- **INTRODUCTION**
  - **Overview**

    Customer relationship management (CRM) is the combination of practices, strategies and technologies that companies use to manage and analyze lifecycle. The goal is to improve customer service relationships and assist in customer retention and drive sales growth.

  - **Purpose**

    Customer relationship management (CRM) is a technology for managing all your company's relationship and interactions with customer and potential customer.
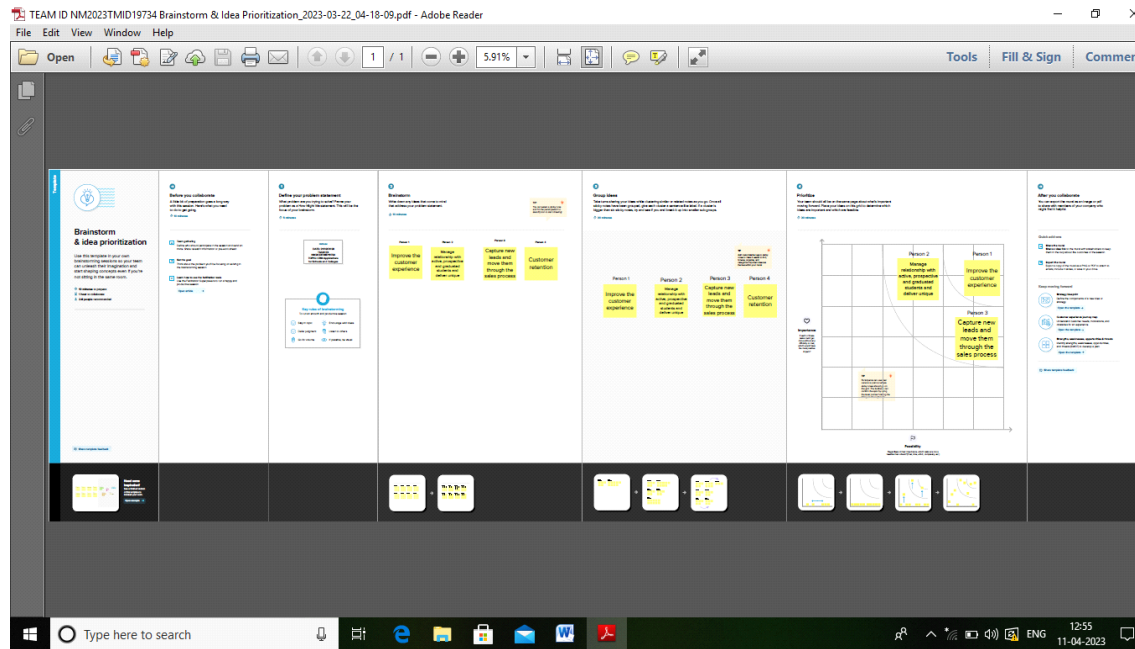
    The goal is simple: improve business relationships. A CRM system helps companies stay connected to customer, streamline processes, and improve profitability.

- **Problem Definition & Design Thinking**
  - **Empathy Map**

  - **Ideation & Brainstorming Map**
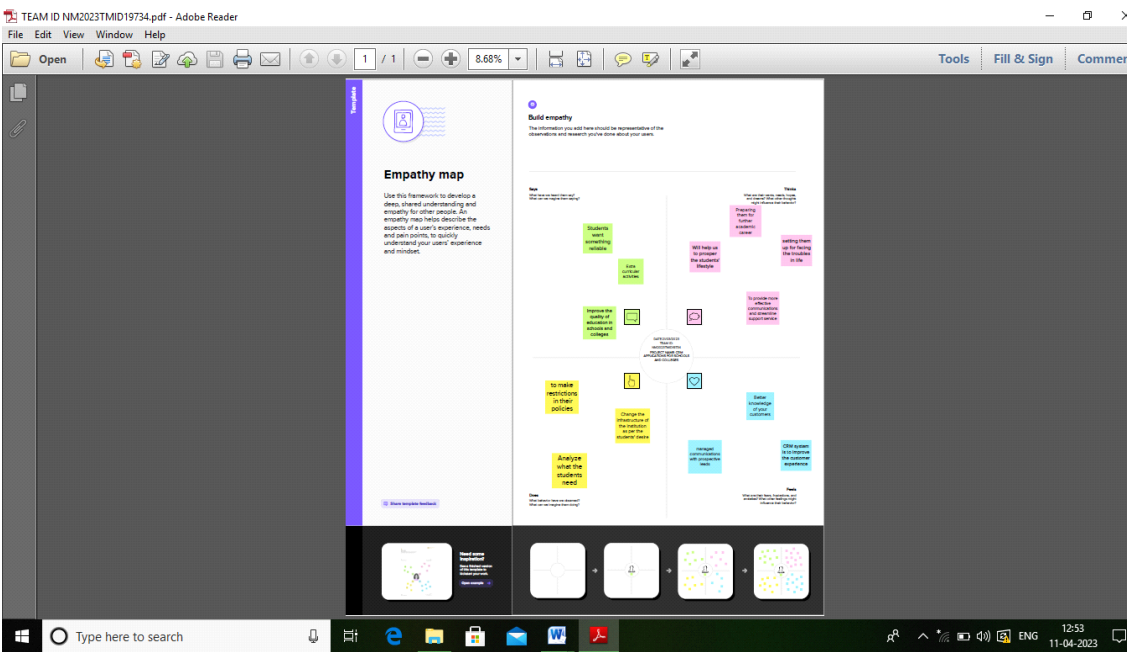
- **RESULT**

  - Data Model:

Object name	Fields in the Object		
School	Field label	Data type	
	Address	Text Area	
	District	Text Area	
	State	Text Area	
	Phone number	Phone	
	Number of Students	Roll-up Summary	
Student	Field label	Data type	
	Phone number	Phone	
	School	Master Details Relationship	
	Results	Picklist	
	Class	Number	
	Marks	Number	
Parent			
	Field label	Data type	

	Parent Address	Text Area	
	Parent Number	Phone	

- **Activity & Screenshot**
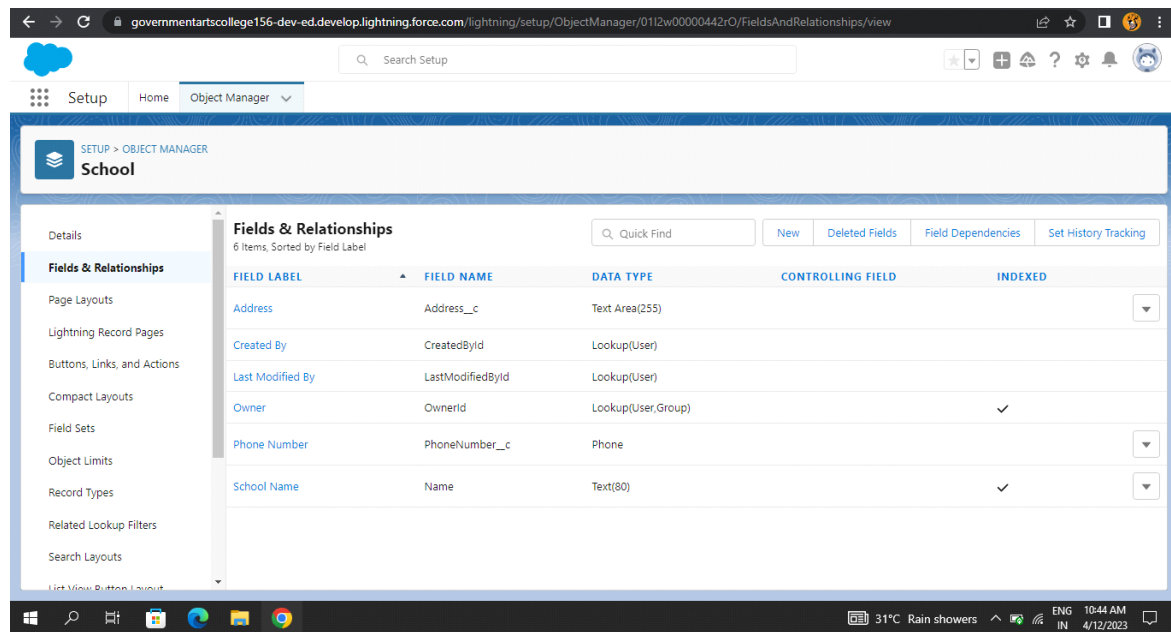
- **Trailhead Profile Public URL**

    Team Lead -

    https://trailblazer.me/id/abi581692

    Team Member 1 -
    https://trailblazer.me/id/av7256860

    Team Member 2-

    https://trailblazer.me/id/eelakkiya216

    Team Member 3 –https://trailblazer.me/id/iyappanirm

- **ADVANTAGES & DISADVANTAGE**
    ADVANTAGES:

    - Better customer service

    - Increased sales

    - Improved customer retention

    - Detailed analytics

- Higher productivity and efficiency

- Centralized database of information

- Managed communication with prospective

    DISADVANTAGES:

    1.Trustworthy reporting

    2.dashboards that visually showcase data

    3. costly

    4. security issues

    5. third party access

- **APPLICATIONS**

    - Improved informational organization

    - CRM for enhanced communication

    - CRM improves your customer services

    - Automation of everyday tasks

    - Greater efficiency for multiple teams

    - Improved analytical data and reporting

- **CONCLUSION**

    It would probably be particularly difficult to develop and install customer centric strategies.

    If CRM is used must be with the backing of those at the highest level and it must be planned carefully.

    A process must be gone through which would take note of CRM theory and use the experiences of others to maximize the chance of success.

- **FUTURE SCOPE**

CRM is predicted to become more powerful to support customer first, not company first businesses. Bringing together disparate teams, data, and system integrations, the CRM of the future is set to be centralized and empowered by AL and mobile capabilities.