**PROJECT REPORT TEMPLEATE**

Customer relationship management application for school and colleges

TEAM ID:

**1.INTRODUCTION**

* Overview:

 Customer Relationship Management today focuses on “delighting” customers, and institutions, if they are to remain relevant, need to provide a quality education to its customers; ‘students’. In today’s business environment, the institution cannot tie itself with knot with irrelevant education. Educational Institutions have become commercial ventures, and they need to focus on CRM to impart state-of-the-art education to their students.

* **purpose:**
* CRM software is used to gather customer interactions in one central place to improve customer experience and satisfaction.
* CRM is one of the world’s fastest-growing industries, expected to grow at a rate of 14% between 2021 and 2027.
* The benefits of CRM include better customer retention, increased sales and detailed analytics.
* **This article is for small business owners and marketers who want to learn about the benefits of CRM software for small businesses.**
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1.3 EMPATHY MAP

Empathy maps are an efficient tool used by designers to not only understand user behavior, but also visually communicate those findings to colleagues, uniting the team under one shared understanding of the user. Originally invented by Dave Gray at Xplane, the empathy map was made in an attempt to limit miscommunication and misunderstanding about target audiences, including customers and users.



BRAINSTORMING

Brainstorming is a method of generating ideas and sharing knowledge to solve a particular commercial or technical problem, in which participants are encouraged to think without interruption. Brainstorming is a group activity where each participant shares their ideas as soon as they come to mind. At the conclusion of the session, ideas are categorised and ranked for follow-on action.



**3.RESULT**

**Data model**

**4.TRAILHEAD PROFILE PUBLIC URL**

**Team leader -**[**https://trailblazer.me/id/kkannan61**](https://trailblazer.me/id/kkannan61)

**Team member 1 -**[**https://trailblazer.me/id/annamalai1**](https://trailblazer.me/id/annamalai1)

**Team member 2-** [**https://trailblazer.me/id/hamar23**](https://trailblazer.me/id/hamar23)

**Team member 3-** [**https://trailblazer.me/id/aracer3**](https://trailblazer.me/id/aracer3)

**5.ADVANTAGE & DISADVANTAGES**

**Advantages:**

* **Improved Enrolments:**A CRM system can help counsellors/ sales representatives to more effectively manage and track leads, resulting in improved overall efforts and increased enrolment numbers.
* [**Personalised HYPERLINK "https://www.nopaperforms.com/education-crm/marketing-automation-for-educational-institutions/" Communication**](https://www.nopaperforms.com/education-crm/marketing-automation-for-educational-institutions/)**:**A CRM system allows educational institutions to personalise communication with leads/ prospects or students, resulting in more effective communication and better relationships.
* [**Lead Management**](https://www.nopaperforms.com/education-crm/lead-management-system/?utm_source=Blog&utm_medium=cta&utm_campaign=Benefits+of+CRM)**:** Educational organisation to more effectively manage leads, including lead scoring, segmentation, and personalised follow-up.
* **Automated Communication:**Automating communication works wonders for educational organisation, thus, it is one of the most beneficial features of CRM in the Education Industry. It allows counsellors/ sales representatives to communicate with leads and students, to keep them engaged and interested over time

**DISADVANTAGE**

* **Customer experience may worsen due to staff over-reliance on the system.**
* **Security and data protection issues with centralised data.**
* **The excess initial time and productivity cost at the implementation.**
* **Requires a process-driven sales organisation.**
* **CRM may not suit all businesses**.

**6.APPLICATION**

As customers have various products or services to choose from, it becomes challenging for businesses to position themselves in the market. As a result, customers make their purchase decisions based on their experience with the business. Hence, it becomes necessary for a company to offer an excellent customer experience (CX). For that, businesses require complete knowledge of customer data.

CRM systems collect necessary data from several sources such as email, websites, marketing campaigns, advertising campaigns, and physical stores. All these data are placed together to develop CRM solutions and enhance the customer experience.

**7.CONCLUSION**

Customer Relationship management is a business strategy that enables a business organization tomaximize revenue, customer satisfaction, profitability through strategic mobilization, organization, and management of customer’s interests and desires. BWM has traversed numerousbusiness 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.

**8.FUTURE SCOPEL:**

**“[The future of CRM] is about which companies will be able to pivot to meet the changing needs and trends — driven by customer expectations.**

**Customers expect organizations to know a lot about them and expect to have conversations.The scope of CRM includes a wide range of activities, from managing customer contact information to developing personalized marketing campaigns.**

**In order to be effective, CRM must be tailored to the specific needs of each business. As such, the scope of CRM can vary greatly from one company to tthe company.**