

## 1 INTRODUCTION

### 1.1 Overview

CRM or Customer Relationship Management is a software application used by businesses to manage their interactions with customers and potential customers. But in the case of school management, CRM can be used to manage the relationships and interactions between the school administration, teachers, staff, parents, and students.

With a CRM application for school management, schools can effectively organize student data, track academic performance, communicate with parents, manage admission processes, and streamline administrative tasks such as scheduling, attendance tracking, and grade reporting. CRM can also help schools analyze student data to make informed decisions about curriculum and teaching methods.

Overall, a CRM application for school management can significantly improve communication and efficiency within the school system, ultimately leading to better academic outcomes for students.

### 1.2 Purpose

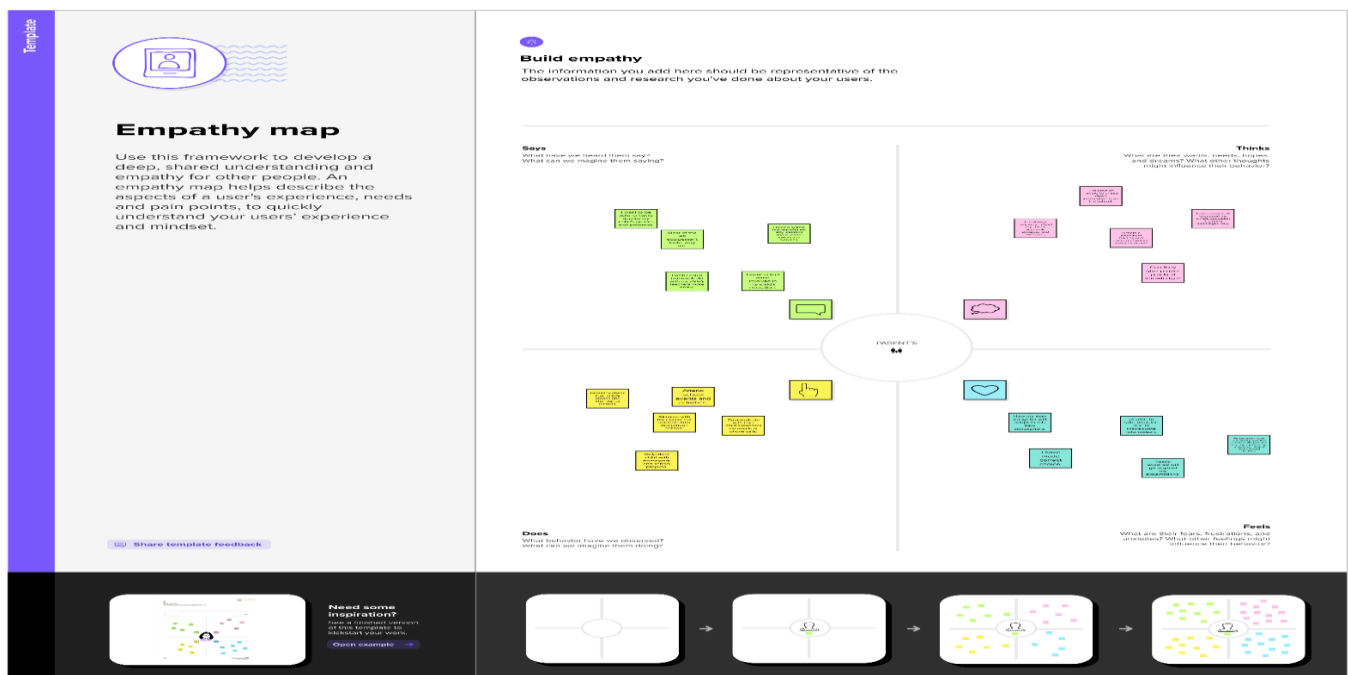
The purpose of a Customer Relationship Management (CRM) application for school management is to centralize and streamline communication and administrative tasks within the school system. This can include tasks such as admissions processes, scheduling, attendance tracking, grade reporting, and analyzing student data to make more informed decisions about teaching methods and curriculum.

By implementing a CRM application, schools can improve communication between teachers, students, and parents, reducing the likelihood of miscommunication or misunderstandings. Additionally, automating administrative tasks can save time and resources, allowing teachers and administrators to focus on providing quality education and support to students.

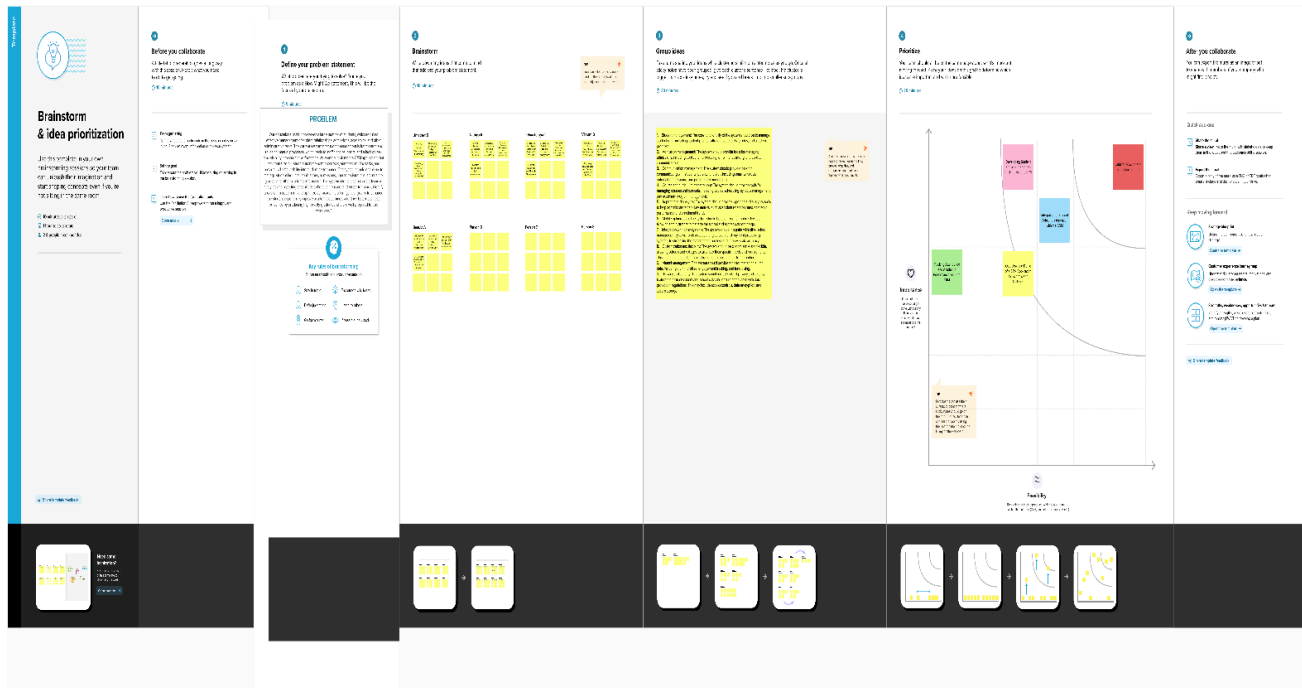
Furthermore, analyzing student data through a CRM application can help schools identify patterns and trends in student performance, allowing them to make more informed decisions about how to enhance their educational offerings and better serve their students.

## 2 Problem Definition & Design Thinking

### 2.1 Empathy Map



## 2.2 Ideation & Brainstorming Map



### 3 RESULT


#### 3.1 Data Model:

Object Name	Field Label	Data type
School	Address	Text area (255)
	District	Text area (255)
	Highest mark	Roll-up summary (MAX student)
	Marks	Number (18,0)
	Number of students	Roll-up summary (COUNT student)
	Phone number	Phone
	School name	Text (80)
	State	Text area (255)
Student	Class	Number (18,0)
	Marks	Number (18,0)
	Phone number	Phone
	Results	Picklist
	School	Master-detail (School)
	Student name	Text (80)
Parent	Parent address	Text area (255)
	Parent name	Text (80)
	Parent number	Phone

## 3.2 Activity & Screenshot

### Milestone-1:

#### Activity 1: Creating developer account:



**Build enterprise-quality apps fast to bring your ideas to life**

- 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
- Customize UI with clicks or any leading-edge web framework

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First Name\*  
umadevi

Last Name\*  
S

Email\*  
uma788891@gmail.com

Role\*  
Developer

Company\*  
Government arts and science college pollachi

Country/Region\*  
India

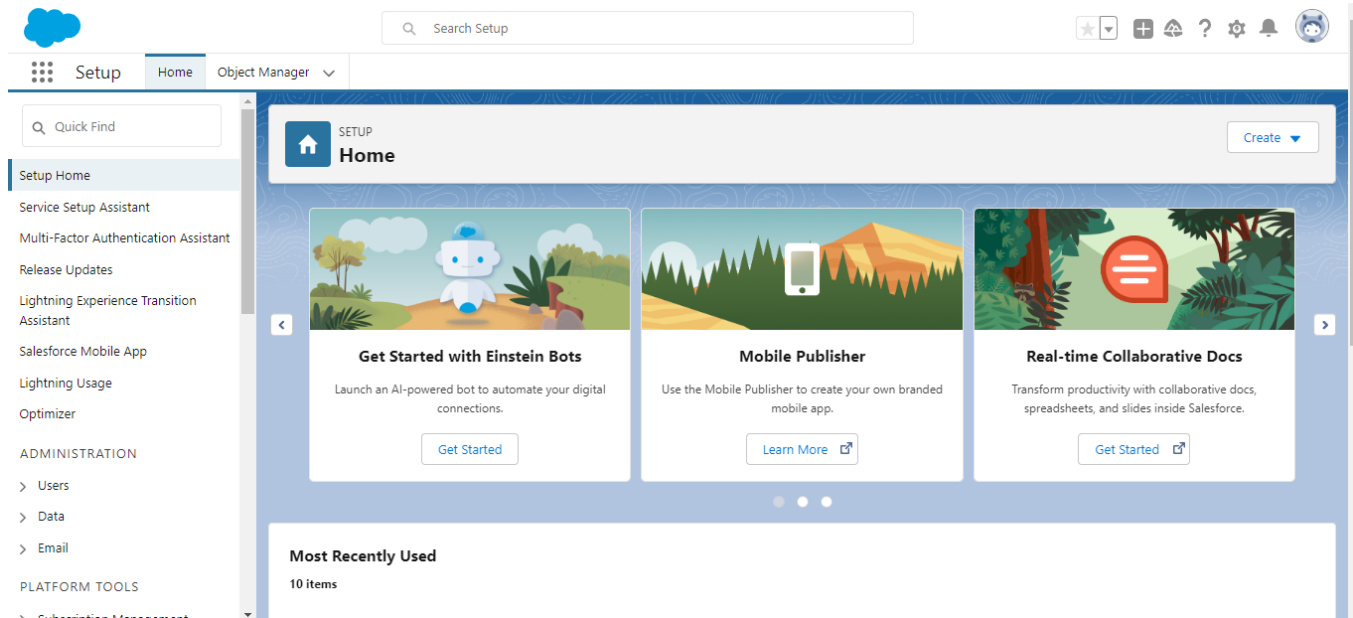
Postal Code\*  
642002

Username\*  
uma788891@gmail.com

Your username must be in the form of an email address (it does not have to be real). It must be unique and cannot be associated with another Salesforce login credential. [Read more about username recommendations.](#)

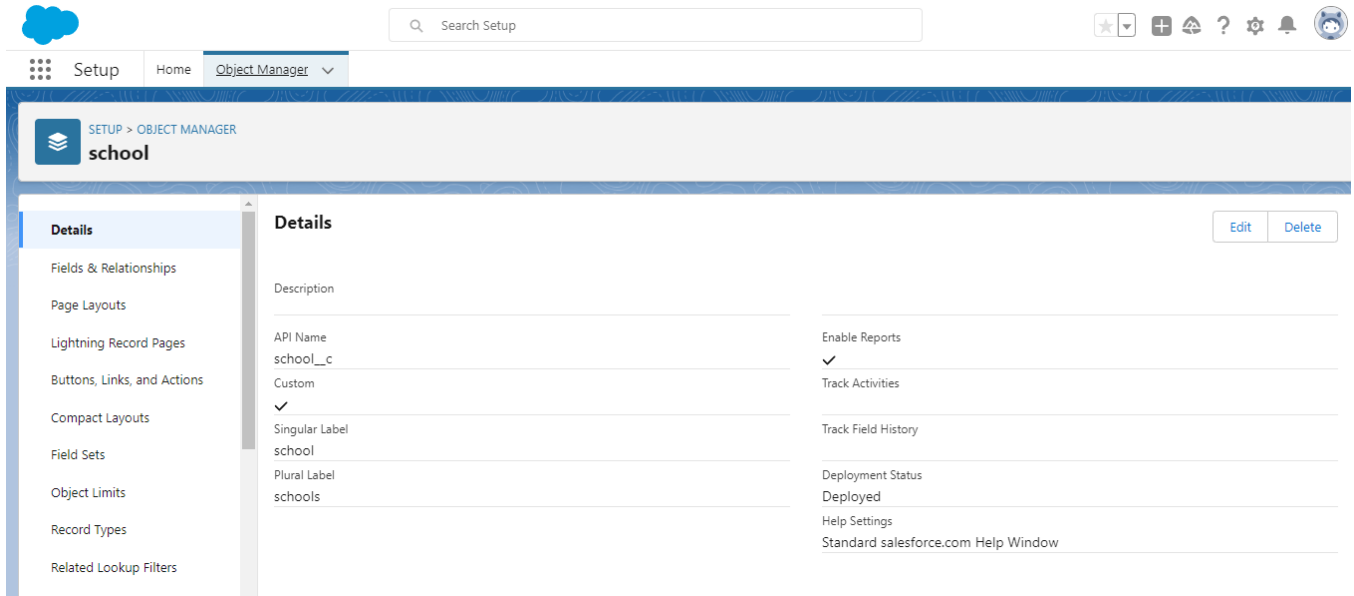
☐ I agree to the Main Services Agreement – Developer Services and

#### Home page:



## Milestone-2:

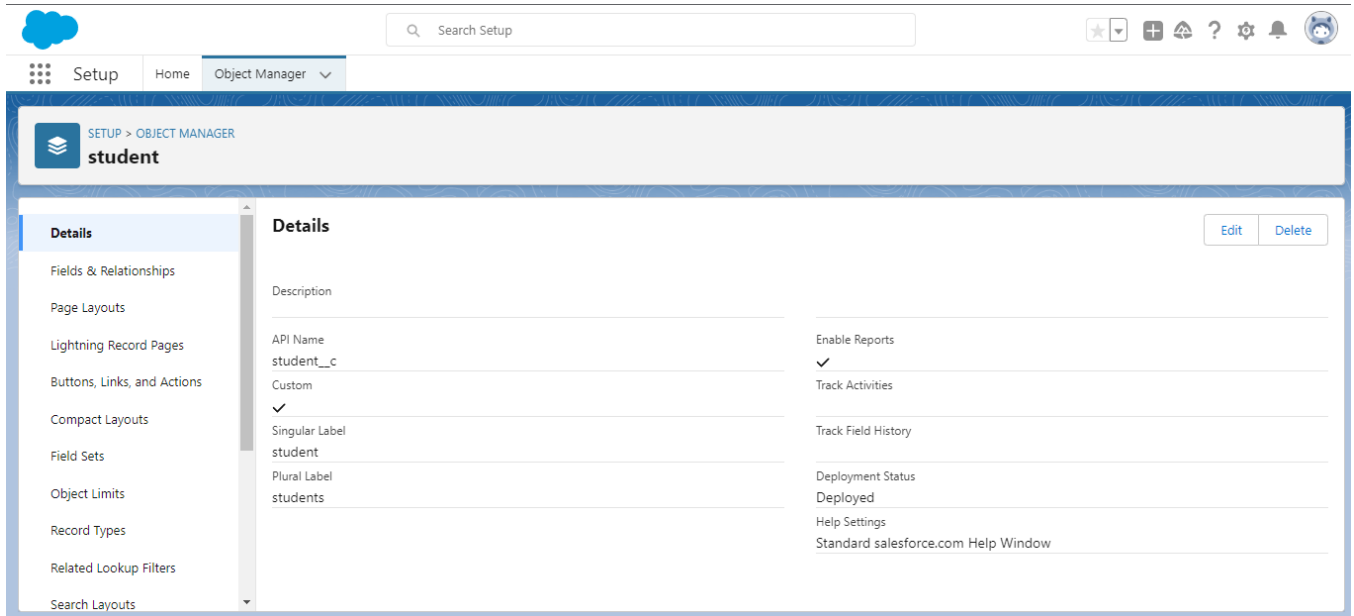
### Activity-1: Creation of school object



The screenshot shows the Salesforce Setup interface for the 'school' object. The left sidebar contains a navigation menu with options: Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, and Related Lookup Filters. The main content area is titled 'Details' and includes a description field, API Name (school\_\_c), Custom (checked), Singular Label (school), Plural Label (schools), Enable Reports (checked), Track Activities, Track Field History, Deployment Status (Deployed), Help Settings, and a link to the Standard salesforce.com Help Window. There are 'Edit' and 'Delete' buttons in the top right corner.

Field	Value
Description	
API Name	school__c
Custom	✓
Singular Label	school
Plural Label	schools
Enable Reports	✓
Track Activities	
Track Field History	
Deployment Status	Deployed
Help Settings	Standard salesforce.com Help Window

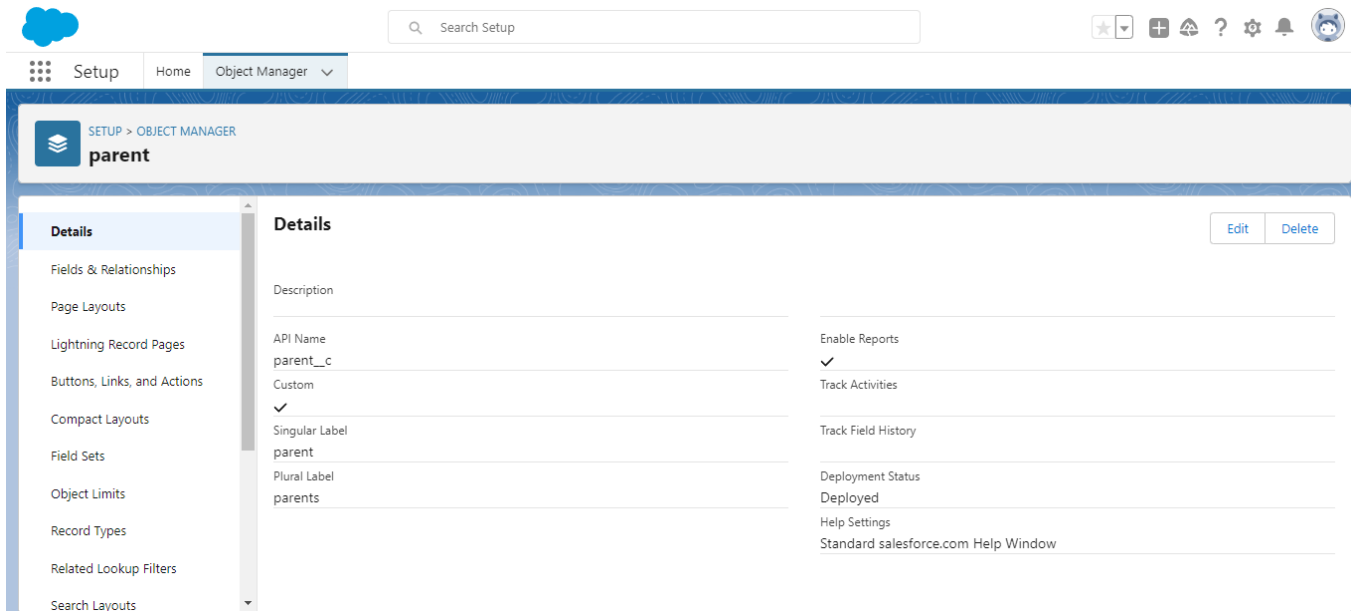
### Activity 2: Creation of student object



The screenshot shows the Salesforce Setup interface for the 'student' object. The left sidebar contains a navigation menu with options: Details, Fields & Relationships, 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 is titled 'Details' and includes a description field, API Name (student\_\_c), Custom (checked), Singular Label (student), Plural Label (students), Enable Reports (checked), Track Activities, Track Field History, Deployment Status (Deployed), Help Settings, and a link to the Standard salesforce.com Help Window. There are 'Edit' and 'Delete' buttons in the top right corner.

Field	Value
Description	
API Name	student__c
Custom	✓
Singular Label	student
Plural Label	students
Enable Reports	✓
Track Activities	
Track Field History	
Deployment Status	Deployed
Help Settings	Standard salesforce.com Help Window

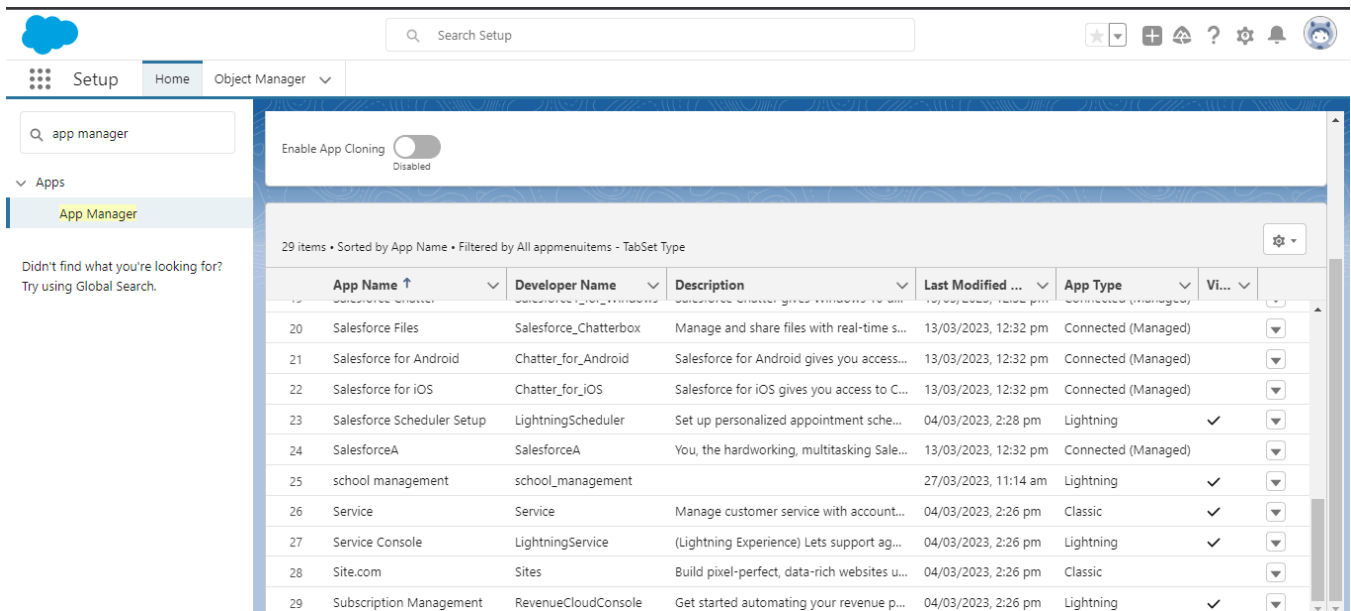
## Activity 3: Creation of parent object



The screenshot shows the Salesforce Setup interface for the 'parent' object in the Object Manager. The left sidebar contains a navigation menu with options like 'Details', 'Fields & Relationships', '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 'Details' for the 'parent' object, including its API Name (parent\_c), Custom status, Singular Label (parent), and Plural Label (parents). It also shows settings for 'Enable Reports' (checked), 'Track Activities', 'Track Field History', 'Deployment Status' (Deployed), and 'Help Settings' (Standard salesforce.com Help Window). 'Edit' and 'Delete' buttons are visible in the top right corner.

## Milestone-3: Lighting App

### Activity: Creation of school management app

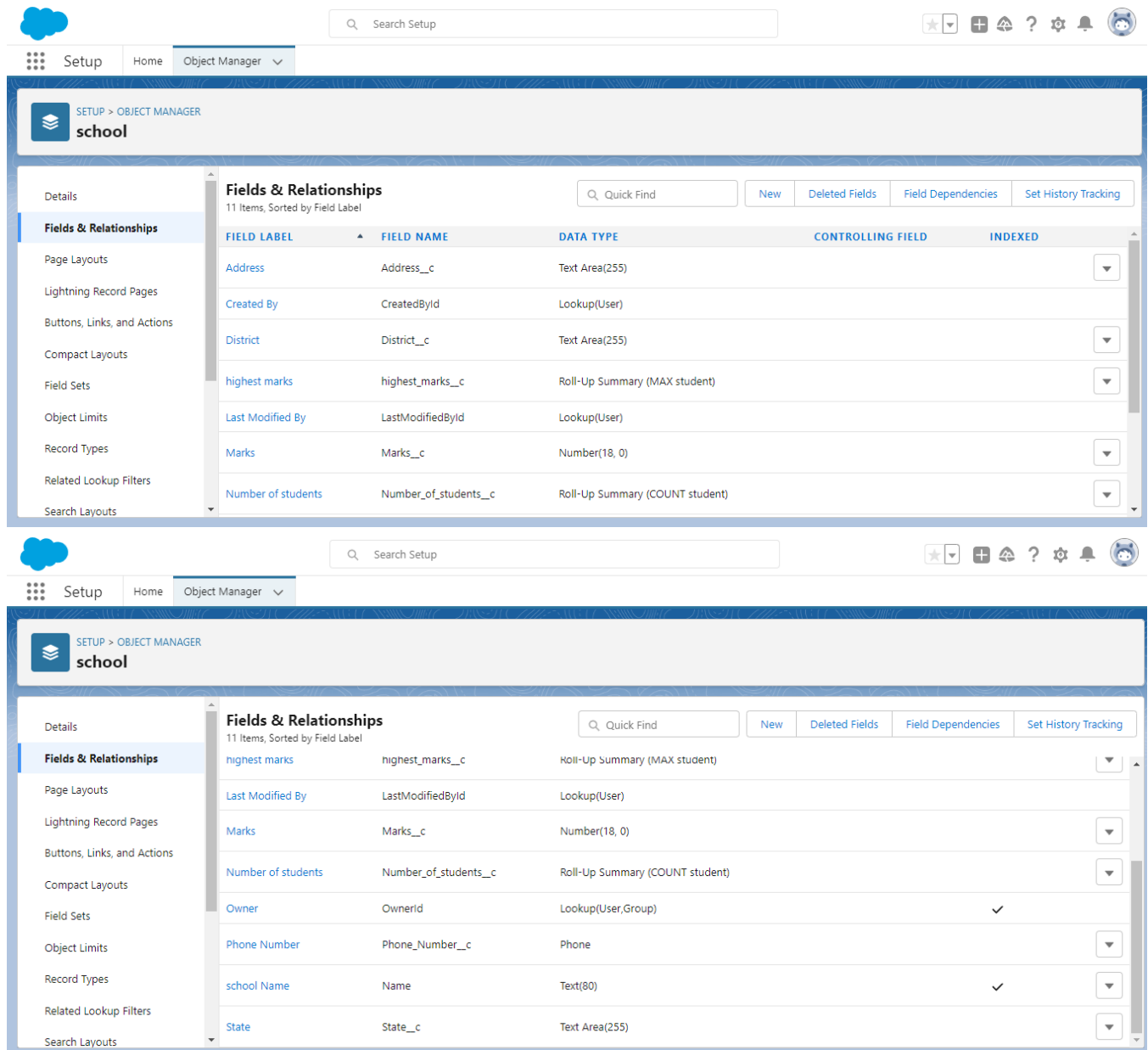


The screenshot shows the Salesforce App Manager interface. The left sidebar has a search bar with 'app manager' and a list of apps under the 'Apps' section, with 'App Manager' selected. The main content area displays a list of 29 items, sorted by App Name and filtered by All appmenuitems - TabSet Type. The list includes various Salesforce apps like 'Salesforce Files', 'Salesforce for Android', 'Salesforce for iOS', 'Salesforce Scheduler Setup', 'SalesforceA', 'school management', 'Service', 'Service Console', 'Site.com', and 'Subscription Management'. Each row shows the App Name, Developer Name, Description, Last Modified date, App Type, and Visibility. The 'school management' app is highlighted, showing it is a Lightning app with a checkmark in the visibility column.

App Name	Developer Name	Description	Last Modified	App Type	Vi...
20	Salesforce Files	Salesforce_Chatterbox	Manage and share files with real-time s...	13/03/2023, 12:32 pm	Connected (Managed)
21	Salesforce for Android	Chatter_for_Android	Salesforce for Android gives you access...	13/03/2023, 12:32 pm	Connected (Managed)
22	Salesforce for iOS	Chatter_for_iOS	Salesforce for iOS gives you access to C...	13/03/2023, 12:32 pm	Connected (Managed)
23	Salesforce Scheduler Setup	LightningScheduler	Set up personalized appointment sche...	04/03/2023, 2:28 pm	Lightning
24	SalesforceA	SalesforceA	You, the hardworking, multitasking Sale...	13/03/2023, 12:32 pm	Connected (Managed)
25	school management	school_management		27/03/2023, 11:14 am	Lightning
26	Service	Service	Manage customer service with account...	04/03/2023, 2:26 pm	Classic
27	Service Console	LightningService	(Lightning Experience) Lets support ag...	04/03/2023, 2:26 pm	Lightning
28	Site.com	Sites	Build pixel-perfect, data-rich websites u...	04/03/2023, 2:26 pm	Classic
29	Subscription Management	RevenueCloudConsole	Get started automating your revenue p...	04/03/2023, 2:26 pm	Lightning

## Milestone-4: Field and relationship

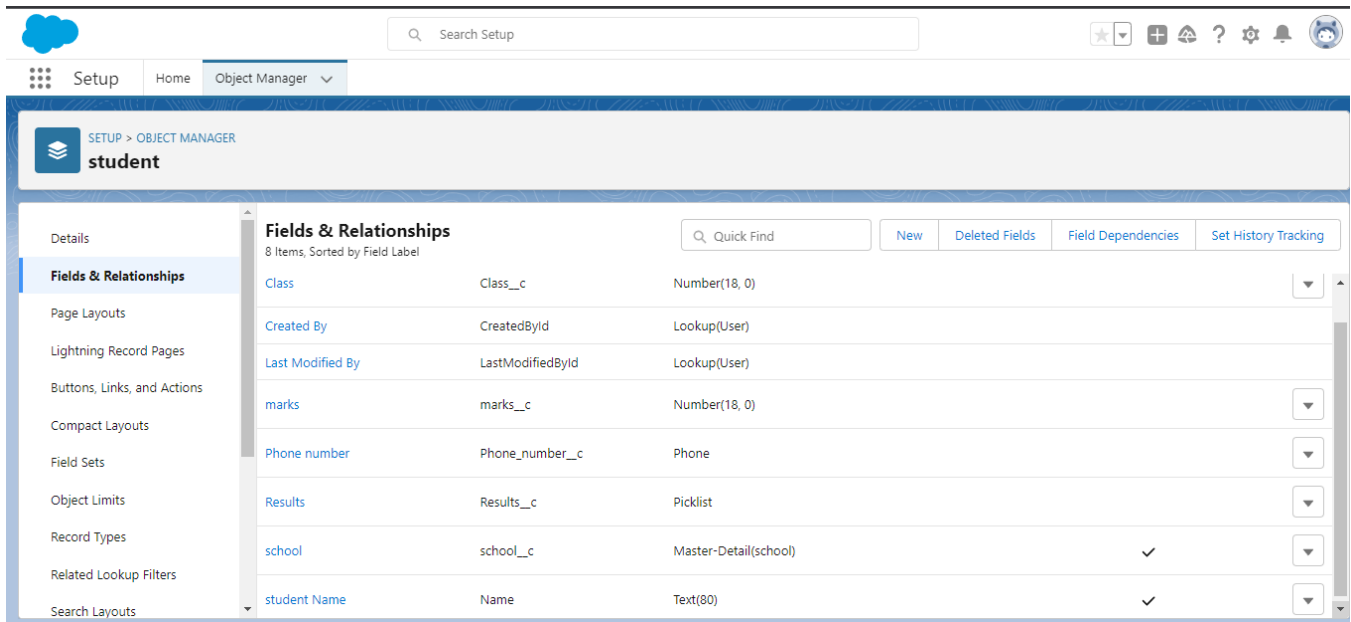
### Activity-1: Creation of field for the school object



The screenshot displays the Salesforce Setup interface for the 'school' object. The left sidebar shows the navigation menu with 'Fields & Relationships' selected. The main content area shows 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:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Address	Address__c	Text Area(255)		
Created By	CreatedById	Lookup(User)		
District	District__c	Text Area(255)		
highest marks	highest_marks__c	Roll-Up Summary (MAX student)		
Last Modified By	LastModifiedById	Lookup(User)		
Marks	Marks__c	Number(18, 0)		
Number of students	Number_of_students__c	Roll-Up Summary (COUNT student)		
Owner	OwnerId	Lookup(User,Group)		✓
Phone Number	Phone_Number__c	Phone		
school Name	Name	Text(80)		✓
State	State__c	Text Area(255)		

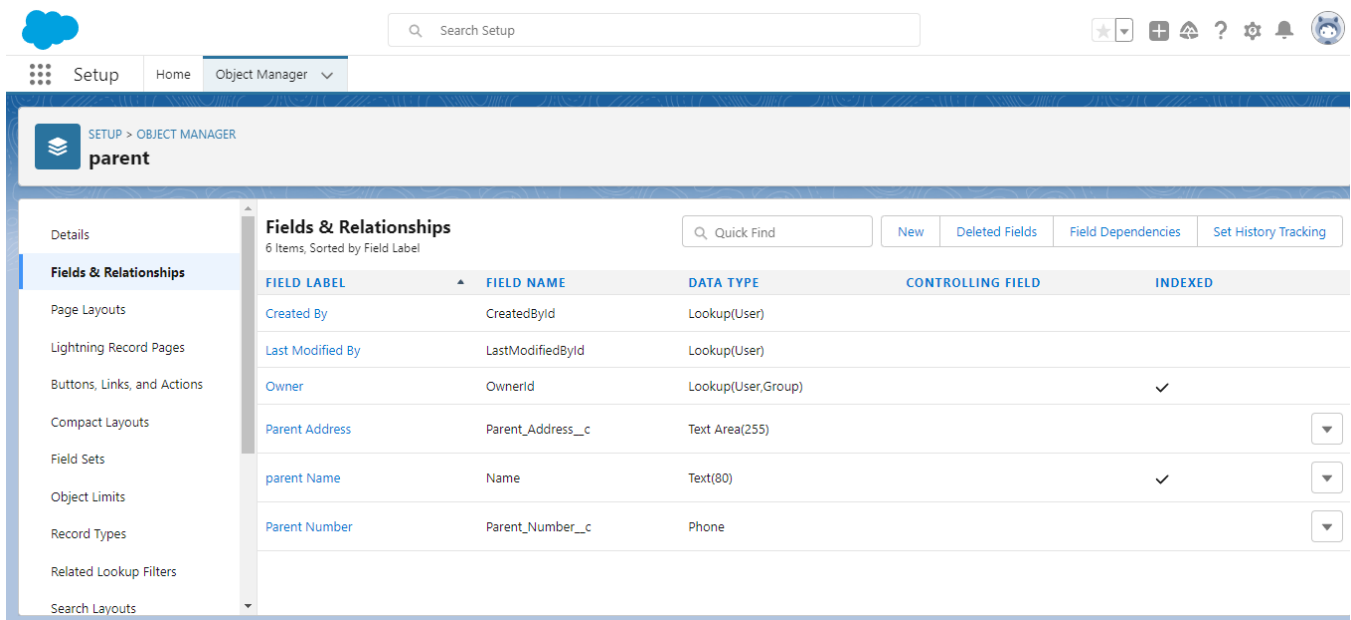
## Activity-2: Creation of field for the student object



The screenshot shows the Salesforce Setup interface for the 'student' object. The left sidebar contains a navigation menu with options like Details, Fields & Relationships, 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 is titled 'Fields & Relationships' and shows a list of 8 fields. The fields are sorted by Field Label. The fields are: Class (Class\_\_c, Number(18, 0)), Created By (CreatedById, Lookup(User)), Last Modified By (LastModifiedById, Lookup(User)), marks (marks\_\_c, Number(18, 0)), Phone number (Phone\_number\_\_c, Phone), Results (Results\_\_c, Picklist), school (school\_\_c, Master-Detail(school)), and student Name (Name, Text(80)).

Field Label	Field Name	Data Type	Controlling Field	Indexed
Class	Class__c	Number(18, 0)		
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
marks	marks__c	Number(18, 0)		
Phone number	Phone_number__c	Phone		
Results	Results__c	Picklist		
school	school__c	Master-Detail(school)		✓
student Name	Name	Text(80)		✓

## Activity-3: Creation of field for the parent object

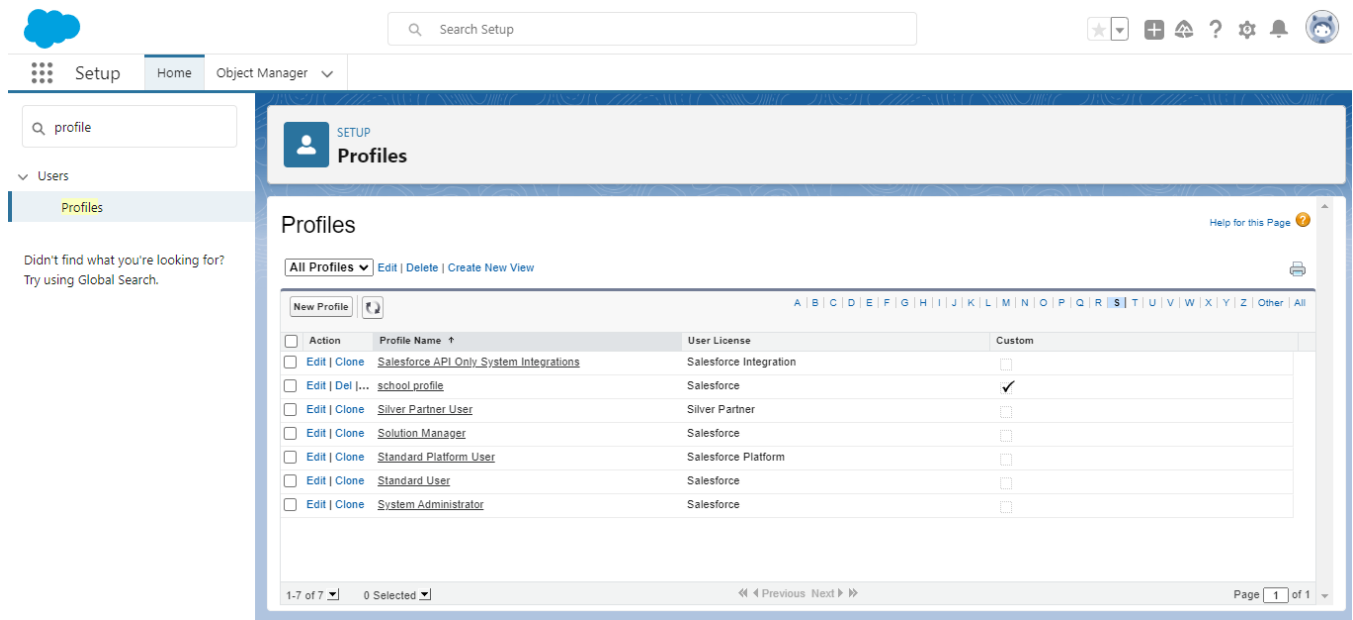


The screenshot shows the Salesforce Setup interface for the 'parent' object. The left sidebar contains a navigation menu with options like Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The main content area is titled 'Fields & Relationships' and shows a list of 6 fields. The fields are sorted by Field Label. The fields are: Created By (CreatedById, 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)), and Parent Number (Parent\_Number\_\_c, Phone).

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)		✓
Parent Address	Parent_Address__c	Text Area(255)		
parent Name	Name	Text(80)		✓
Parent Number	Parent_Number__c	Phone		

## Milestone-5: Profile

### Activity: Creation of profile

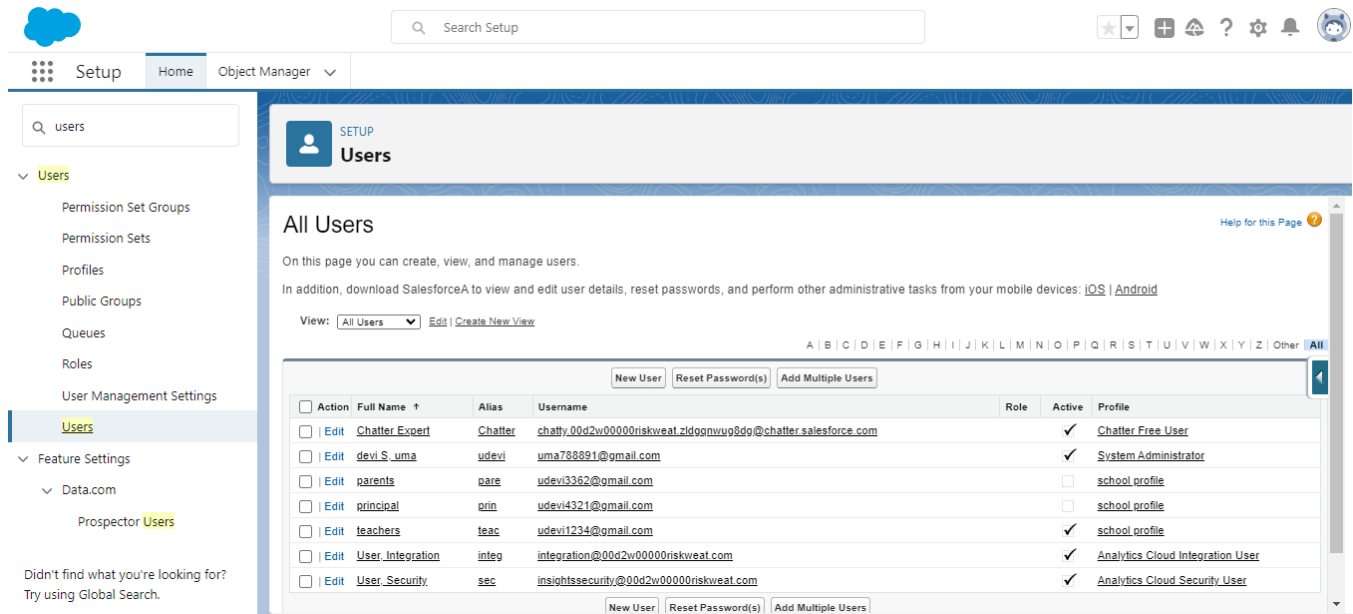


The screenshot shows the Salesforce Setup interface for the 'Profiles' section. The left sidebar contains a search bar with 'profile' and a list of navigation items: Users, Profiles (selected), and a search prompt. The main content area is titled 'SETUP Profiles' and includes a 'New Profile' button. Below this is a table listing existing profiles with columns for Action, Profile Name, User License, and Custom. The table shows profiles like 'Salesforce API Only System Integrations', 'school\_profile', 'Silver Partner User', 'Solution Manager', 'Standard Platform User', 'Standard User', and 'System Administrator'. The 'school\_profile' is marked as 'Custom'.

Action	Profile Name	User License	Custom
<a href="#">Edit</a>   <a href="#">Clone</a>	<a href="#">Salesforce API Only System Integrations</a>	Salesforce Integration	<input type="checkbox"/>
<a href="#">Edit</a>   <a href="#">Del</a>   ...	<a href="#">school_profile</a>	Salesforce	<input checked="" type="checkbox"/>
<a href="#">Edit</a>   <a href="#">Clone</a>	<a href="#">Silver Partner User</a>	Silver Partner	<input type="checkbox"/>
<a href="#">Edit</a>   <a href="#">Clone</a>	<a href="#">Solution Manager</a>	Salesforce	<input type="checkbox"/>
<a href="#">Edit</a>   <a href="#">Clone</a>	<a href="#">Standard Platform User</a>	Salesforce Platform	<input type="checkbox"/>
<a href="#">Edit</a>   <a href="#">Clone</a>	<a href="#">Standard User</a>	Salesforce	<input type="checkbox"/>
<a href="#">Edit</a>   <a href="#">Clone</a>	<a href="#">System Administrator</a>	Salesforce	<input type="checkbox"/>

## Milestone-6: Users

### Activity: Creating a user's



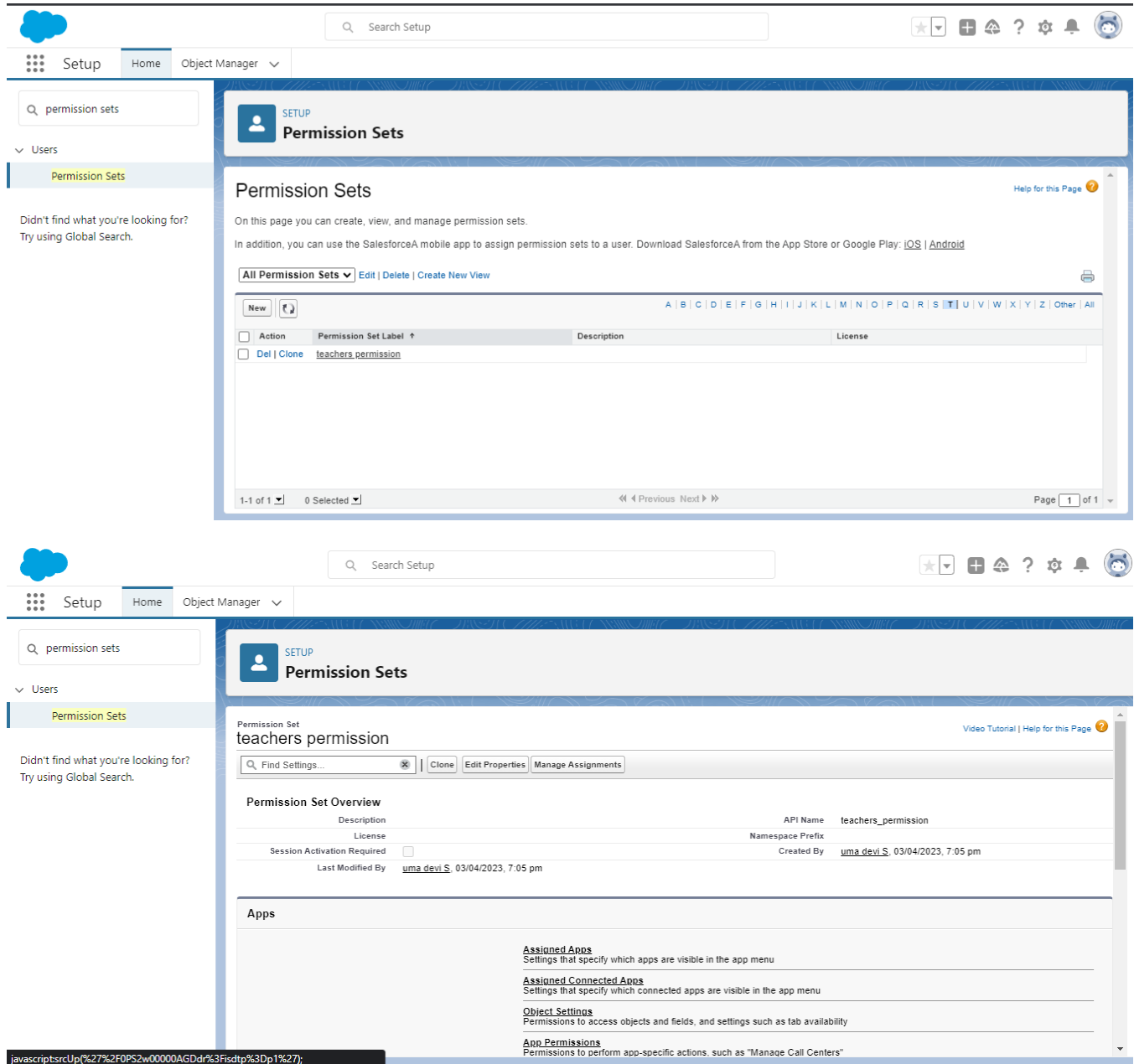
The screenshot shows the Salesforce Setup interface for the 'Users' section. The left sidebar contains a search bar with 'users' and a list of navigation items: Users (selected), Permission Set Groups, Permission Sets, Profiles, Public Groups, Queues, Roles, User Management Settings, Feature Settings, and Data.com. The main content area is titled 'SETUP Users' and includes buttons for 'New User', 'Reset Password(s)', and 'Add Multiple Users'. Below this is a table listing existing users with columns for Action, Full Name, Alias, Username, Role, Active, and Profile. The table shows users like 'Chatter Expert', 'devi S. uma', 'parents', 'principal', 'teachers', 'User Integration', and 'User Security'.

Action	Full Name	Alias	Username	Role	Active	Profile
<a href="#">Edit</a>	Chatter Expert	Chatter	chatty.00d2w00000riskweat.zldqgnwvug8dg@chatter.salesforce.com		<input checked="" type="checkbox"/>	Chatter Free User
<a href="#">Edit</a>	devi S. uma	udevi	uma768891@gmail.com		<input checked="" type="checkbox"/>	System Administrator
<a href="#">Edit</a>	parents	pare	udevi3362@gmail.com		<input type="checkbox"/>	school_profile
<a href="#">Edit</a>	principal	prin	udevi4321@gmail.com		<input type="checkbox"/>	school_profile
<a href="#">Edit</a>	teachers	teac	udevi1234@gmail.com		<input checked="" type="checkbox"/>	school_profile
<a href="#">Edit</a>	User Integration	integ	integration@00d2w00000riskweat.com		<input checked="" type="checkbox"/>	Analytics Cloud Integration User
<a href="#">Edit</a>	User Security	sec	insightssecurity@00d2w00000riskweat.com		<input checked="" type="checkbox"/>	Analytics Cloud Security User



## Milestone-7: Permission sets

### Activity-1: Permission sets 1:



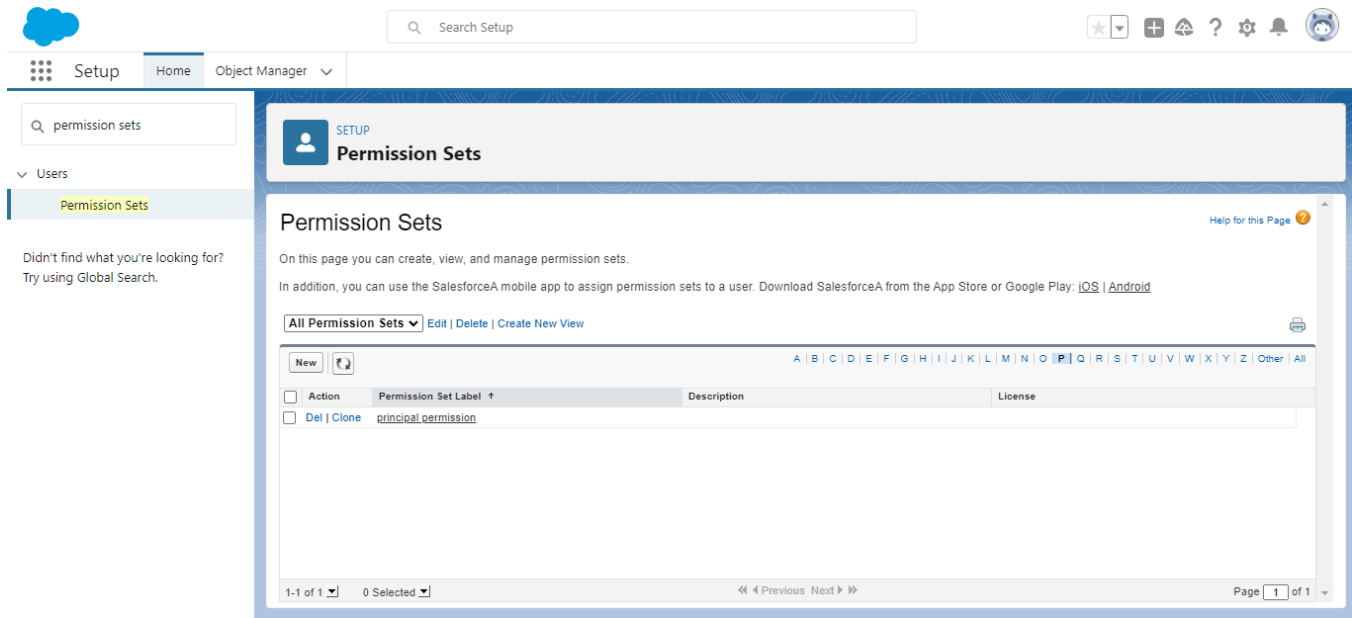
The screenshot displays the Salesforce Setup interface for managing Permission Sets. The left sidebar shows the navigation menu with 'Setup' selected, and 'Permission Sets' highlighted under the 'Users' section. The main content area is titled 'Permission Sets' and includes a search bar, a 'New' button, and a table of existing permission sets. The table has columns for 'Action', 'Permission Set Label', 'Description', and 'License'. One permission set, 'teachers.permission', is listed. Below the table, there are navigation controls showing '1-1 of 1' and '0 Selected'.

The second screenshot shows the detailed view of the 'teachers.permission' permission set. The page title is 'Permission Set teachers.permission'. It includes a search bar, a 'Find Settings...' button, and a 'Clone' button. The 'Permission Set Overview' section displays the following details:

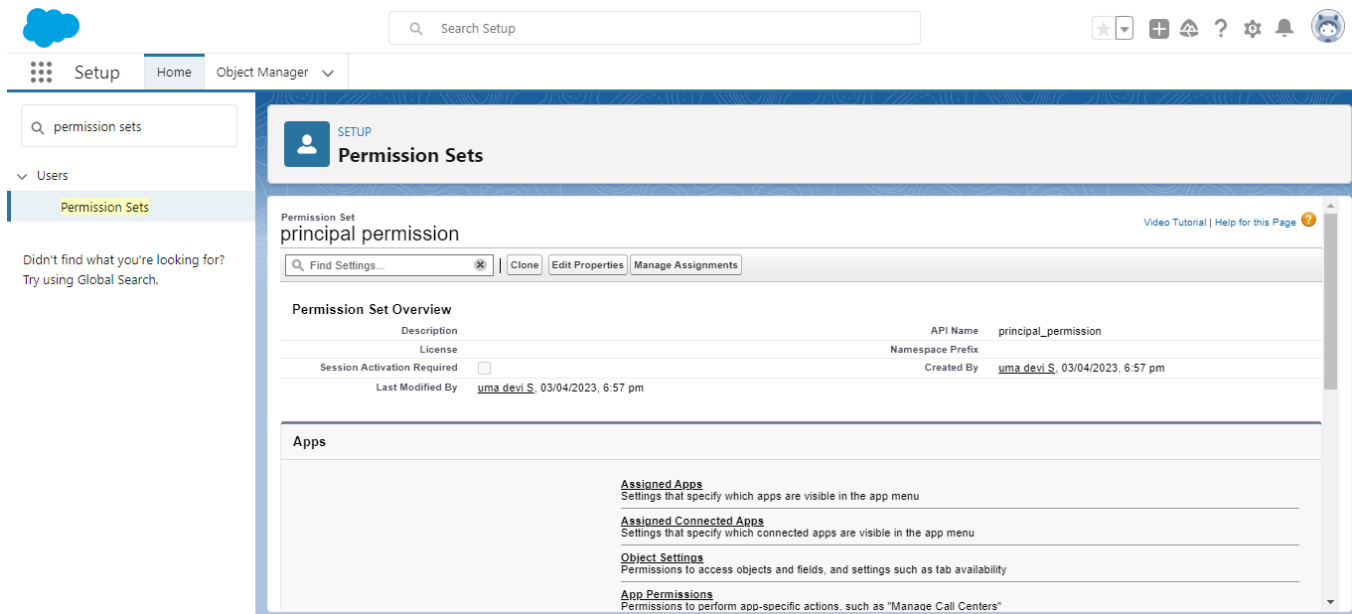
Description	API Name	teachers_permission
License	Namespace Prefix	
Session Activation Required	Created By	uma devi S. 03/04/2023, 7:05 pm
Last Modified By		

The 'Apps' section is also visible, with links to 'Assigned Apps', 'Assigned Connected Apps', 'Object Settings', and 'App Permissions'.

## Activity-2: Permission sets 2:




This screenshot shows the Salesforce Setup interface for the 'Permission Sets' section. The left sidebar contains a search bar with 'permission sets' and a list of navigation items: 'Users' and 'Permission Sets'. The main content area is titled 'Permission Sets' and includes a sub-header 'On this page you can create, view, and manage permission sets.' Below this, there is a link to download the Salesforce mobile app. A table lists the permission sets, with one entry visible: 'principal permission'. The table has columns for 'Action', 'Permission Set Label', 'Description', and 'License'. The 'principal permission' entry has a 'Del' button and a 'Clone' link. The bottom of the page shows pagination information: '1-1 of 1' and '0 Selected'.




This screenshot shows the detailed view of the 'principal permission' permission set in Salesforce Setup. The left sidebar is identical to the previous screenshot. The main content area is titled 'Permission Set' and 'principal permission'. It includes a search bar with 'Find Settings...' and buttons for 'Clone', 'Edit Properties', and 'Manage Assignments'. Below this is a 'Permission Set Overview' section with a table showing details: 'Description' (empty), 'API Name' (principal\_permission), 'License' (empty), 'Namespace Prefix' (empty), 'Session Activation Required' (checkbox), 'Created By' (uma devi S, 03/04/2023, 6:57 pm), and 'Last Modified By' (uma devi S, 03/04/2023, 6:57 pm). The 'Apps' section is also visible, with links for 'Assigned Apps', 'Assigned Connected Apps', 'Object Settings', and 'App Permissions'.

## Milestone-8: Reports

### Activity: Reports




★
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⚙️
🔔


school management
schools
students
parents
Dashboards
Reports

Reports


Recent


2 items

[New Report](#)
[New Folder](#)
⚙️


REPORTS	Report Name	Description	Folder	Created By	Created On	Subscribed
Recent	New schools with students Report		Private Reports	uma devi S	3/4/2023, 7:25 pm	<span>▼</span>
Created by Me	New parents Report		Private Reports	uma devi S	3/4/2023, 7:33 pm	<span>▼</span>
Private Reports						
Public Reports						
All Reports						
FOLDERS						
All Folders						
Created by Me						
Shared with Me						
FAVORITES						
All Favorites						

### School with student report:




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⚙️
🔔


school management
schools
students
parents
Dashboards
Reports



Report: schools with students

New schools with students Report

[Enable Field Editing](#)


[Add Chart](#)
▼
[Edit](#)
▼


Total Records

2


	school: school Name	student: student Name
1	vrt	umadevi.s
2	pa	keerthi

## Parent report:



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⚙️
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school management
schools
students
parents
Dashboards
Reports


 Report: parents  
**New parents Report**


[Enable Field Editing](#)


[Add Chart](#)
▼
[Edit](#)
▼

Total Records  
 2

	parent: parent Name
1	sivakumar.a
2	eswari.s

## Dashboard:



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⚙️
🔔


school management
schools
students
parents
Dashboards
Reports

Dashboards  
**Recent**

[New Dashboard](#)
[New Folder](#)
⚙️

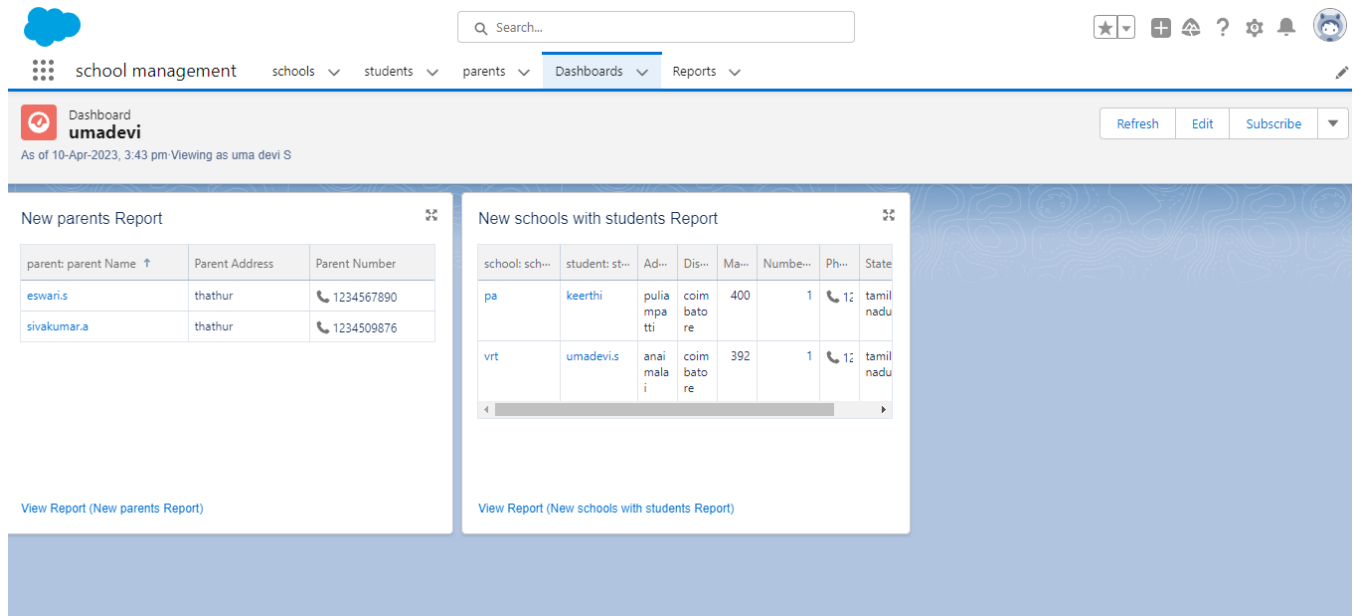
1 item

DASHBOARDS	Dashboard Name	Description	Folder	Created By	Created On	Subscribed
<b>Recent</b>	umadevi		Private Dashboards	uma devi S	10/4/2023, 3:26 pm	<span>▼</span>

Created by Me  
 Private Dashboards  
 All Dashboards

FOLDERS  
 All Folders  
 Created by Me  
 Shared with Me

FAVORITES  
 All Favorites



The screenshot shows the Smart Internz dashboard interface. At the top, there is a navigation bar with a search bar and several icons. Below the navigation bar, the dashboard is divided into two main sections. The left section is titled 'New parents Report' and contains a table with three columns: 'parent: parent Name', 'Parent Address', and 'Parent Number'. The right section is titled 'New schools with students Report' and contains a table with eight columns: 'school: sch...', 'student: st...', 'Ad...', 'Dis...', 'Ma...', 'Numbe...', 'Ph...', and 'State'. Both sections have a 'View Report' link below their respective tables.

parent: parent Name	Parent Address	Parent Number
eswari.s	thathur	1234567890
sivakumar.a	thathur	1234509876

school: sch...	student: st...	Ad...	Dis...	Ma...	Numbe...	Ph...	State
pa	keerthi	pulia mpa tti	coim bato re	400	1	12	tamil nadu
vrt	umadevi.s	anai mala i	coim bato re	392	1	12	tamil nadu

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

Team Member 1 <https://trailblazer.me/id/umadevi41>

Team member 2 - <https://trailblazer.me/id/vikrd>

Team member 3- <https://trailblazer.me/id/nithr46>

Team member 4- <https://trailblazer.me/id/beula13>

#### 4 ADVANTAGES & DISADVANTAGE

##### Advantages:

- 1. Improved Communication:** CRM tools provide effective communication channels between the school, students, and the parents. This enhances the overall connection among all parties to ensure every party's needs and expectations are met.
- 2. Enhanced Collaboration:** With CRM, all information regarding the students' progress, schedules, and assignments can easily be accessed by the teachers, parents, and students. This helps in ensuring that every party collaborates effectively towards improving the students' performance.
- 3. Better Record-keeping:** CRM tools provide an automated and centralized way of recording and managing data that allows for quick and easy access to important information. This helps in avoiding misplacement of records and making the data more accessible.
- 4. Increased Efficiency:** CRM tools automate many of the repetitive tasks and allow teachers and administrators to focus on other core areas of education. This reduces the amount of time and effort spent on handling administrative tasks and results in increased efficiency.
- 5. Data Analysis:** The data collected through the CRM tool is analyzed to determine which educational strategies are effective and which ones need to be improved upon for better results. This data is critical in making informed decisions that can help to improve the quality of education in schools.
- 6. Improved Parental Involvement:** With CRM tools, parents are kept informed about their child's academic progress, schedules, and other important information. This fosters a strong relationship between the parents, school, and students and encourages active parental involvement in the education of their children.

##### Disadvantages:

- 1. Cost:** Implementing a CRM application can be expensive, especially for schools with limited budgets. The initial cost of purchasing and implementing the software can be a significant investment for schools.
- 2. User Resistance:** Resistance to change from teachers, staff, and management can hinder the implementation process of the CRM tool. Teachers may not be eager to learn how to use the tool or may not find it easy to use; this can lead to a lack of adoption of the software.
- 3. Technical Issues:** Any technical or software issues can cause delays and downtime. This can adversely affect everyday operations, leading to low productivity levels and unsatisfied stakeholders.

**4. Security Concerns:** The data that is collected, transmitted, and stored through the CRM software can be sensitive and confidential. The software must be secured from hackers, cyber-attacks, and data breaches.

**5. Dependence on Technology:** While CRM software can automate various tasks, it also creates dependence on technology. A technical issue can halt the operations of the school, making it challenging to carry out tasks without the software.

**6. Training and Maintenance:** Implementing a CRM tool requires training for staff and management. Ongoing maintenance is also required to ensure the software remains functional and up to date. This requires an additional investment of time and resources into training staff and maintaining the software.

## 5 APPLICATIONS

**1.Student management:** A CRM application can be used for managing student information such as their demographics, performance, attendance, and disciplinary record.

**2.Teacher management:** It can be used for managing teacher information, including their qualifications, experience, workload, and evaluation records.

**3.Parent engagement:** CRM applications can be used to facilitate communication and engagement between parents, students, and teachers. Parents can actively engage with their child's performance, schedules, and other related information.

**4.Curriculum management:** A CRM application can be used to manage curriculum information including course plans, materials, and scheduling.

**5.Admissions management:** The application can be used to manage the admission process, registration process, and other enrollment-related activities.

**6.Alumni management:** CRM applications can be used to manage alumni information, including their career progression, achievements, and activities.

**7.Resource management:** CRM applications can be used to manage school resources, including personnel, finances, and inventory.

**8.Performance tracking:** The application can be used to monitor and track student, teacher, and school performance, and provide feedback for improvement.

**9.Report generation:** CRM applications can be used to generate customized reports of student performance, teacher evaluations, and other related data.

**10.Data analysis:** The application can be used to analyze data collected from various school activities, to provide insights to support decision-making processes.

## 6 CONCLUSION

In conclusion, CRM applications offer several advantages that can positively impact school management. Such applications facilitate communication and collaboration, improve record-keeping, enhance efficiency, and foster parental involvement.

They also provide real-time data that enables effective decision-making processes. However, there are some challenges that come with implementing CRM applications, including cost, technical issues, security concerns and user resistance. It is therefore important for school administrators to carefully consider these factors before investing in and implementing CRM applications.

When implemented effectively, CRM applications can help schools improve their operational efficiencies and academic outcomes, leading to successful student performance and school management.

## 7 FUTURE SCOPE

The future scope of CRM applications for school management is promising, as technology continues to evolve and offer more advanced solutions. Here are some potential areas of growth and development for such applications:

- 1. Customization:** Customized CRM applications that cater to the specific needs of an individual school will become more popular. Such customization will enable schools to personalize their system, allowing them to work seamlessly and more efficiently.
- 2. Artificial Intelligence:** AI will play an increasingly critical role in CRM applications for school management. AI can automate tasks, enhance efficiency, and enable personalized learning for students.
- 3. Cloud-Based Solutions:** Cloud-based CRM solutions offer more flexibility when it comes to accessibility and storage. Schools can access and store their critical information from anywhere and at any time, improving their overall efficiency.
- 4. Mobile Technology:** Mobile-based CRM applications will become increasingly prevalent, as parents and teachers will be able to access information in real-time through their smart devices.
- 5. Gamification:** Gamification of school management can enhance student motivation and engagement, making learning more fun and interactive.
- 6. Predictive Analytics:** CRM applications for school management will use predictive analytics to anticipate and identify issues before they arise, enabling better decision-making processes that can positively impact students' outcomes.

As technology evolves, the future of CRM applications for school management holds significant potential. These advancements will help schools to adopt more robust and efficient ways to manage their day-to-day operations while providing optimal learning experiences for their students.