

Dr. KALAI GNAR GOVERNMENT ARTS COLLEGE
KULITHALAI – 639120

DEPARTMENT OF ELECTRONICS

NAAN MUDHALVAN – SMART BRIDEG PROJECT

**PROJECT TITLE : A CRM Application for
Schools/Colleges**

SUBMITTED BY

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INTRODUCTION

Salesforce is a modern cloud computing technology, which is available on cloud, no need to install any software as well as no hardware required. You can develop our own applications as well as need any application on demand and then you can buy from app exchange. App Exchange is a market place to sell our custom applications as well as to buy applications from app exchange easily Salesforce is a leading CRM (Customer Relationship Management) software which is served form cloud. It has more than 800 applications to support various features like generating new leads, acquiring new leads, increasing sales and closing the deals. It is designed to manage the organization's data focused on customer and sales details. It also offers features tocustomize its inbuilt data structures and GUI to suit the specific needs of a business. More recently, it has started offering the IOT (internet of things) connectivity to the CRM platform.

The design and implementation of the system is to provide service in institute and colleges. College Staff uploads attendance, results, share subject notes and college notifications through a secure, online interface using Salesforce. All data will be stored on the Salesfoce cloud

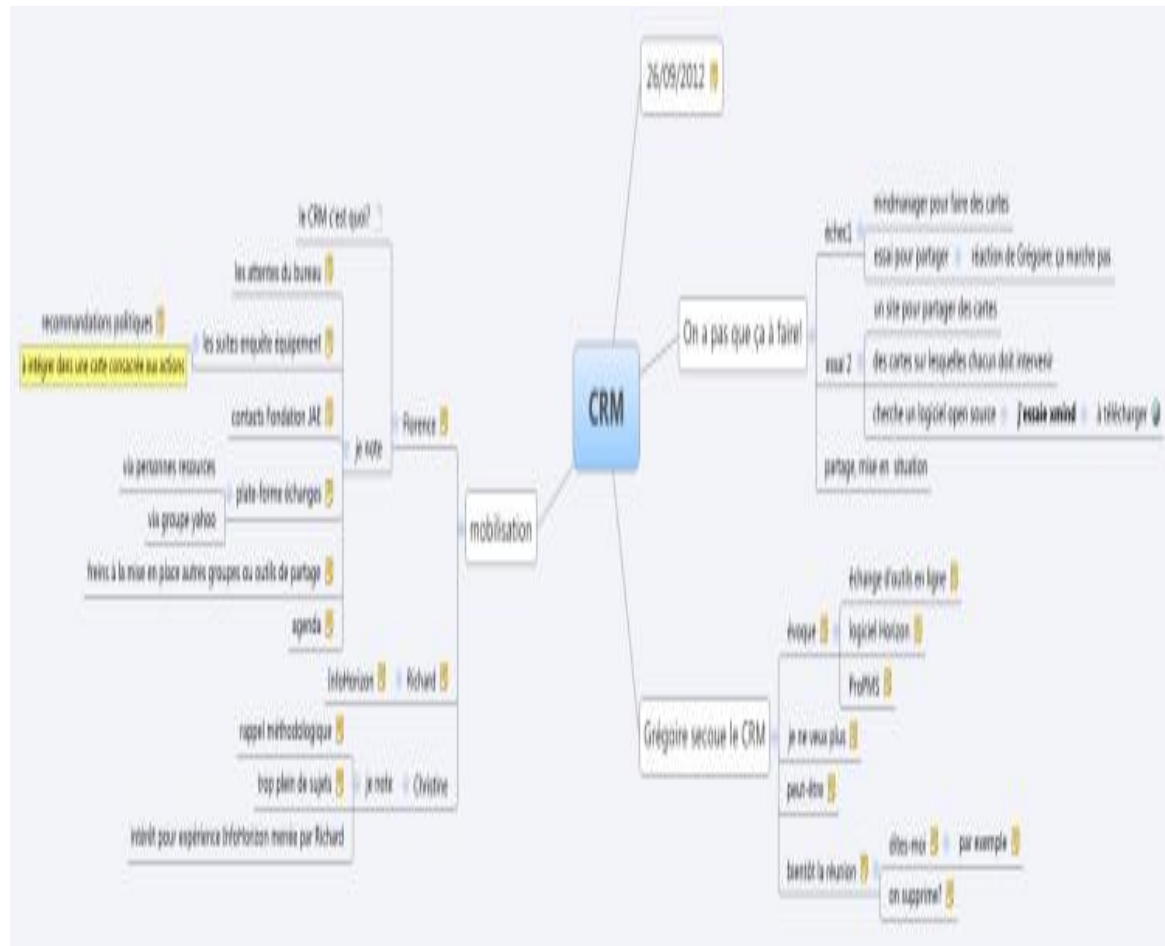
managed by the college Administrator. This system will decrease the paperwork and time needed to access student records. Previously, college relied heavily on paper records for this initiative which had its own disadvantages. This system provides a simple interface for the maintenance of student information. Achieving this objective is difficult using a manual system as the information is scattered, can be redundant and collecting relevant information may be very time consuming. Our proposed system ensures to overcome these limitations. There is another part which is feedback, the student can give the feedback at anytime from anywhere to faculty. This feedback can be reviewed by the admin or the management committee of the institute through which the confidentiality of the feedback of the faculty can be maintained. This application is developed for daily student attendance in colleges and institutes. The teachers can send the attendance summary and feedback about the students to their parents. It can also be useful in an organization or company at a certain limit not the whole application.

OVERVIEW :

- Build a lightning app, add tabs and customize page layouts.
- Create custom objects and fields for the app.
- Define relationships between objects.

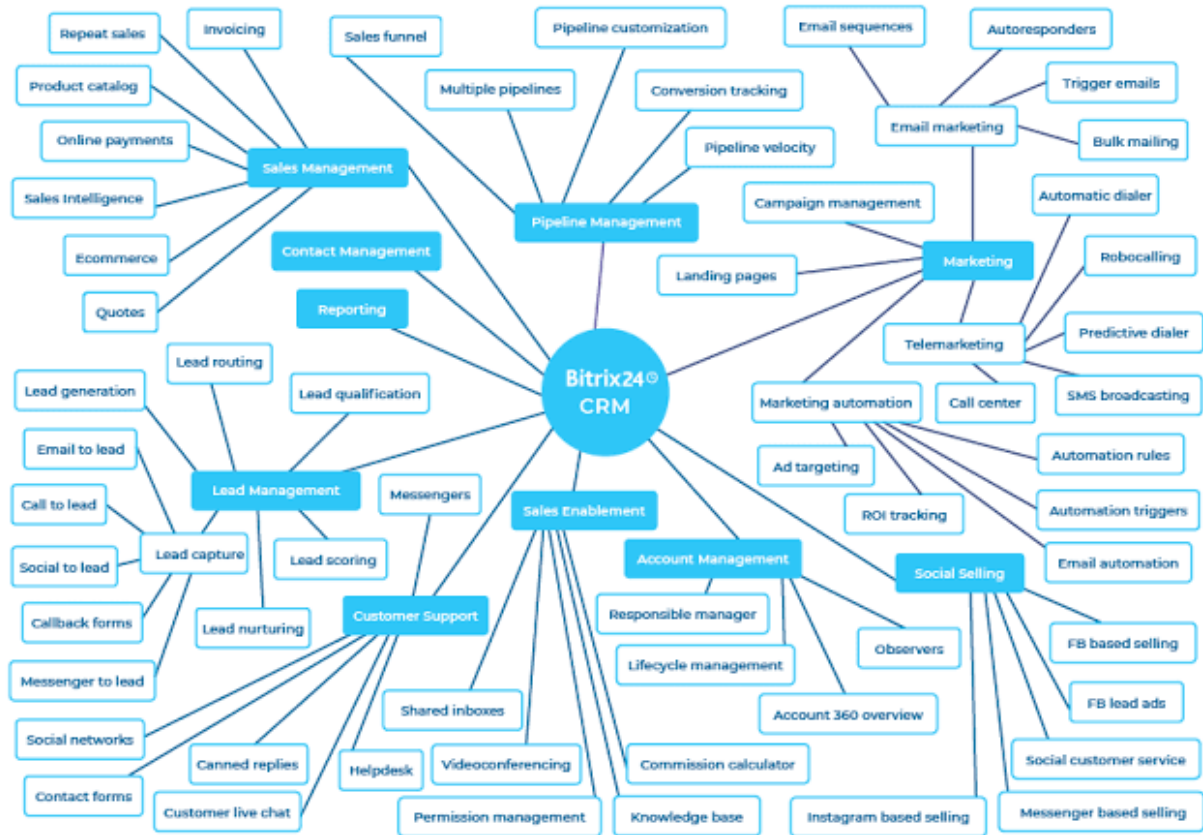
- Import data and test the app.

EMPATHY MAP



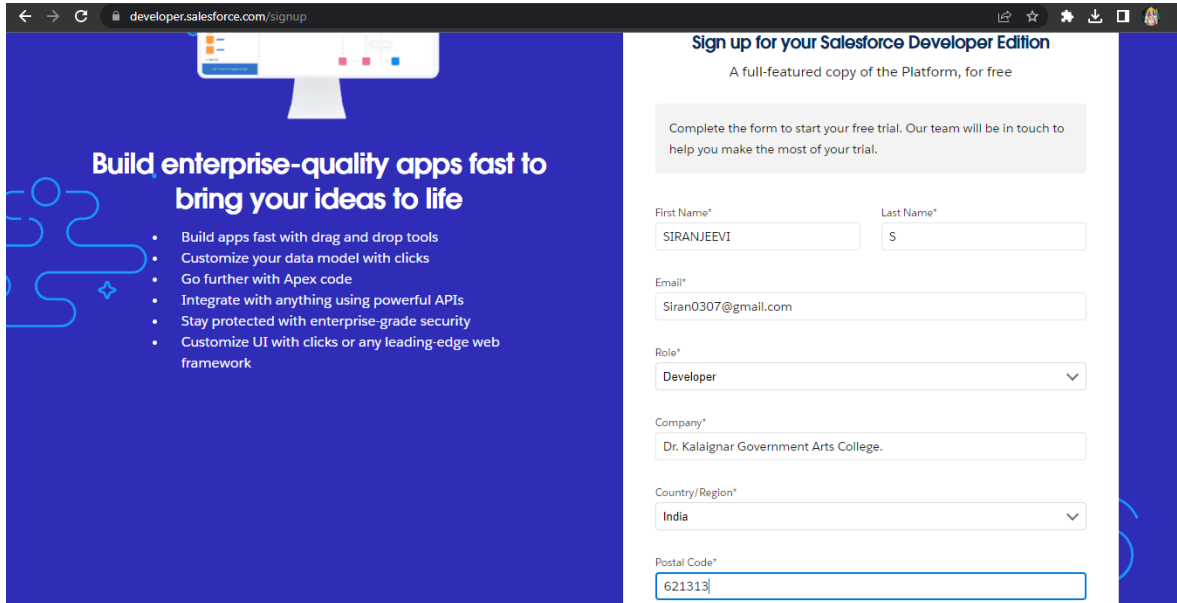
BRAIN STORMING MAP

Bitrix24 – The world's #1 free CRM used by over 4 million companies worldwide



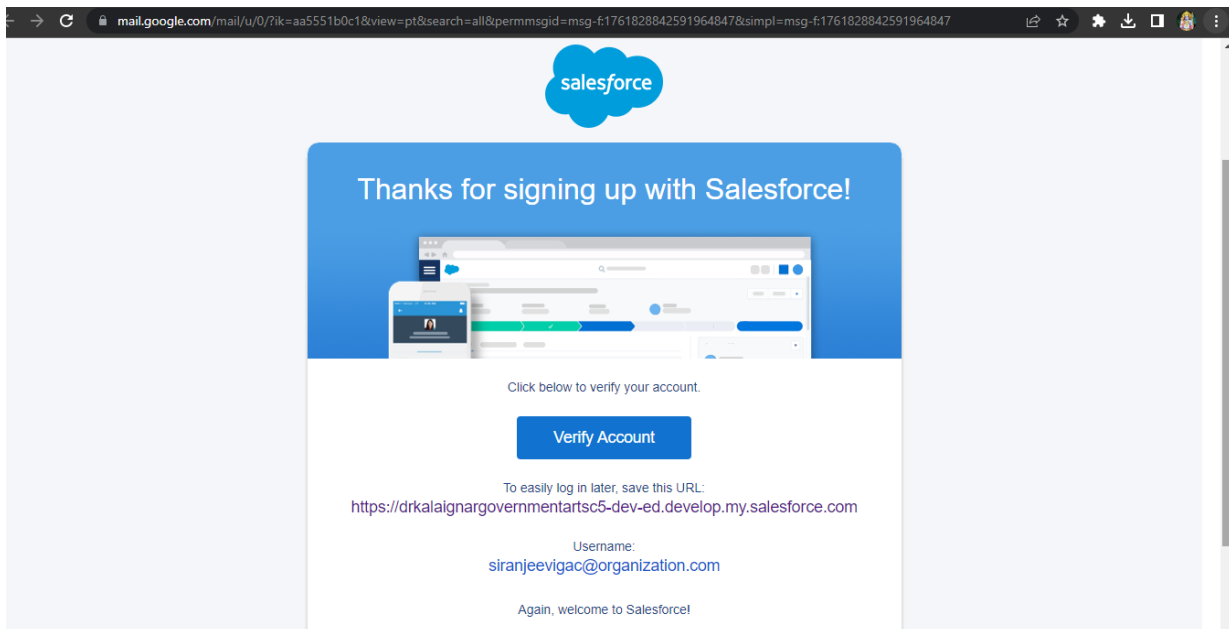
Milestone 1 – Create Salesforce Org :

Creating Developer Account Creating a developer org in salesforce.



The screenshot shows the Salesforce Developer Edition sign-up page. On the left, a blue banner with white text reads "Build enterprise-quality apps fast to bring your ideas to life". Below this, a list of bullet points highlights features: "Build apps fast with drag and drop tools", "Customize your data model with clicks", "Go further with Apex code", "Integrate with anything using powerful APIs", "Stay protected with enterprise-grade security", and "Customize UI with clicks or any leading-edge web framework". On the right, the sign-up form is titled "Sign up for your Salesforce Developer Edition" and "A full-featured copy of the Platform, for free". It includes a message: "Complete the form to start your free trial. Our team will be in touch to help you make the most of your trial." The form fields are: "First Name*" (SIRANJEEVI), "Last Name*" (S), "Email*" (Siran0307@gmail.com), "Role*" (Developer), "Company*" (Dr. Kalaignar Government Arts College), "Country/Region*" (India), and "Postal Code*" (621313).

Account Activation



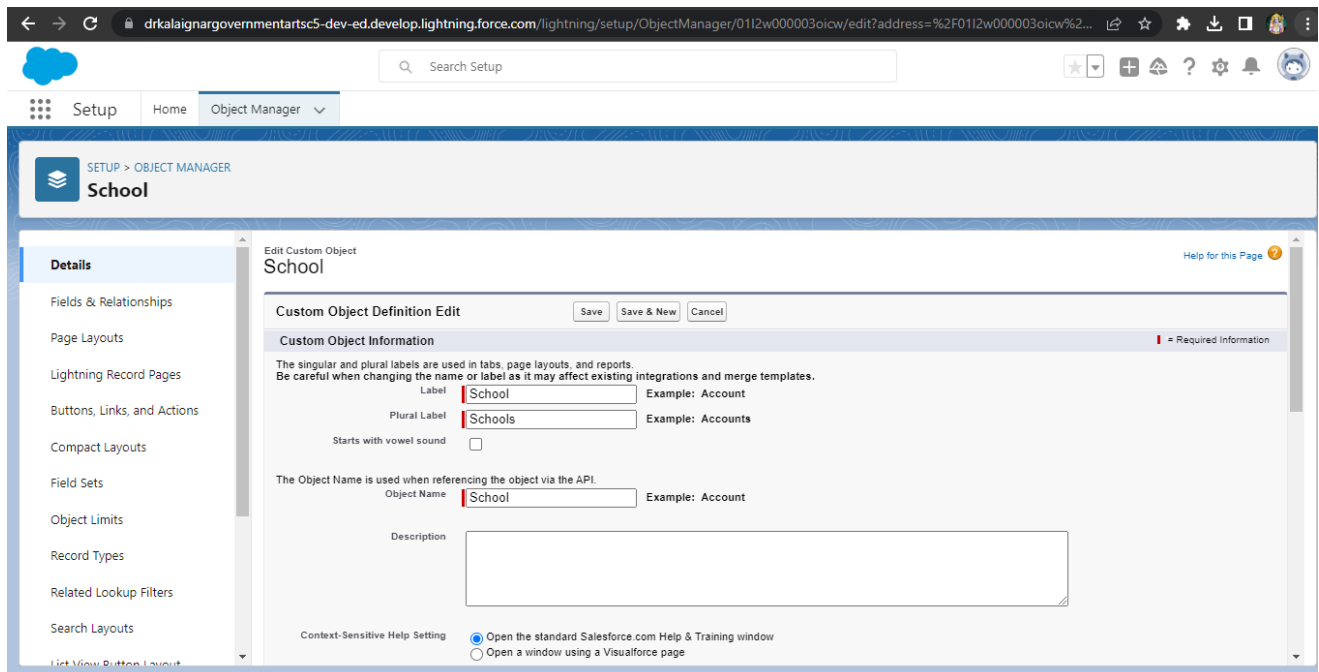
The screenshot shows an email from Salesforce with the subject "Thanks for signing up with Salesforce!". The email body features the Salesforce logo at the top, followed by the text "Thanks for signing up with Salesforce!". Below this, there is a blue button labeled "Verify Account". Under the button, it says "Click below to verify your account." and "To easily log in later, save this URL:". The URL provided is <https://drkalaignargovernmentartsc5-dev-ed.develop.my.salesforce.com>. Below the URL, the "Username:" is listed as siranjeevigac@organization.com. At the bottom, it says "Again, welcome to Salesforce!".

Milestone – 2 : Object

Activity – 1 : Creation of School Object

For this school management we need to create 3 objects i.e school, parents and students. The below steps will assist you in creating those objects.

This picture belongs to School object.



The screenshot shows the Salesforce Setup interface for a custom object named 'School'. The browser address bar indicates the URL: `drkalaigovernmentartsc5-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003oicw/edit?address=%2F0112w000003oicw%2F...`. The page title is 'School' under 'SETUP > OBJECT MANAGER'. The left sidebar lists various setup options: Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, and List View Button Layout. The main content area is titled 'Edit Custom Object School' and contains the 'Custom Object Definition Edit' form. This form includes fields for 'Label' (School), 'Plural Label' (Schools), 'Object Name' (School), and a 'Description' text area. It also has a 'Starts with vowel sound' checkbox and a 'Context-Sensitive Help Setting' section with two radio button options: 'Open the standard Salesforce.com Help & Training window' (selected) and 'Open a window using a Visualforce page'. A red exclamation mark icon indicates required information.

Activity 2 : Create Student Object

This picture belongs to Students object.

The screenshot shows the Salesforce Setup interface for the 'Students' object. The browser address bar displays a URL from a development environment. The navigation bar includes 'Setup', 'Home', and 'Object Manager'. The left sidebar lists various configuration options under 'Details', with 'Fields & Relationships' selected. The main content area is titled 'Edit Custom Object Students' and contains the 'Custom Object Definition Edit' form. This form includes fields for 'Label' (Students), 'Plural Label' (Students), 'Object Name' (Students), and a 'Description' text area. It also features a 'Starts with vowel sound' checkbox and 'Context-Sensitive Help Setting' options. A red asterisk indicates required information.

Setup > OBJECT MANAGER
Students

Details

- Fields & Relationships
- Page Layouts
- Lightning Record Pages
- Buttons, Links, and Actions
- Compact Layouts
- Field Sets
- Object Limits
- Record Types
- Related Lookup Filters
- Search Layouts
- List View Button Layout

Edit Custom Object
Students

Custom Object Definition Edit

Custom Object Information

The singular and plural labels are used in tabs, page layouts, and reports. Be careful when changing the name or label as it may affect existing integrations and merge templates.

Label: Students Example: Account

Plural Label: Students Example: Accounts

Starts with vowel sound: ☐

The Object Name is used when referencing the object via the API.

Object Name: Students Example: Account

Description:

Context-Sensitive Help Setting: ☒ Open the standard Salesforce.com Help & Training window ☐ Open a window using a Visualforce page

Activity 3 : Create Parent object

This picture belongs to School object.

The screenshot shows the Salesforce Setup interface for the 'Parent' object. The browser address bar displays a URL from a development environment. The navigation bar includes 'Setup', 'Home', and 'Object Manager'. The left sidebar lists various configuration options under 'Details', with 'Fields & Relationships' selected. The main content area is titled 'Edit Custom Object Parent' and contains the 'Custom Object Definition Edit' form. This form includes fields for 'Label' (Parent), 'Plural Label' (Parents), 'Object Name' (Parent), and a 'Description' text area. It also features a 'Starts with vowel sound' checkbox and 'Context-Sensitive Help Setting' options. A red asterisk indicates required information.

Setup > OBJECT MANAGER
Parent

Details

- Fields & Relationships
- Page Layouts
- Lightning Record Pages
- Buttons, Links, and Actions
- Compact Layouts
- Field Sets
- Object Limits
- Record Types
- Related Lookup Filters
- Search Layouts
- List View Button Layout

Edit Custom Object
Parent

Custom Object Definition Edit

Custom Object Information

The singular and plural labels are used in tabs, page layouts, and reports. Be careful when changing the name or label as it may affect existing integrations and merge templates.

Label: Parent Example: Account

Plural Label: Parents Example: Accounts

Starts with vowel sound: ☐

The Object Name is used when referencing the object via the API.

Object Name: Parent Example: Account

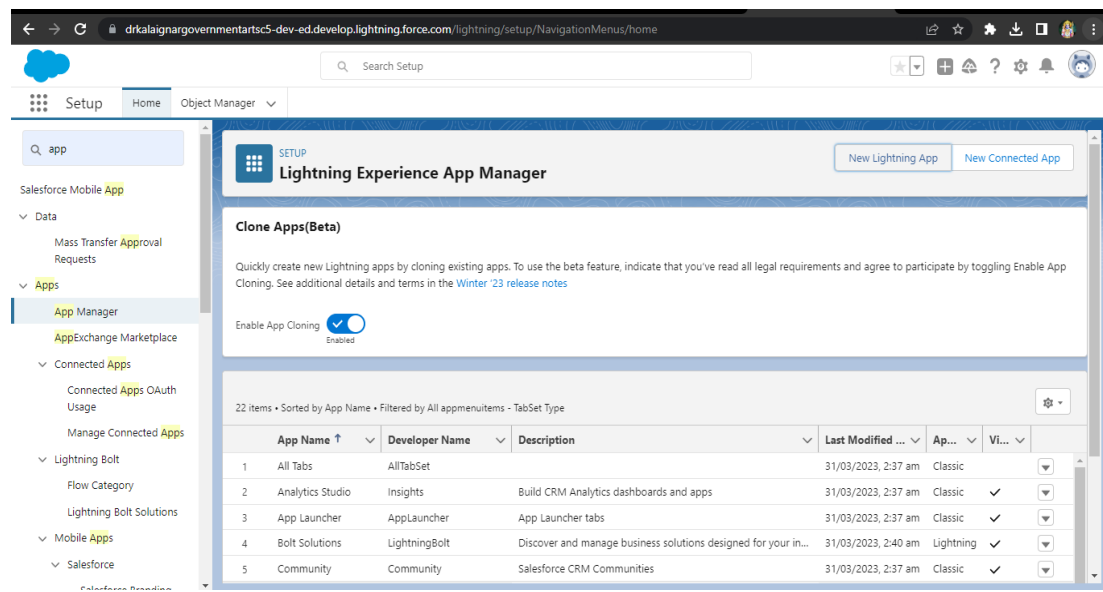
Description:

Context-Sensitive Help Setting: ☒ Open the standard Salesforce.com Help & Training window ☐ Open a window using a Visualforce page

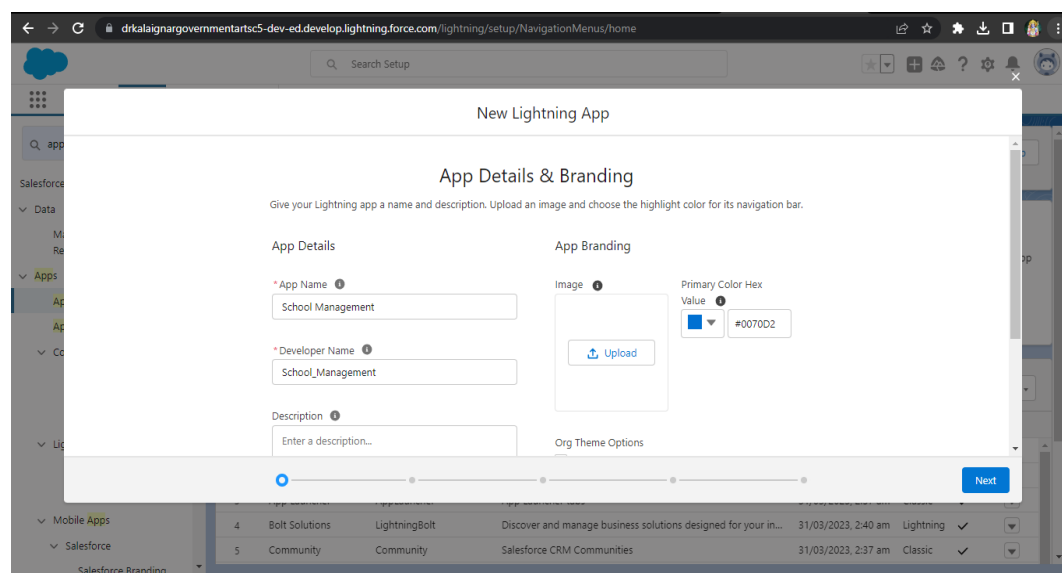
Milestone -3 : Lightning App

Apps in Salesforce are a group of tabs that help the application function by working together as a unit. It has a name, a logo, and a particular set of tabs.

Activity:



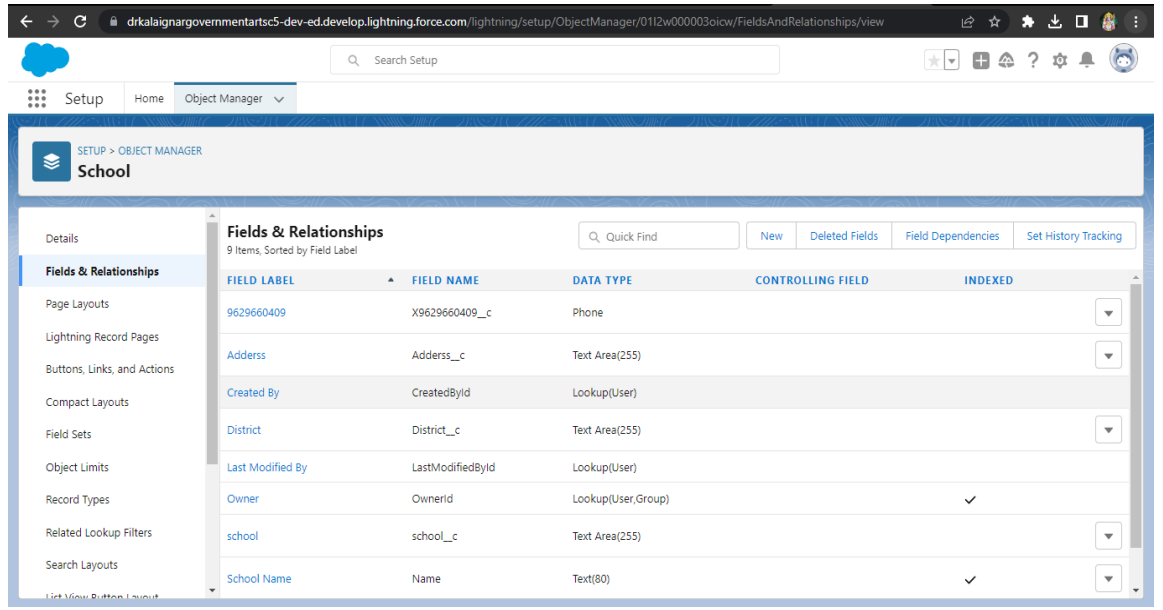
Create the School Management app



Milestone -4 : Fields and Relationship

Activity – 1 :

This is belongs to Fields & Relationship for School objects.

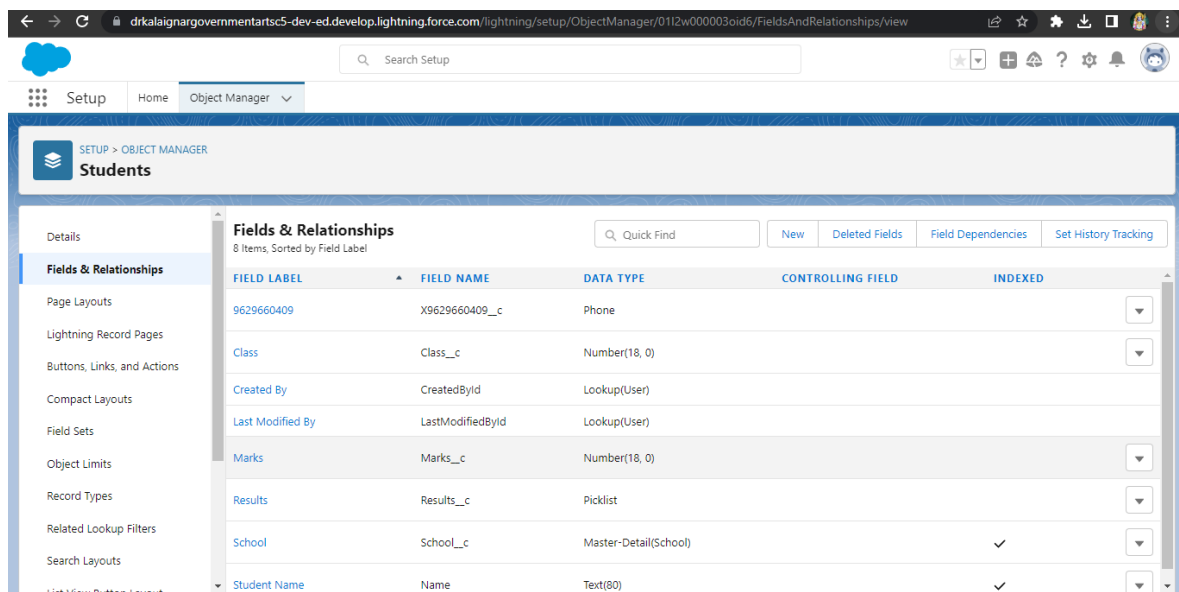


The screenshot shows the Salesforce Setup interface for the 'School' object. The left sidebar lists various setup options, with 'Fields & Relationships' selected. The main content area displays a table of fields for the 'School' object, sorted by Field Label. The table has columns for Field Label, Field Name, Data Type, Controlling Field, and Indexed. The fields listed are: 9629660409 (Phone), Addresss (Text Area(255)), Created By (Lookup(User)), District (Text Area(255)), Last Modified By (Lookup(User)), Owner (Lookup(User,Group)), school (Text Area(255)), and School Name (Text(80)).

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
9629660409	X9629660409__c	Phone		
Addresss	Addresss__c	Text Area(255)		
Created By	CreatedById	Lookup(User)		
District	District__c	Text Area(255)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
school	school__c	Text Area(255)		
School Name	Name	Text(80)		✓

Activity – 2 :

This is belongs to Fields & Relationship for Students objects.



The screenshot shows the Salesforce Setup interface for the 'Students' object. The left sidebar lists various setup options, with 'Fields & Relationships' selected. The main content area displays a table of fields for the 'Students' object, sorted by Field Label. The fields listed are: 9629660409 (Phone), Class (Number(18, 0)), Created By (Lookup(User)), Last Modified By (Lookup(User)), Marks (Number(18, 0)), Results (Picklist), School (Master-Detail(School)), and Student Name (Text(80)).

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
9629660409	X9629660409__c	Phone		
Class	Class__c	Number(18, 0)		
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Marks	Marks__c	Number(18, 0)		
Results	Results__c	Picklist		
School	School__c	Master-Detail(School)		✓
Student Name	Name	Text(80)		✓

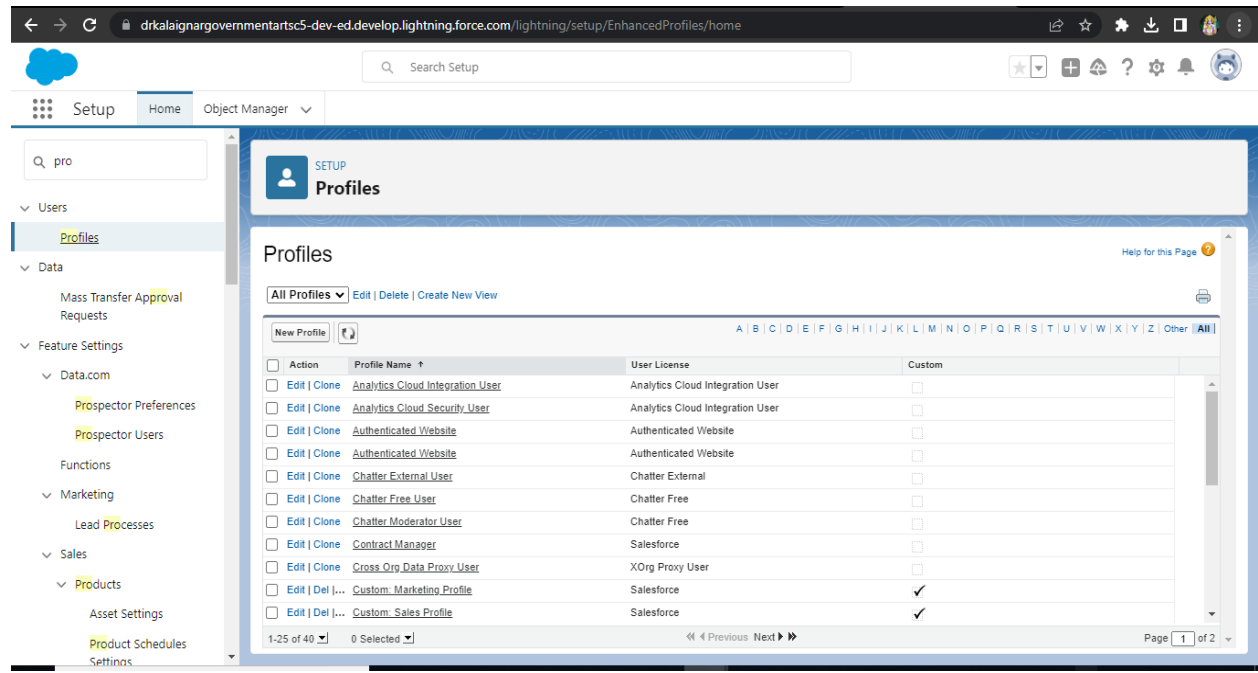
Activity – 3 :

This is belongs to Fields & Relationship for the Parents objects.

The screenshot shows the Salesforce Setup interface for the 'Parent' object. The left sidebar contains a navigation menu with options: Details, Fields & Relationships (selected), Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, and List View Button Layout. The main content area is titled 'Fields & Relationships' and shows a table of 6 items, sorted by Field Label. The table has columns: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are: Created By (CreatedBy, Lookup(User)), Last Modified By (LastModifiedById, Lookup(User)), Owner (OwnerId, Lookup(User,Group), indexed), Parent Address (Parent_Address__c, Text Area(255)), Parent Name (Name, Text(80), indexed), and Parent Number (Parent_Number__c, Phone). Above the table are buttons for 'New', 'Deleted Fields', 'Field Dependencies', and 'Set History Tracking'. A 'Quick Find' search bar is also present.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedBy	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Parent Address	Parent_Address__c	Text Area(255)		
Parent Name	Name	Text(80)		✓
Parent Number	Parent_Number__c	Phone		

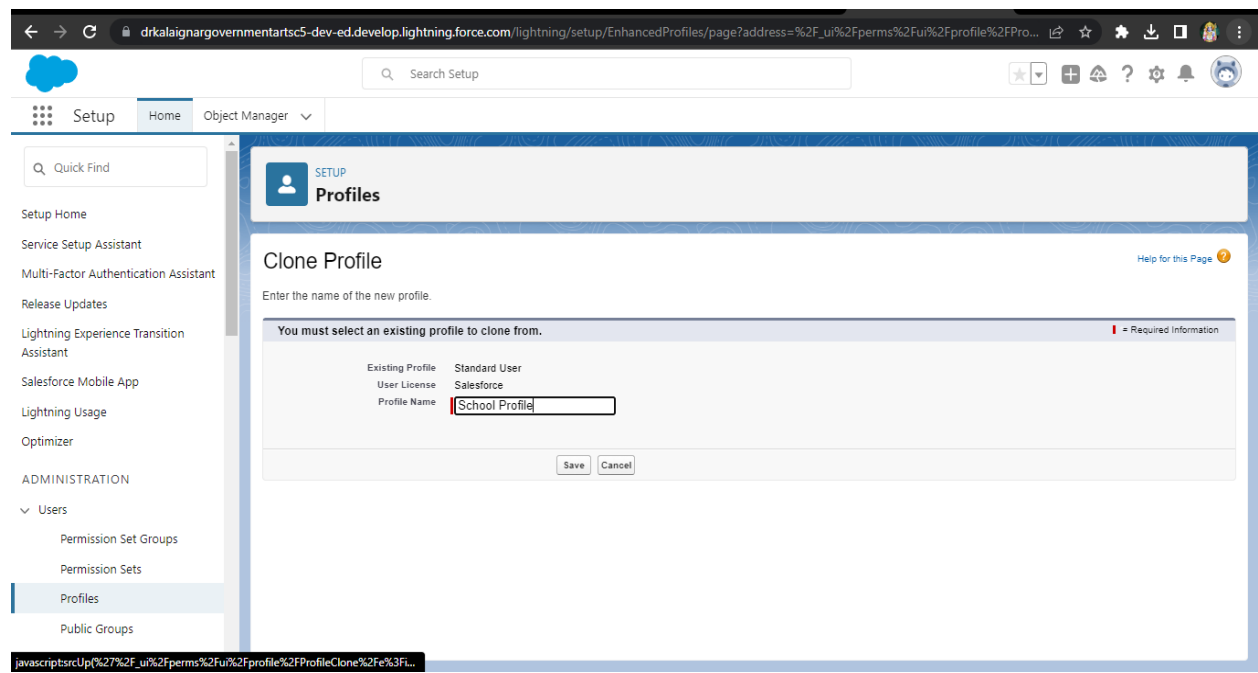
Milestone -5 : Profile



The screenshot shows the Salesforce Setup interface. The left sidebar contains a navigation menu with categories like Users, Data, Feature Settings, Marketing, Sales, and Products. The main content area is titled "Profiles" and displays a table of existing profiles. The table has columns for Action, Profile Name, User License, and Custom. The "Custom" column has checkboxes for each profile. The "Custom: Sales Profile" is selected.

Action	Profile Name	User License	Custom
Edit Clone	Analytics Cloud Integration User	Analytics Cloud Integration User	<input type="checkbox"/>
Edit Clone	Analytics Cloud Security User	Analytics Cloud Integration User	<input type="checkbox"/>
Edit Clone	Authenticated Website	Authenticated Website	<input type="checkbox"/>
Edit Clone	Authenticated Website	Authenticated Website	<input type="checkbox"/>
Edit Clone	Chatter External User	Chatter External	<input type="checkbox"/>
Edit Clone	Chatter Free User	Chatter Free	<input type="checkbox"/>
Edit Clone	Chatter Moderator User	Chatter Free	<input type="checkbox"/>
Edit Clone	Contract Manager	Salesforce	<input type="checkbox"/>
Edit Clone	Cross Org Data Proxy User	XOrg Proxy User	<input type="checkbox"/>
Edit Del ...	Custom: Marketing Profile	Salesforce	<input checked="" type="checkbox"/>
Edit Del ...	Custom: Sales Profile	Salesforce	<input checked="" type="checkbox"/>

Creation on Profile :



The screenshot shows the Salesforce Setup interface with the "Clone Profile" dialog box open. The dialog prompts the user to "Enter the name of the new profile." and displays a table of existing profiles to clone from. The "School Profile" is selected in the "Profile Name" field.

Existing Profile	User License	Profile Name
Standard User	Salesforce	School Profile

Milestone - 6 : Users

The screenshot shows the Salesforce Setup page for Users management. The left sidebar contains a navigation menu with options like Setup, Home, Object Manager, and Users. The main content area is titled "All Users" and includes a search bar, a list of users, and a table of user details. The table has columns for Action, Full Name, Alias, Username, Role, Active, and Profile. The users listed are Chatter Expert, S. SIRANJEEVI, S. siranjeevi, User Integration, and User Security. The bottom of the page shows the URL: <https://drkalgainargovernmentartsc5-dev-ed.develop.lightning.force.com/one/one...>

Action	Full Name	Alias	Username	Role	Active	Profile
<input type="checkbox"/> Edit	Chatter Expert	Chatter	chatter.00d2w00000rbeveaj.szelloki3oa@chatter.salesforce.com		✓	Chatter Free User
<input type="checkbox"/> Edit	S. SIRANJEEVI	SS	siranjeevi@organization.com		✓	System Administrator
<input type="checkbox"/> Edit	S. siranjeevi	ss	siran0307@gmail.com		✓	System Administrator
<input type="checkbox"/> Edit	User Integration	integ	integration@00d2w00000rbeveaj.com		✓	Analytics Cloud Integration User
<input type="checkbox"/> Edit	User Security	sec	insightssecurity@00d2w00000rbeveaj.com		✓	Analytics Cloud Security User

Creating a Users :

The screenshot shows the Salesforce Setup page for creating a new user. The left sidebar contains a navigation menu with options like Setup, Home, Object Manager, and Users. The main content area is titled "New User" and includes a "User Edit" form with fields for General Information and a list of checkboxes for user roles. The form fields include First Name, Last Name, Alias, Email, Username, Nickname, Title, Company, Department, and Division. The checkboxes include Marketing User, Offline User, Knowledge User, Flow User, Service Cloud User, Site.com Contributor User, Site.com Publisher User, WDC User, and Data.com User Type. The bottom of the page shows the URL: <https://drkalgainargovernmentartsc5-dev-ed.develop.lightning.force.com/lightning/setup/ManageUsers/page?address=%2F005%2Fe%3FretURL%3D%252F005%253...>

Field	Value
First Name	
Last Name	
Alias	
Email	
Username	
Nickname	
Title	
Company	
Department	
Division	
Role	<None Specified>
User License	Force.com - Free
Profile	Force.com - Free User
Active	✓
Marketing User	<input type="checkbox"/>
Offline User	<input type="checkbox"/>
Knowledge User	<input type="checkbox"/>
Flow User	<input type="checkbox"/>
Service Cloud User	<input type="checkbox"/>
Site.com Contributor User	<input type="checkbox"/>
Site.com Publisher User	<input type="checkbox"/>
WDC User	<input type="checkbox"/>
Data.com User Type	None

Milestone - 7 : Permission Sets

Activity – 1 :

Permission Sets 1 :

The screenshot shows the Salesforce Setup interface for Permission Sets. The left sidebar contains a navigation menu with options like Setup, Home, Object Manager, Users, and User Management Settings. The main content area displays the 'Permission Sets' page, which includes a search bar, a list of permission sets, and a table of existing permission sets.

Permission Sets

On this page you can create, view, and manage permission sets. In addition, you can use the SalesforceA mobile app to assign permission sets to a user. Download SalesforceA from the App Store or Google Play: [iOS](#) | [Android](#)

[All Permission Sets](#) | [Edit](#) | [Delete](#) | [Create New View](#)

Action	Permission Set Label	Description	License
<input type="checkbox"/>	Buyer	Allows access to the store. Lets users see products and c...	B2B Buyer Permission Set One Seat
<input type="checkbox"/>	Buyer Manager	Includes all Buyer capabilities, and allows access to ma...	B2B Buyer Manager Permission Set One Seat
<input type="checkbox"/>	CRM User	Denotes that the user is a Sales Cloud or Service Cloud...	CRM User
<input type="checkbox"/>	Commerce Admin	Allow access to commerce admin features.	Commerce Admin Permission Set License Seats
<input type="checkbox"/>	Contact Center Admin	Manage Service Cloud Voice contact centers that use A...	Service Cloud Voice User
<input type="checkbox"/>	Contact Center Agent	Access agent features in Service Cloud Voice contact c...	Service Cloud Voice User
<input type="checkbox"/>	Contact Center Supervisor	Access supervisor features in Service Cloud Voice cont...	Service Cloud Voice User
<input type="checkbox"/>	Experience Profile Manager		Salesforce
<input type="checkbox"/>	Facility Manager	Lets users create, read, edit, and delete locations, sub...	Facility Manager

1-25 of 27 | 0 Selected | < Previous Next >

The screenshot shows the Salesforce Setup interface for creating a new Permission Set. The left sidebar contains a navigation menu with options like Setup, Home, Object Manager, Users, and User Management Settings. The main content area displays the 'Create' page for a new Permission Set, which includes a form for entering permission set information and a section for selecting the type of users who will use this permission set.

Permission Set Create

[Save](#) [Cancel](#)

Enter permission set information * Required information

Label

API Name

Description

Session Activation Required ☐

Select the type of users who will use this permission set

Who will use this permission set?

-Choose --None-- if you plan to assign this permission set to multiple users with different user and permission set licenses.
-Choose a specific user license if you want users with only one license type to use this permission set.
-Choose a specific permission set license if you want this permission set license auto-assigned with the permission set.

Not sure what a permission set license is? [Learn more here.](#)

License

Activity – 2 :

Permission Sets 2 :

The screenshot shows the Salesforce Setup interface for creating a new Permission Set. The browser address bar indicates the URL: `dirkaligngovernmentartsc5-dev-ed.develop.lightning.force.com/lightning/setup/PermSets/page?address=%2Fudd%2FPermissionSet%2FnewPermissionSet...`. The left sidebar contains navigation options: Setup Home, Service Setup Assistant, Multi-Factor Authentication Assistant, Release Updates, Lightning Experience Transition Assistant, Salesforce Mobile App, Lightning Usage, Optimizer, ADMINISTRATION, Users, Permission Set Groups, Permission Sets (selected), Profiles, Public Groups, and Queues. The main content area is titled "Permission Sets" and "Create". It includes a "Save" button and a "Cancel" button. The "Enter permission set information" section has fields for Label, API Name, and Description, with a "Session Activation Required" checkbox. The "Select the type of users who will use this permission set" section includes instructions and a "License" dropdown menu.

Setup Home

Service Setup Assistant

Multi-Factor Authentication Assistant

Release Updates

Lightning Experience Transition Assistant

Salesforce Mobile App

Lightning Usage

Optimizer

ADMINISTRATION

Users

Permission Set Groups

Permission Sets

Profiles

Public Groups

Queues

Permission Set

Create

Save Cancel

Enter permission set information

Label

API Name

Description

Session Activation Required

Select the type of users who will use this permission set

Who will use this permission set?

-Choose "--None--" if you plan to assign this permission set to multiple users with different user and permission set licenses.

-Choose a specific user license if you want users with only one license type to use this permission set.

-Choose a specific permission set license if you want this permission set license auto-assigned with the permission set.

Not sure what a permission set license is? [Learn more here.](#)

License

Give the name of the Permission set name as Principal permission and then under the object settings give all permissions for the custom objects and assign them to the Principal user.

Milestone - 8 : Reports

Activity :

A report is a list of records that meet the criteria you define. It's displayed in Salesforce in rows and columns, and can be filtered, grouped, or displayed in a graphical chart. Every report is stored in a folder. Folders can be public, hidden, or shared, and can be set to read-only or read/write.

The top screenshot displays the 'Reports and Dashboards Settings' page in Salesforce Setup. The left sidebar shows the navigation menu with 'Reports and Dashboards Settings' selected. The main content area is titled 'Report and Dashboard User Interface Settings' and includes sections for 'User Interface', 'Confidential Information Disclaimer Settings', 'Chatter Options', and 'Unified Analytics Home'. The 'User Interface' section has checkboxes for 'Enable Floating Report Headers (Salesforce Classic only)', 'Enable Dashboard Finder', 'Hides the option to export a report in XLS format in Lightning Experience', and 'Enable Inline Editing in Reports (Lightning Experience Only)'. The 'Confidential Information Disclaimer Settings' section has checkboxes for 'Exclude Disclaimer from Formatted Report Exports in Lightning Experience' and 'Exclude Disclaimer from Report Run Pages and from Printable View Pages (Salesforce Classic Only)'. The 'Chatter Options' section has a checkbox for 'Enable Dashboard Component Snapshots'. The 'Unified Analytics Home' section has a checkbox for 'Show preview thumbnails for reports and lightning dashboards'. The bottom screenshot displays the 'Report Types' page in Salesforce Setup. The left sidebar shows the navigation menu with 'Report Types' selected. The main content area is titled 'All Custom Report Types' and includes a description, a view selector, and a table with columns for 'Label', 'Description', 'Category', 'Deployed', 'Created By Alias', and 'Created Date'. The table currently shows 'No records to display'.

Trailhead Profile Public URL

Team Leader - <https://trailblazer.me/id/ttamil29>

Team Member 1 - <https://trailblazer.me/id/siras9>

Team Member 2 - <https://trailblazer.me/id/dqtheh9c>

Team Member 3 - <https://trailblazer.me/id/sivam97>

Team Member 4 - <https://trailblazer.me/id/yogar15>

ADVANTAGES & DISADVANTAGES

Remember how businesses used to store customer information? In telephone books, Excel tables, diaries, card files. It was uncomfortable. All these carriers could be lost at a moment, and it was quite difficult to organize information in them or find it quickly. It was possible to restore the entire history of relationships with the client only from memory or by collecting all the records together.

Almost the same approach was used in education. The methodologists manually drew up timetables, all information about the students was stored in journals, and the educational process itself could not be imagined without a physical presence in the classroom. Fortunately, those days are over.

For everything to run like clockwork and to run quickly, it is necessary that information about each student and teacher be entered into a common database. In this case, the search for it should be fast, and the updating of information should be

simple. All work tasks and timetables should also be kept in a convenient form and be easily available and modifiable at any time. All these functions and many others are implemented in modern CRM for the education industry.

CRM for higher educational institutions are customer relationship management systems. They include other functions for optimizing business processes - you can find everything you need. It all depends on the needs of the company.

CRM usage in higher education has a wide range of powerful benefits. All processes, both educational and any others, must be recorded in a single information space, otherwise chaos cannot be avoided. Importance of CRM systems in higher education lies in:

- Customer accounting and complete information about the relationship with them;
- Marketing tools;
- Schedule of classes and information on the educational process, by student;
- Personal accounts of students and teachers with the ability to upload homework and receive feedback;
- Ability to create tasks, business processes and schedule work.

This is not a complete list of features that prove efficiency of CRM in managing students. There may be other functions, including non-standard ones, for the implementation of which developers can be involved.

The development of the online learning business is going fast these days and the competition for the consumer has become very intense. Many companies are no longer able to reduce their rates to attract customers - all that remains is to compete

on the basis of quality indicators, including improved customer service and improved service levels. And this is just the area of CRM.

The CRM approach has a great future and advantages of CRM for educational organizations are undeniable. Advertising was once considered the engine of commerce. Today it is not enough to create an original course, it must be customized, adapted to the needs of a particular individual. CRM allows you to close the entire cycle by "correct" work with the client. A company that has mastered CRM technology will be able to outstrip its competitors.