

Implementing CRM for Result tracking of a candidate with internal marks

1 Introduction

1.1 Overview

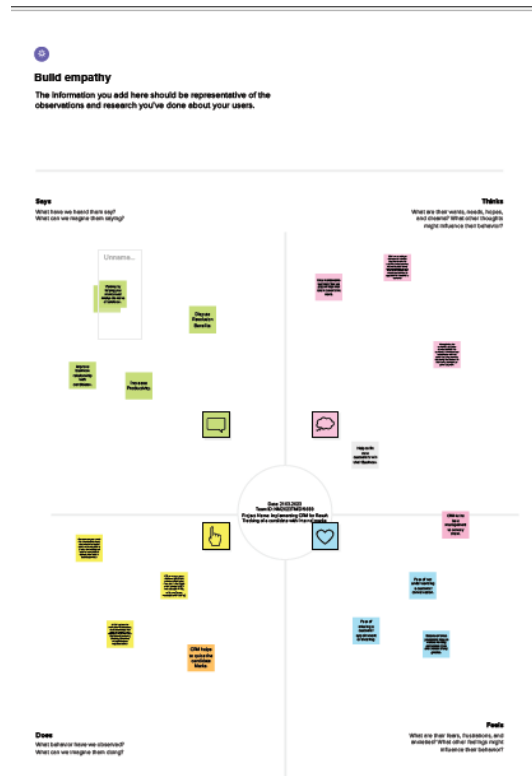
Based on the rapid growth of the CRM software market and the mind-blowing results CRM systems can bring to businesses of all calibers, it's apparent that your business-big or small-needs a CRM system to survive and prosper.

1.2 Purpose

Customer relationship management is technology too managing all your company's relationship and interactions with customers and potential customer. A CRM system helps companies stay connected to customers, streamline process and improve profitability.

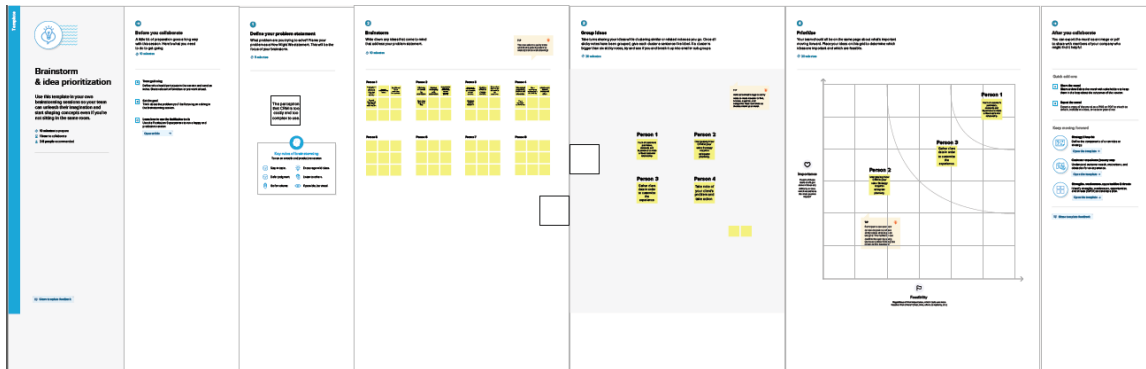
2 Problem Definition & Design Thinking

2.1 Empathy Map



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2.2 Ideation & Brainstorming Map



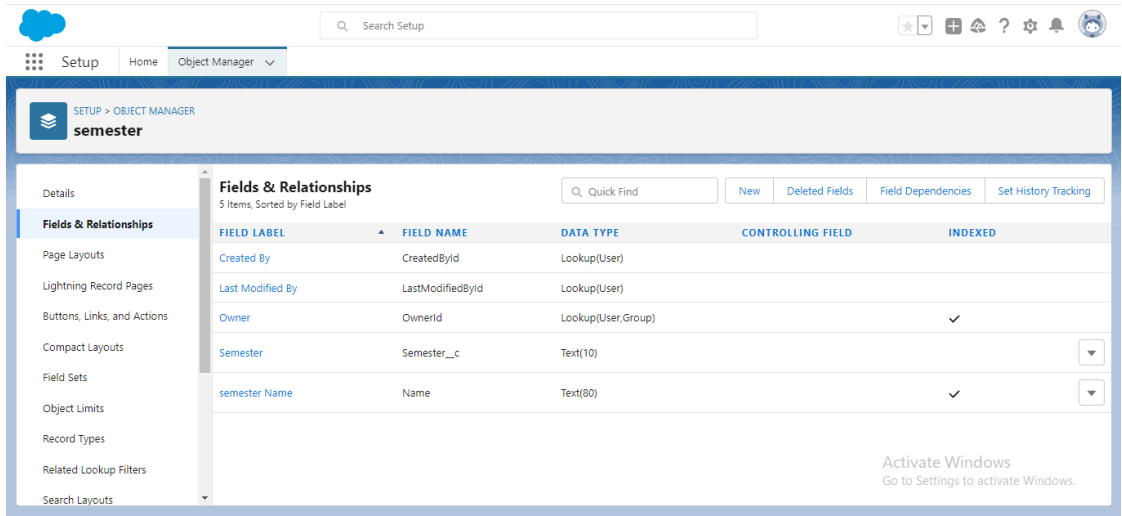
3 Result

3.1 Data Model:

Object name	Fields in the Object						
Semester	<table> <tr> <th>Field label</th><th>Data type</th></tr> <tr> <td>Semester</td><td>Text(10)</td></tr> <tr> <td>Semester Name</td><td>Text(80)</td></tr> </table>	Field label	Data type	Semester	Text(10)	Semester Name	Text(80)
Field label	Data type						
Semester	Text(10)						
Semester Name	Text(80)						
Candidate	<table> <tr> <th>Field label</th><th>Data type</th></tr> <tr> <td>Candidate Name</td><td>Text(80)</td></tr> <tr> <td>Candidate</td><td>Text(10)</td></tr> </table>	Field label	Data type	Candidate Name	Text(80)	Candidate	Text(10)
Field label	Data type						
Candidate Name	Text(80)						
Candidate	Text(10)						
Course Details	<table> <tr> <th>Field label</th><th>Data type</th></tr> <tr> <td>Course Details Name</td><td>Text(80)</td></tr> <tr> <td>Course Details</td><td>Text(10)</td></tr> </table>	Field label	Data type	Course Details Name	Text(80)	Course Details	Text(10)
Field label	Data type						
Course Details Name	Text(80)						
Course Details	Text(10)						

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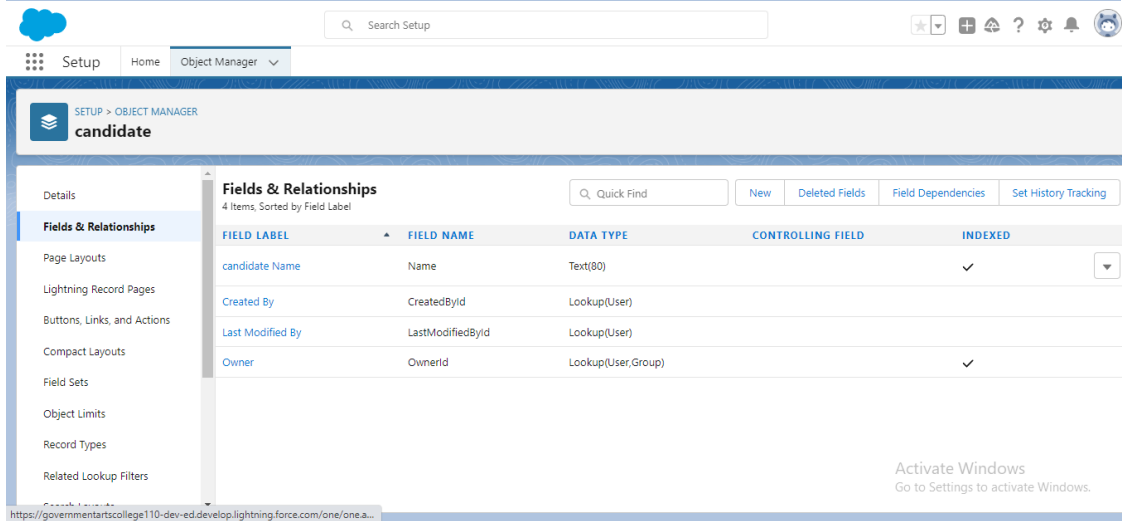
3.2 Activity & Screenshot



The screenshot shows the Salesforce Object Manager interface for the 'semester' 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, and Search Layouts. The main content area displays the 'Fields & Relationships' section for the 'semester' object, showing 5 items sorted by Field Label. The table lists the following fields:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Semester	Semester__c	Text(10)		
semester Name	Name	Text(80)		✓

At the bottom right, there is a message: 'Activate Windows Go to Settings to activate Windows.'

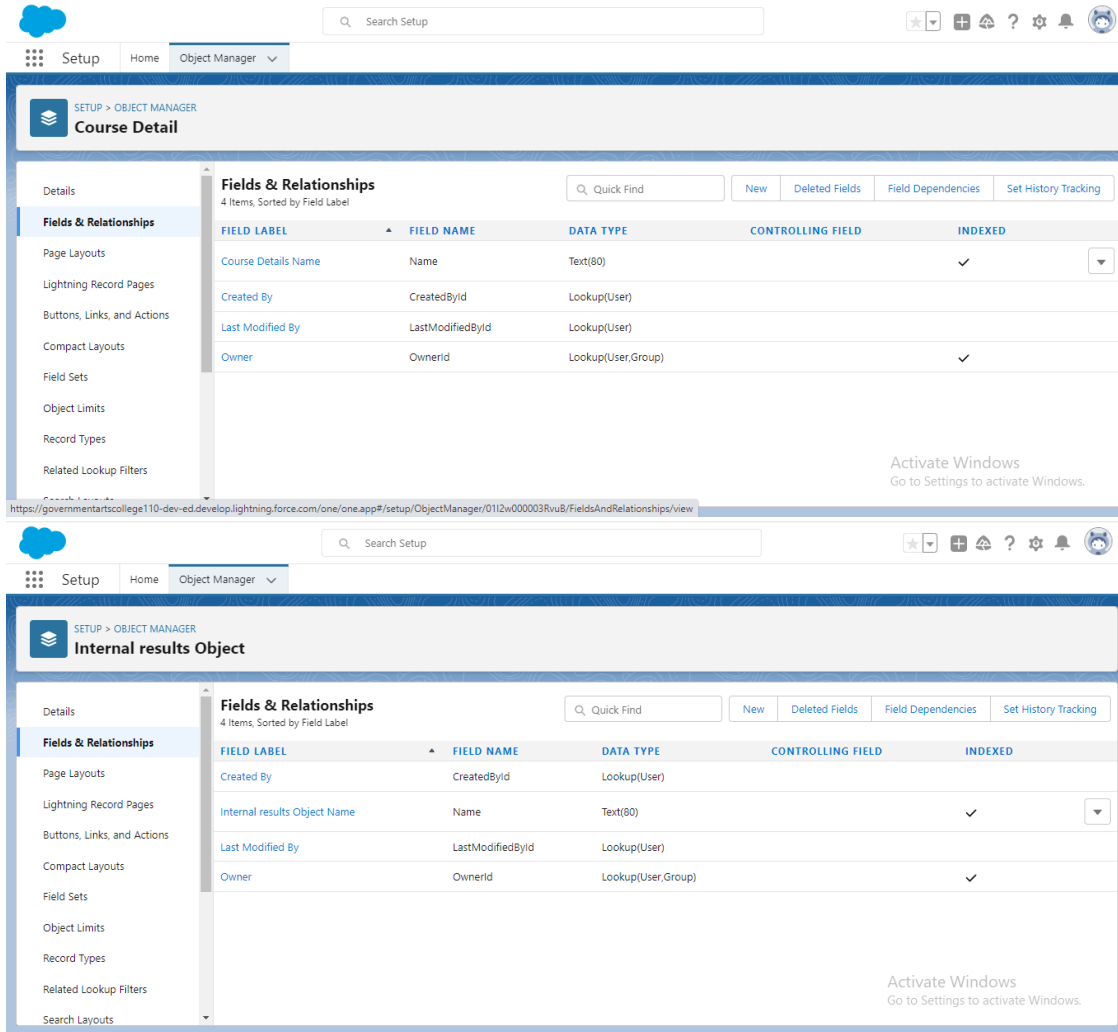


The screenshot shows the Salesforce Object Manager interface for the 'candidate' object. The left sidebar contains a navigation menu with options: Details, Fields & Relationships (selected), Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The main content area displays the 'Fields & Relationships' section for the 'candidate' object, showing 4 items sorted by Field Label. The table lists the following fields:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
candidate Name	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

At the bottom right, there is a message: 'Activate Windows Go to Settings to activate Windows.'

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The screenshot shows the Salesforce Setup interface for the 'Course Detail' object. The left sidebar lists various setup options, with 'Fields & Relationships' selected. The main content area displays a table of fields for the 'Course Detail' object.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Course Details Name	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

Activate Windows
Go to Settings to activate Windows.

4 Trailhead Profile Public URL

Team Lead - <https://trailblazer.me/id/sprakasan>

Team Member 1 - <https://trailblazer.me/id/sarav359>

Team Member 2 - <https://trailblazer.me/id/msakila2>

Team Member 3 - <https://trailblazer.me/id/vasanth2003pvl>

5 ADVANTAGES & DISADVANTAGE

➤ ADVANTAGES

Having huge amount of data on customer interactions enables and organization to build up a dearer picture of its customers. It allows for deep insights to identity what the company is doing right as well as where it's weak when it comes to managing its customers with a CRM system, the most profitable customers can be identified with the view to more tie being spent targeting them. The CRM software also lets a business tailor its marketing communications to achieve more effective res8lt and hence a greater return on investment in sales and marketing.

➤ DISADVANTAGES

We've looked at the pros the advantages 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 lower 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.

6 APPLICATIONS

Customer relationship management (CRM) is a set of integrated, data-driven software solutions that help manage, track and sotr4e information related your company's current and potential customer.

7 CONCLUSION

Broad phenomenon of business activity and if the phenomenon of cooperation and collaboration with customers becomes. The dominant paradigm of marketing practice and research, CRM has the potential to emerge as the predominant perspective of marketing which is also applicable to the education sector especially the higher education sector.

8 FUTURE SCOPE

- CRM systems and work flow optimization.
- With the help of a CRM system, companies solve sales problems increase the productivity of employees and regularly many for important financial indicators, CRMs exploded from 2022 to 2027.