**COMMUNICATION**

1. \*Selecting CRM Software:\*

- Choose a CRM platform that aligns with your organization's needs. Popular options include Salesforce, HubSpot, or other CRM solutions that can be customized.

2. \*User Roles and Permissions:\*

- Define user roles and permissions to control access levels. This might include roles for administrators, instructors, and support staff.

3. \*Data Structure:\*

- Design a structured database to store candidate information, internal marks, and communication logs. Ensure the system is scalable for future expansion.

4. \*Candidate Profiles:\*

- Create detailed profiles for each candidate, including personal details, academic history, internal marks, and relevant communication history.

5. \*Internal Marks Tracking:\*

- Implement a module for tracking internal marks. This should allow for easy input, modification, and retrieval of internal assessment scores.

6. \*Communication Integration:\*

- Integrate communication tools within the CRM. This might involve email, messaging, or a centralized communication hub to log interactions related to each candidate.

7. \*Automation for Communication:\*

- Implement automation for communication workflows. For instance, automatic notifications for low internal marks, upcoming assessments, or progress updates can be beneficial.

8. \*Communication Logging:\*

- Create a system to log all communication with candidates. This includes emails, messages, and notes from instructors or support staff. Having a centralized communication history aids in maintaining a comprehensive record.

9. \*Communication Templates:\*

- Provide pre-defined communication templates for standard messages. This ensures consistency in communication and saves time for instructors.

10. \*Two-Way Communication:\*

- Enable two-way communication between candidates and instructors. This could be through a messaging system or scheduled meetings facilitated by the CRM.

11. \*Mobile Accessibility:\*

- Ensure that the CRM system is accessible via mobile devices. This allows instructors and staff to communicate and access information on the go.

12. \*Security Measures:\*

- Implement robust security measures to protect candidate data and communication logs. This includes encryption and secure access controls.

13. \*Analytics and Reporting:\*

- Include analytics tools to track communication effectiveness and candidate engagement. Reports can help assess the impact of communication on candidate performance.

14. \*Training and Support:\*

- Provide thorough training for users on how to use the CRM system for communication and result tracking. Offer ongoing support for any questions or issues.

15. \*Feedback Mechanism:\*

- Integrate a feedback mechanism within the CRM to gather input from users. This aids in continuous improvement and optimization of the system.

By integrating these elements, you can develop a CRM system that effectively manages candidate results, internal marks, and facilitates seamless communication throughout the educational or training process.