IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIATE

WITH INTERNAL MARKS

1) Introduction :-

- **Overview :**

  Administrator should be able to create all base data including Semester, Candidate, Course and Lecturer, Lecturer should have the ability to create Internal Results, Dean, who is one of the Lecturer, should be the only one with ability to update Internal Results, Re-evaluation Can be initialized by Candidate for all Internal Results. Now only dean can update the marks after re-evaluation.

- **Purpose:**

   It saves time. You take the most time-efficient route, achieving desired CRM results and scoring goals faster.

   It saves money. You know exactly what type of solution to seek and all the costs associated with it, only spending as much as you need to.
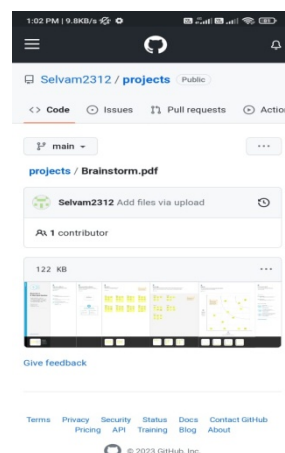
   It helps you make the most out of your CRM. Get everyone on the same page from day one, marching towards maximum effectiveness.

2) Problem Definition and Design Thinking :-
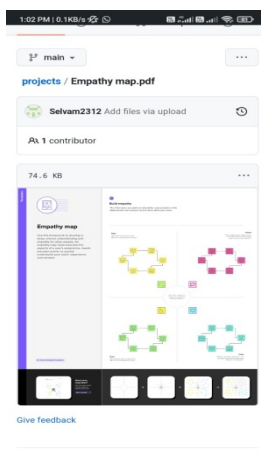
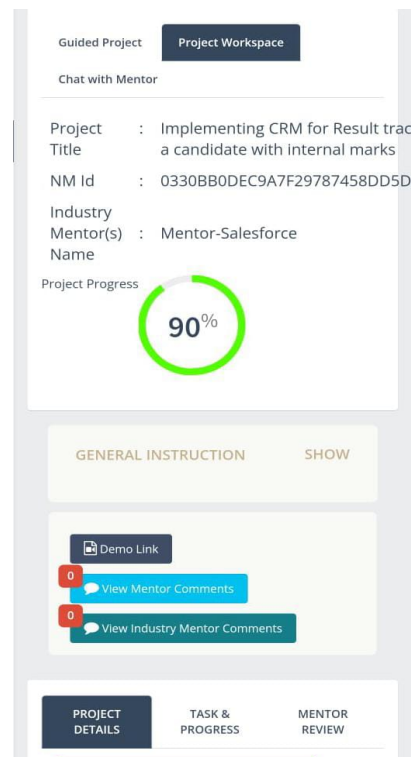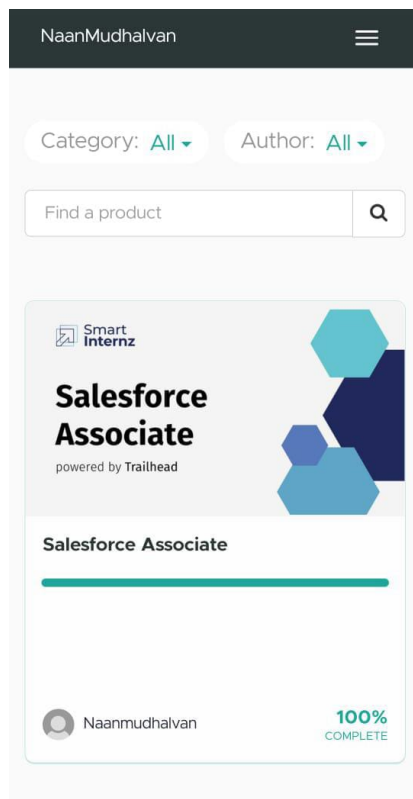➢ **Empathy map :**   **Brainstorming map :**

3) Result :-

- **Data Model :**

Object Name	Fields in the object	
	Fields	**Data Type**
Candidate	Semester Name	Text
	Candidate ID	Text
	Candidate Name	Text
Course Detail	Course Name	Text
Internal Result	Internal Result Name	Text
Lecturer Details	Lecturer Name	Text
	Lecturer Role	Text
Semester	Semester Name	Text

- **Activity and screenshot :**

4) Trailhead Profile Public URL :-

- ➢ **Team Lead** – **https://trailblazer.me/id/s2302**
- ➢ **Team member 1** – **https://trailblazer.me/id/st140**
- ➢ **Team member 2** – **https://trailblazer.me/id/p11raj**
- ➢ **Team member 3** – **https://trailblazer.me/id/sakta24**

5) Advantages and Disadvantages :-

- ➢ **Advantages of CRM :**
    1) It allows for more effective sales and marketing.
    2) It can speed up the sales conversion process.
    3) It increase staff productivity, lowers time costs and boosts morale.
    4) It enables widely dispersed teams to work closely.
    5) Can improve customer loyalty through exceptional experience.

- ➢ **Disadvantages of CRM :**
    1) Staff over-reliance on CRM may diminish customer loyalty through a bad experience.
    2) Security concerns associated with centralized data.
    3) The excess initial time and productivity cost of implementation.
    4) It requires a process-driven sales organization.
    5) It may not suit every business.

6) Applications :-

1) Tracking customers.

2) Collecting data for marketing.

3) Improving interactions and communications.

4) Streamlining internal sales process.

5) Planning your operations.

7) conclusion :-

- • **Customer Relationship Management (CRM) is a business strategy that focuses on building and maintaining long-lasting relationship with customers. The goal of CRM is to enhance customers satisfaction and loyalty by offering personalized services and experiences.**

- • **In conclusion, CRM is a powerful tool that can help business improve their relationship with customers. BY gathering and analyzing customer data, business can gain insights into customer**

preference, behavior, and needs, which can be used to tailor products and services to their specific needs. Effective CRM strategies can help business increase customer retention, improve sales, and boost profitability. However, successful CRM implementation requires a customer-certain approach, a dedicated team, and a willingness to continuously improve and adapt to changing customer needs.

7) Future scope :-

- **The future of CRM (Customer Relationship Management) is promising as businesses continue to rely on technology to improve their operations and customer engagement. Here are some of the future trends that could shape the CRM landscape**

- **AI-driven automation: AI-powered automation is becoming increasingly popular in CRM, as it can analyze customer data to deliver personalized experiences and improve operational efficiency.**

- **Omni channel engagement: Customers today expect to engage with businesses across multiple channels, and CRM systems will need to adapt to this trend by offering seamless integration across different platforms.**

- **Integration with IoT devices: As the Internet of Things (IoT) continues to grow, CRM systems will be able to leverage data from connected devices to provide even more personalized experiences and insights.**

----------------------END----------------------