features like predictive analytics,reporting,and forecasting,wich help businesses identify ,trends,uncover insighta,and make data-driven decisions.

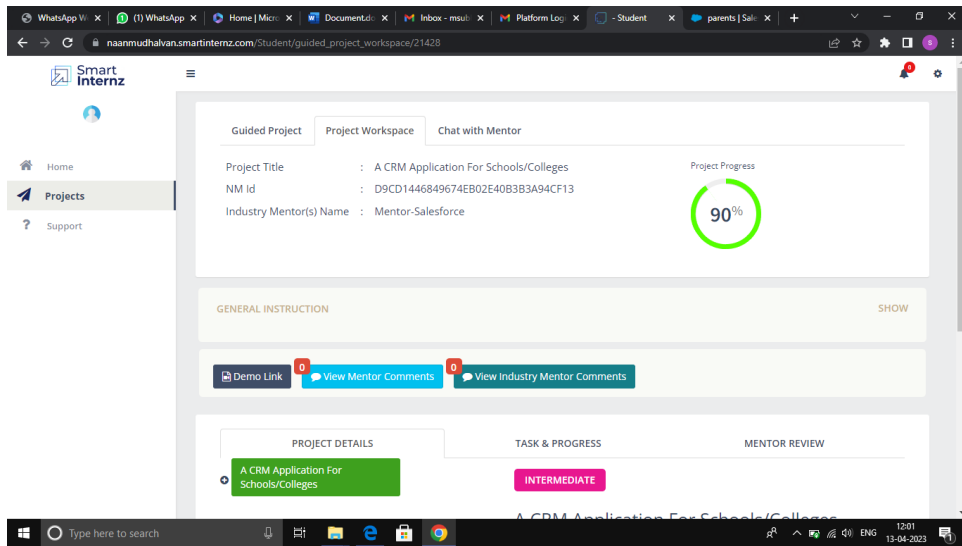# 2 problem definition and design thinking

2.1 empathy map

2.2 identiation and brainstorming map

RESULT

Object 1	Field in the object	
	Field lable	**Tada table**
	Parent name	Text [80]
Object 2	Field lable	Tata table
	Parents name	Text [80]
Object 3	Field lable	Data type
	School name	Text [80]

3.2 ACTIVITY AND SCREEN SHORT

4 TRAILHEAD PROFILE BUBLIC URL

TEAM LEADER - https://trailblazer.me/id/msubha
TEAM MEMBER 1 – http://trailblazer.me/id/parameshwari12
 TEAM MEMBER 2 –http://trailblazer.me/id/pitchammal24
TEAM MEMBER 3 -http://trailblazer.me/id/jothi07

5 ADVANDAGES AND DISADVANDAGE Advandages
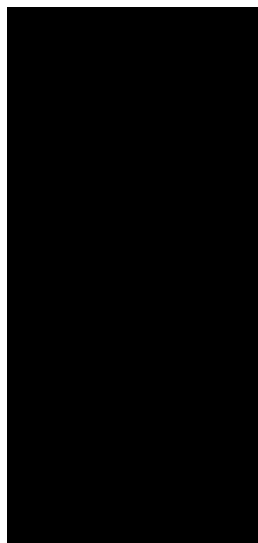
The advantages of customer relationship management system extend beyond running a business and its closely related relationships. Ideally, a CRM system should help your business improve the relationship with existing customers, find new customers and win back former customers. This system is integrated into a software system that facilitates collection, organization and management of the customer's information. A CRM system can be beneficial to both small and large scale businesses as long as it is implemented appropriately. This guide outlines the major advantages of
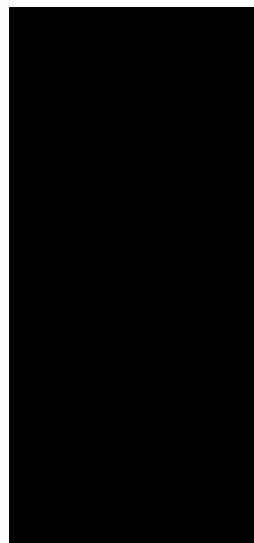
Disadvandages and solution

Disadvantages of CRM

We've looked at the pros—the advantages—of initiating a **CRM system**, so now it's time to examine some of the cons—the disadvantages—of a CRM system. Whilst ultimately these are fewer in number than the advantages, for some businesses, the short-term pain of a cultural and technological shift can be a lot to bear and may not generate a return.

At the same time, there are various **CRM solutions** in the market such as **Zoho, Vtiger, CloudYogi, Zendesk, Pipedrive** etc. If you work with a technology consultant, such as ourselves, we can help you to assess which solution would be most fitting for your business model & unique requirements

Taking all the benefits and costs to a company of **implementing a CRM** into account, the pros outweigh the cons. Of course, there are going short-term disadvantages. The strategic advantages, however, of CRM in creating the kind of financial and time efficiencies that allow a business to greatly increase the speed and effectiveness in managing are simply too numerous to ignore.

6 APPLICATION

Customer relationship management (CRM) is **a technology for managing all your company's relationships and interactions with customers and potential customers**. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

7 CONCLUSION

Conclusion

Customer Relationship management is a business strategy that enables a business organization to maximize revenue, customer satisfaction, profitability through strategic mobilization, organization, and management of customer's interests and desires. BWM has traversed numerous business challenges that made it establish a CRM that will foster customer relationship as a baseline for market strengthening and diversification. BMW has diversified its market in various global markets through the initiation of the CRM systems. The system has significantly contributed to the company's financial, operational, managerial and development initiatives with a robust customer relationship that has fostered great sale of its product.

Mercedes Benz operates a similar customer relationship management system just BMW and due to market power, the company has greatly diversified is customer roots to various market bases. Mercedes has majored in a customer-dealership business relationship. This has provided the company with strategic mechanization of customer retention, satisfaction and purchase behavior enhancing the company's profitability through an increased purchase command. The two companies are among the leading CRM implementers in the automotive

FUTURE SCOPE OF CRM SOFTWARE ...

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.