

# PROJECT REPORT

PROJECT TITLE: A CRM APPLICATION FOR SCHOOLS \ COLLEGES

## 1.INTRODUCTION

### 1.1 Overview

The project aim is to provide real-time knowledge for all the students who have basic knowledge of salesforce and looking for a real-time project. This project will also help those professionals who are in cross-technology and want to switch to Salesforce. With the help of this project they will gain knowledge and can include it into their resume as well.

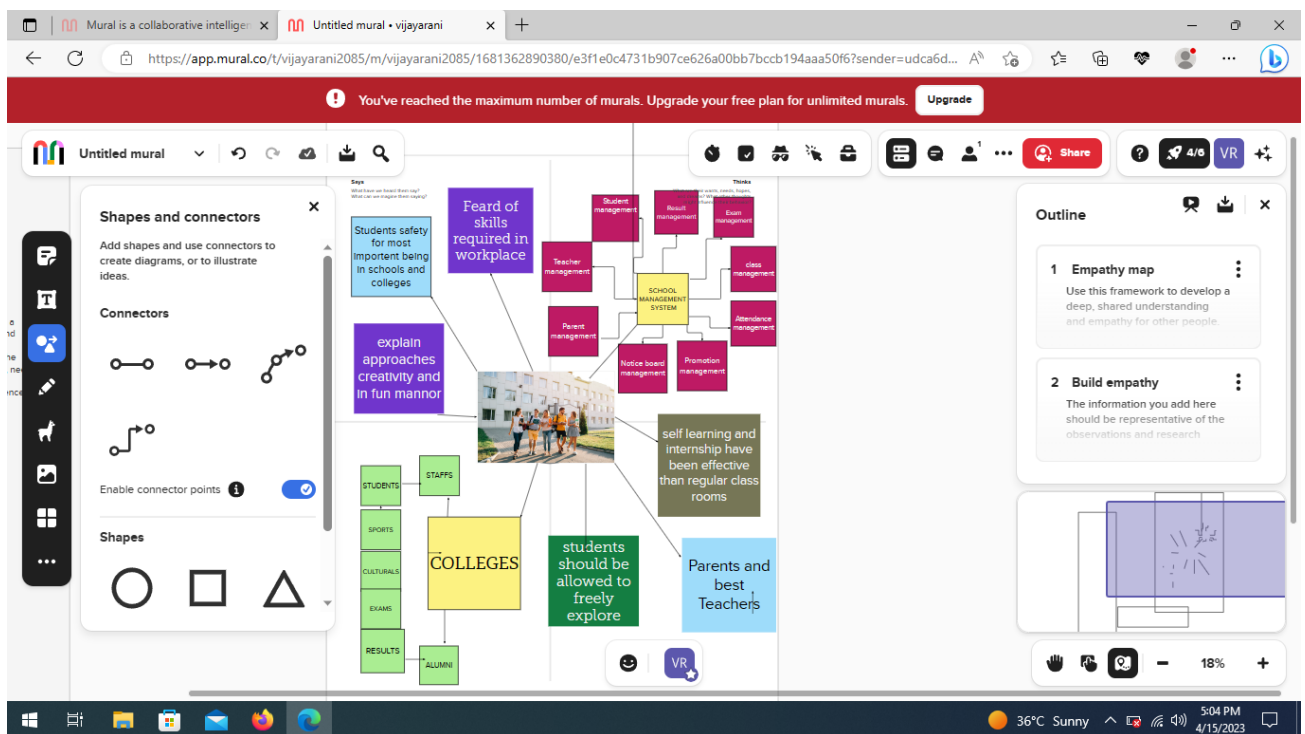
### 1.2 Purpose

schools and colleges are the crucial port of students life where their heart and mind can get trained to face challenges and to earn the self-esteem.

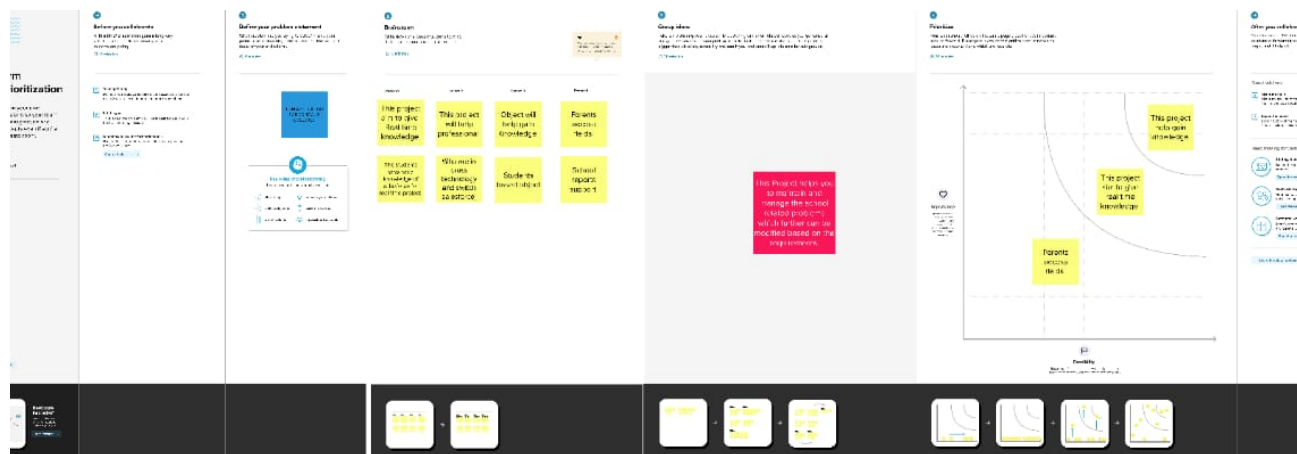
students learn about their life goals in school and colleges.

## 2.Problem Definition &Design Thinking

### 2.1 Empathy Map



### 2.2 Ideation & Brainstroming Map



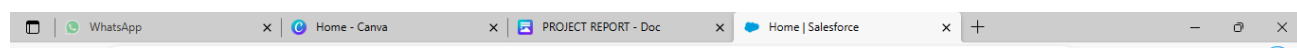
### 3.RESULT

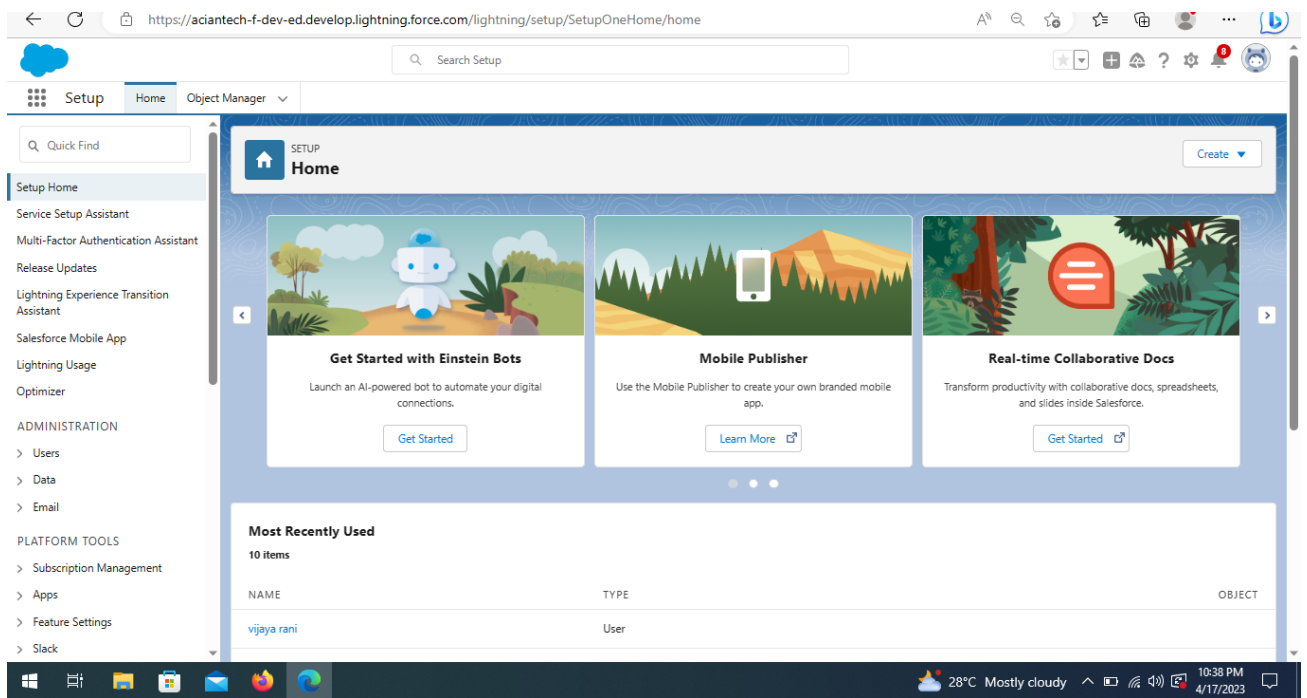
#### 3.1Data Model

#### Fields in the Object

Object Name	Field Name	Data Type
1.Select Colleges & Schools	1.Address 2.Phone Number 3.Number of Students 4.Highest Mark	Text Number Number Number
2.Students	1.School 2.Phone Number 3.Results	Text Number Text
3.Parents	1.Parent Address 2.Parent Number	Text Number

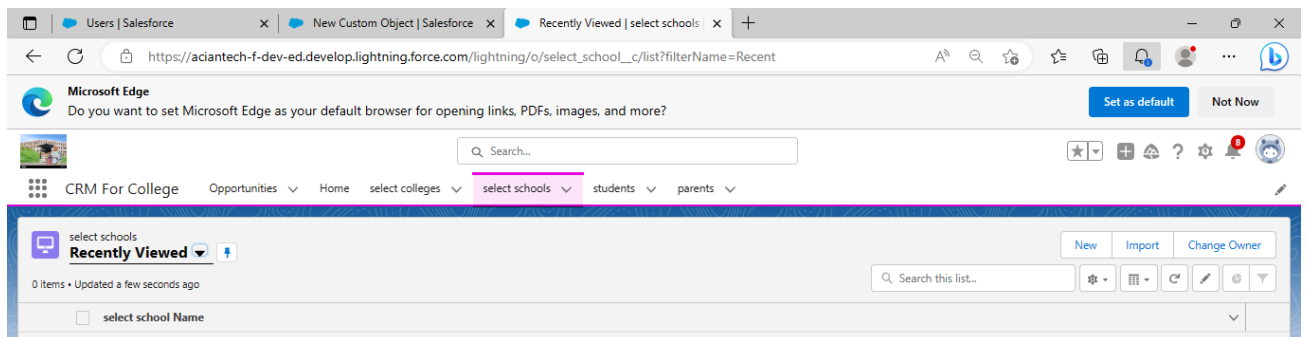
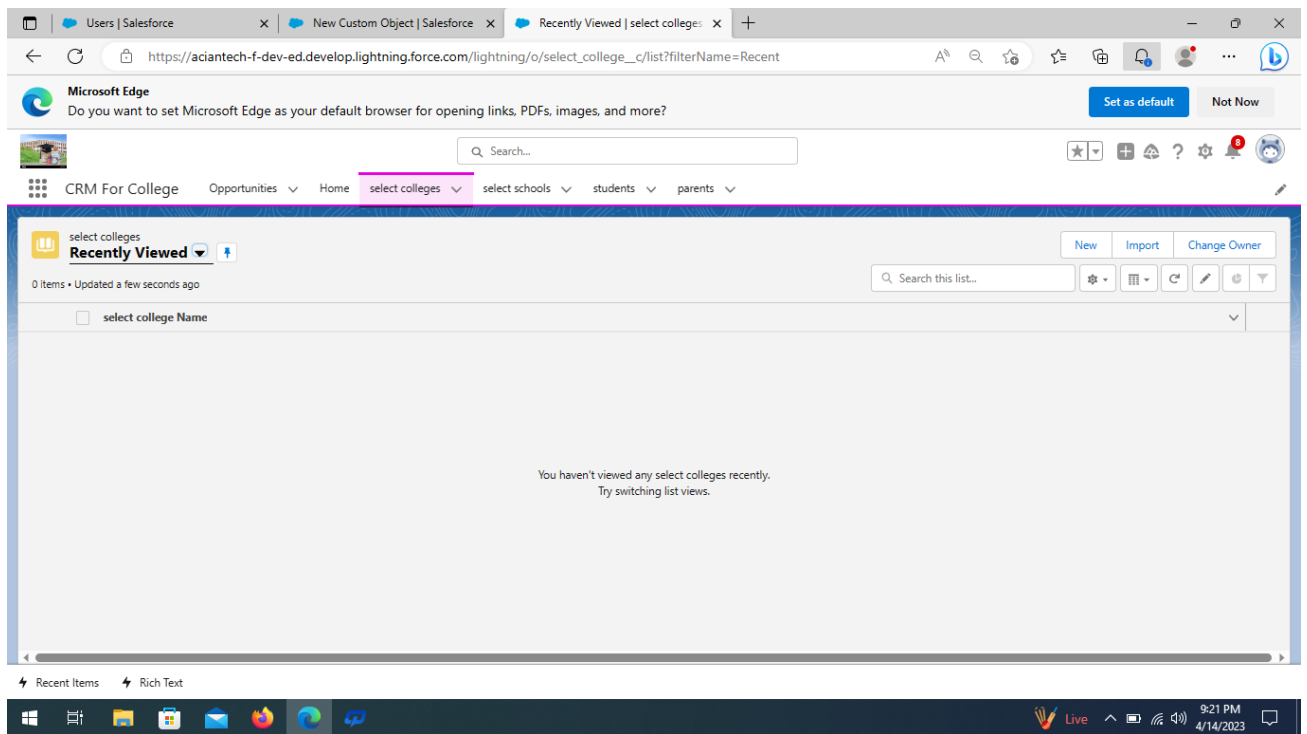
#### 3.2 ACTIVITY & SCREENSHOT





## 1.Login to salesforce.com

## 2.Create the object manager



You haven't viewed any select schools recently.  
Try switching list views.

Recent Items Rich Text

Users | Salesforce x New Custom Object | Salesforce x Recently Viewed | students | Sale: x +  
https://aciantech-f-dev-ed.develop.lightning.force.com/lightning/o/students\_c/list?filterName=Recent

Microsoft Edge  
Do you want to set Microsoft Edge as your default browser for opening links, PDFs, images, and more?  
Set as default Not Now

CRM For College Opportunities Home select colleges select schools students parents

students  
Recently Viewed  
0 Items • Updated a few seconds ago  
Search this list...

students Name  
You haven't viewed any students recently.  
Try switching list views.

Recent Items Rich Text

Users | Salesforce x New Custom Object | Salesforce x Recently Viewed | parents | Sale: x +  
https://aciantech-f-dev-ed.develop.lightning.force.com/lightning/o/parents\_c/list?filterName=Recent

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CRM For College Opportunities Home select colleges select schools students parents

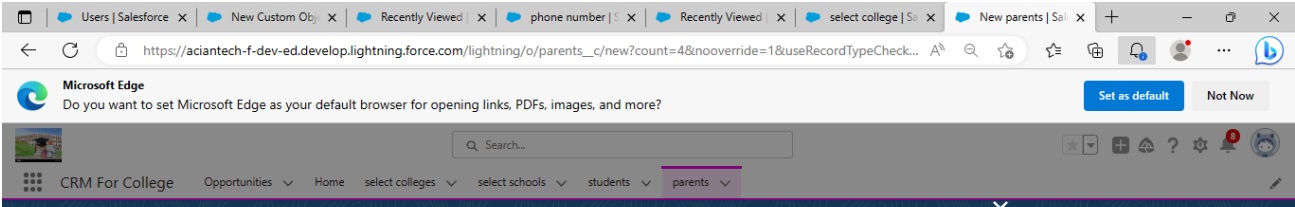
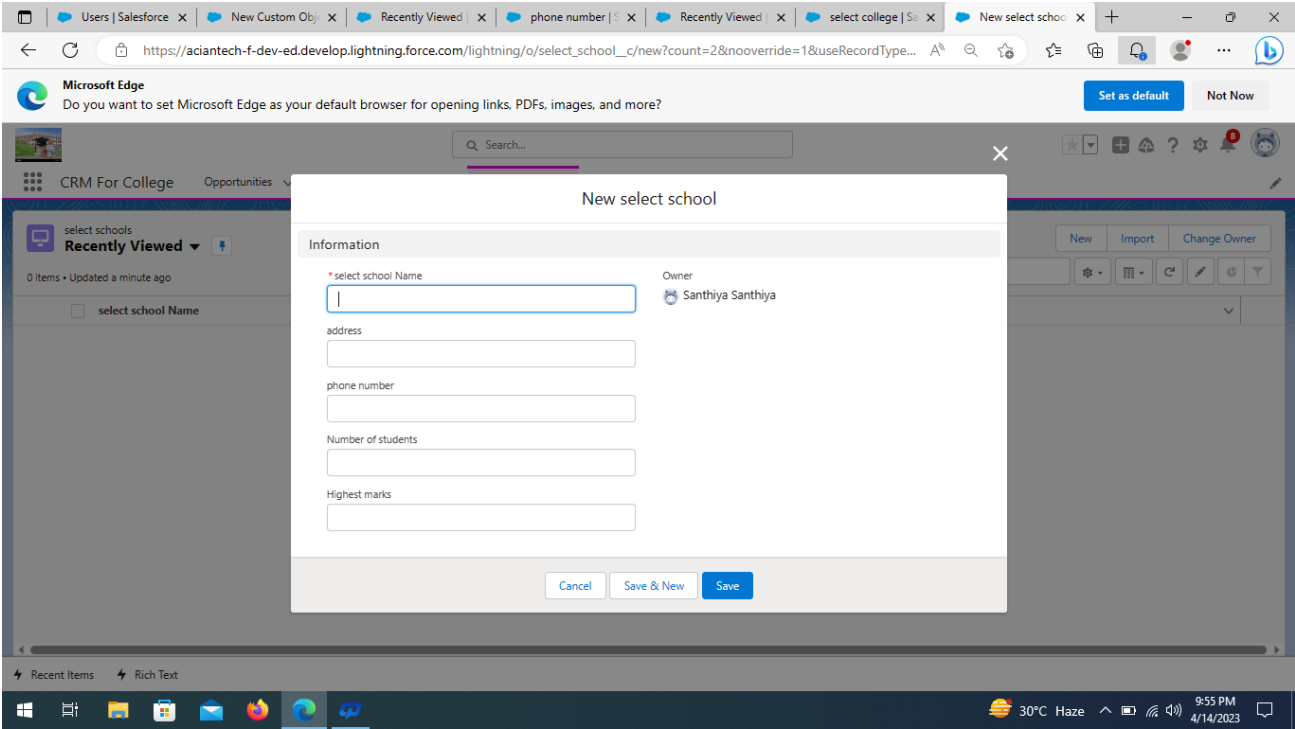
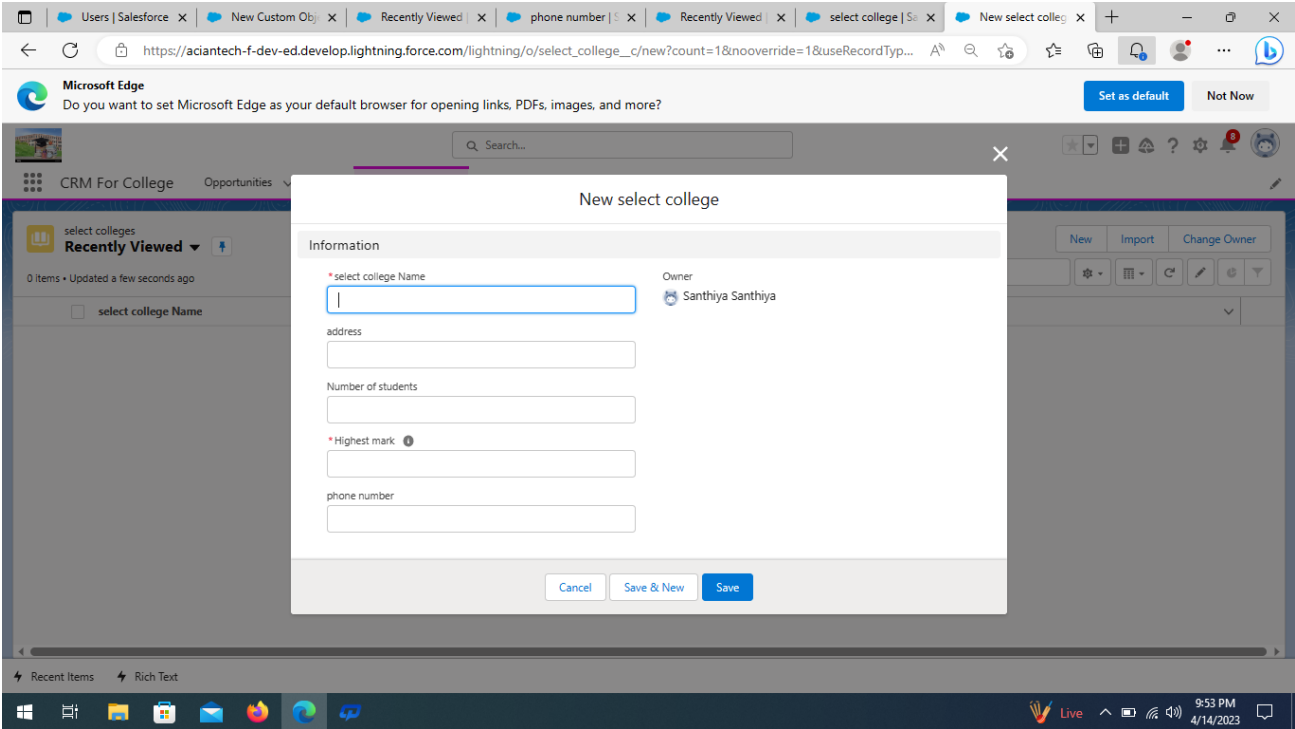
parents  
Recently Viewed  
0 Items • Updated a few seconds ago  
Search this list...

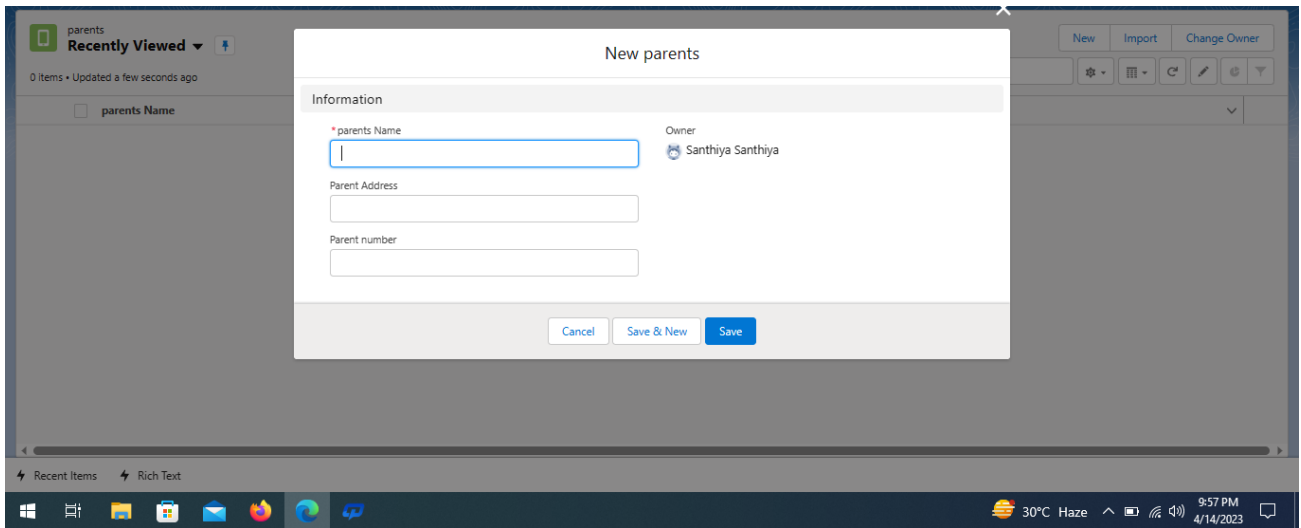
parents Name  
You haven't viewed any parents recently.  
Try switching list views.

Recent Items Rich Text

1.Go the object and select field & Relationship

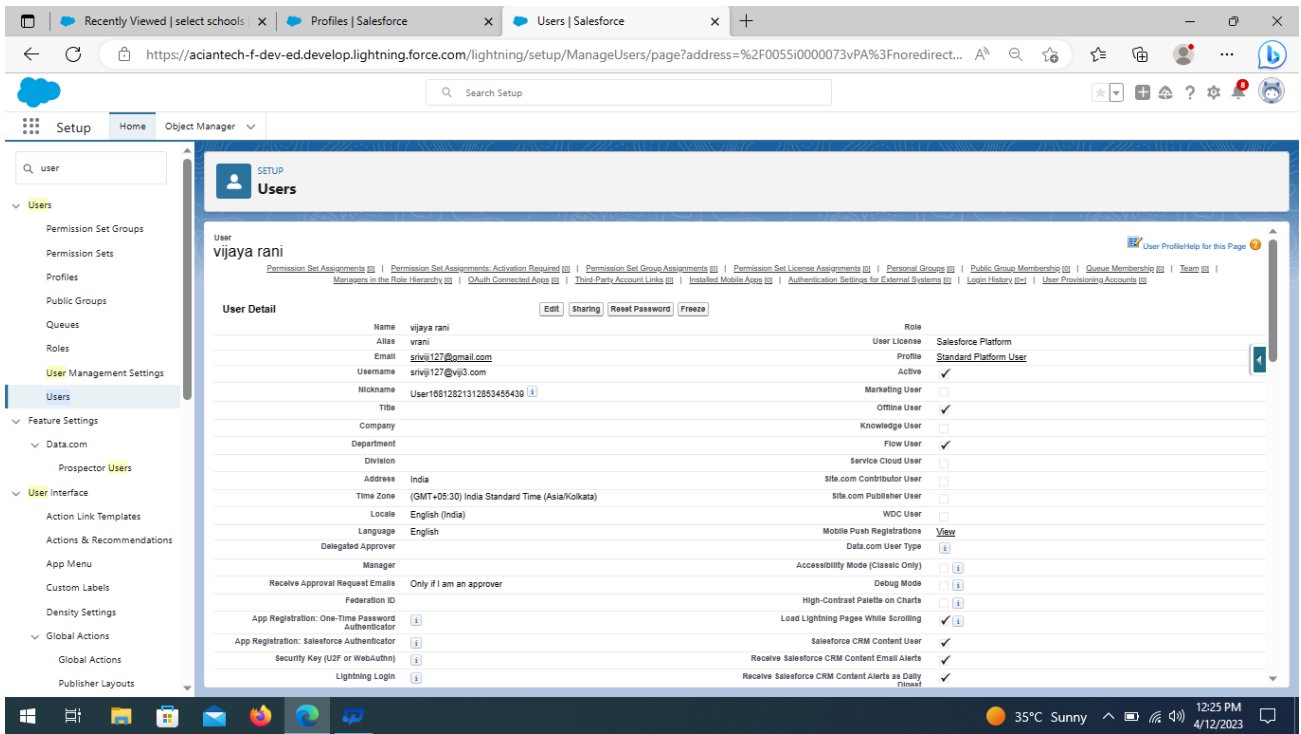
2.create the field





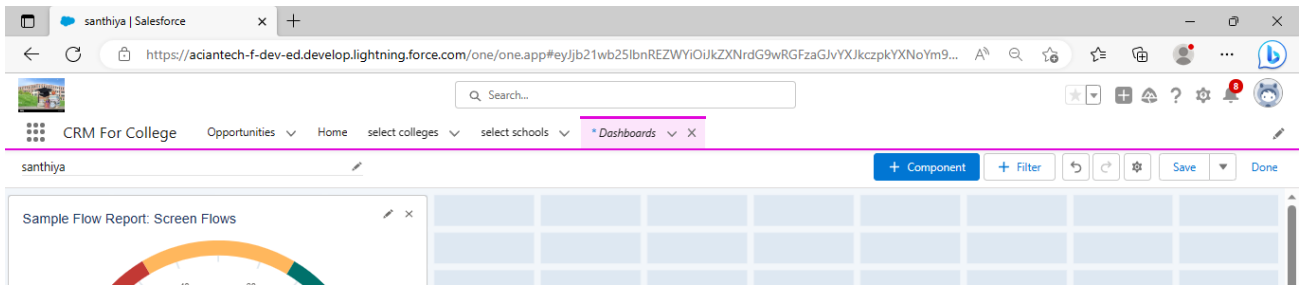
## 1.Search to select users

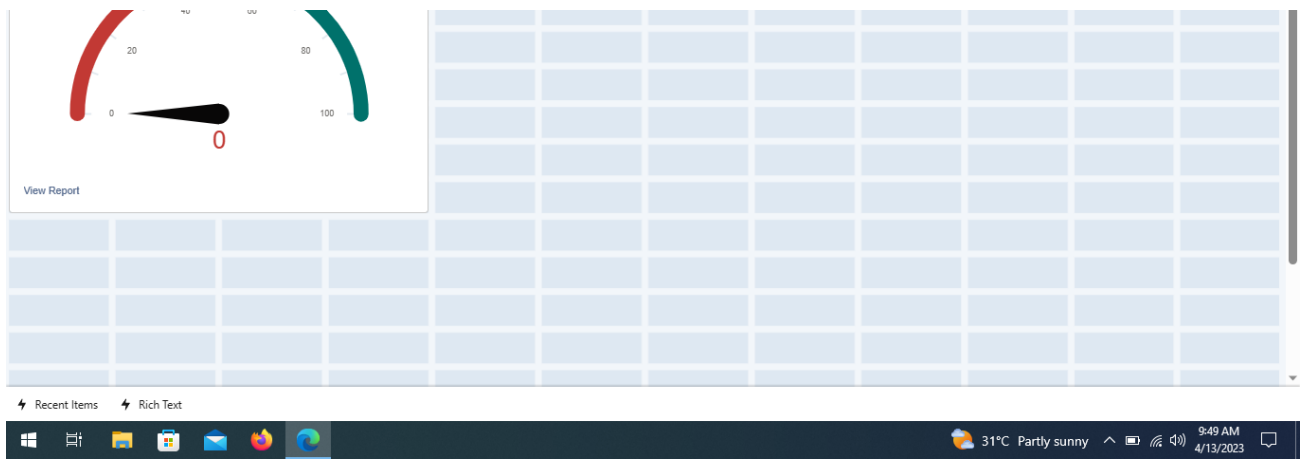
## 2.Create your user



## 1.Select dashboard

## 2.Create your dashboard





#### 4.Trailhead Profile Public URL

Team Leader-<https://trailblazer.me/id/sound19>

Team Member1-<https://trailblazer.me/id/ssanthiya10>

Team Member2-<https://trailblazer.me/id/gsundharambal>

Team Member3-<https://trailblazer.me/id/vrani36>

#### 5.ADVANTAGES &DISADVANTAGES

##### Advantages:

- Students get an experience of the outer world which they have never experienced before.
- Students become much more responsible as there is no one to look after them
- Teachers in college and universities are much more experienced than the conventional teachers so the students can gain much knowledge for them
- Students get to know about real competition in the outer world and thus making them more focused towards their goal

##### Disadvantages:

- Students might get influenced by their peer group and might get into wrong activities.
- College is a platform where students experience much more freedom than before.

#### 6.APPLICATION

- Streamlined Admissions and Enrollment Process.
- Powerful Reporting and Analytics.
- Efficient Student Management.
- Customizable and Scalable Solution.User-friendly Interface.

## **7.CONCLUTION**

CRM for higher education plays an important role in the automation of the institutes 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 employees working there.

## **8.FUTURE SCOPE**

With the increase in complexities, educational institutes have also changed their approach to operate. These Organizations embraced CRM for Educational institutions to enhance student experiences, streamline operations, track and maintain information to develop a deeper understanding of their processes, and extend their outreach.