

●

●

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

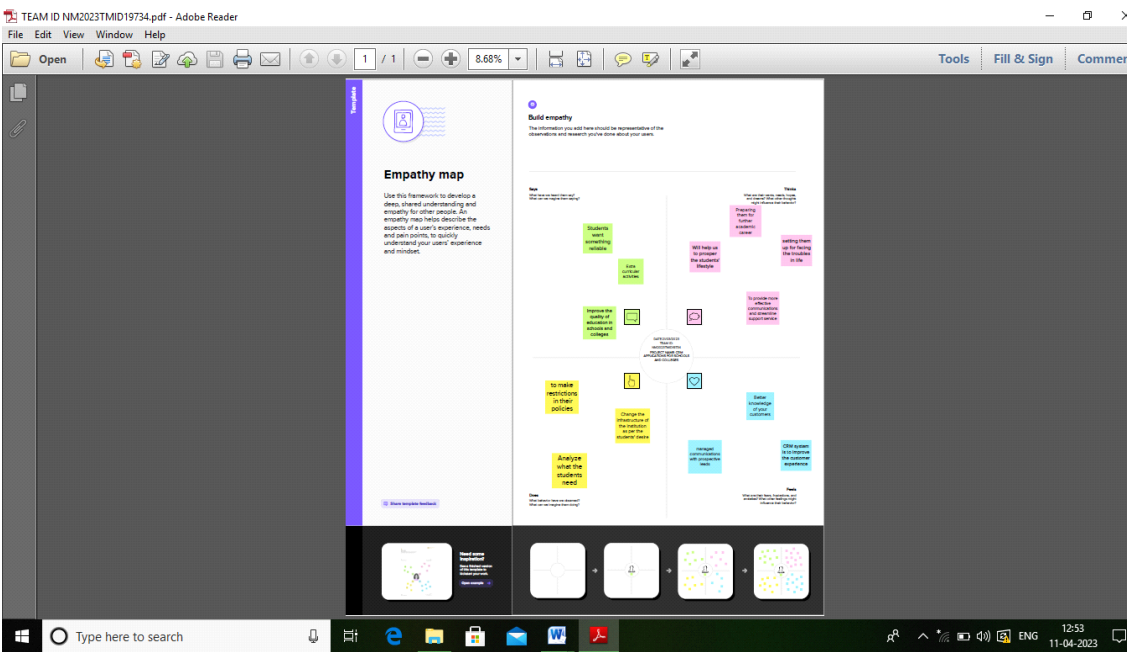
●

Customer relationship management (CRM) is a technology for managing all your company's relationship and interactions with customer and potential customer.

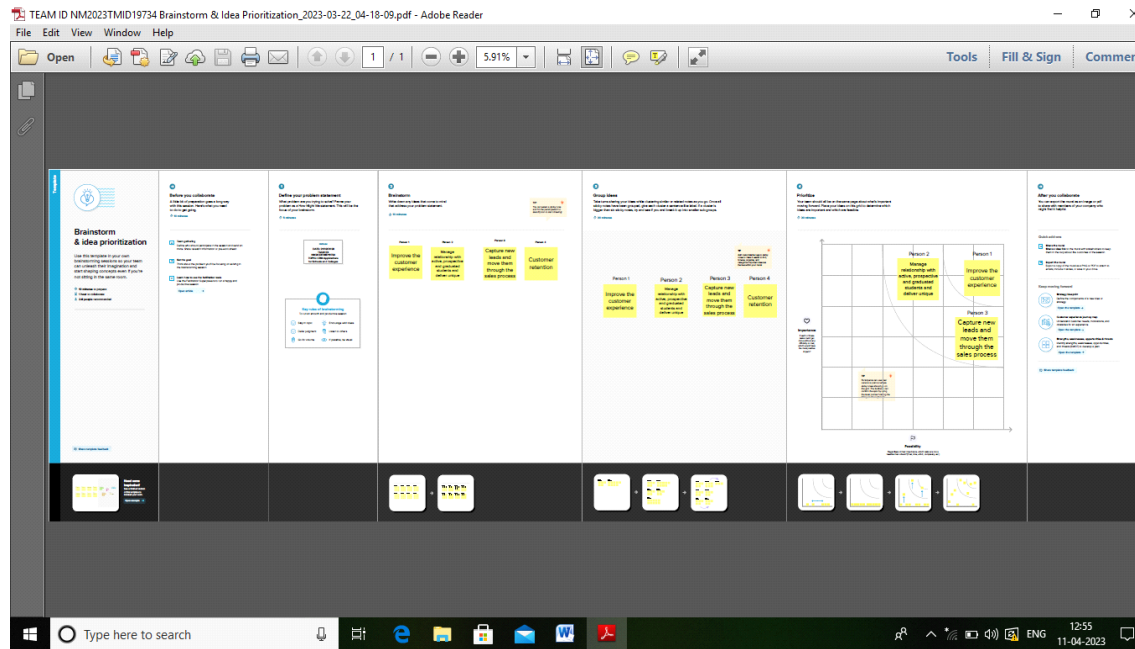
The goal is simple: improve business relationships. A CRM system helps companies stay connected to customer, streamline processes, and improve profitability.

•

●



●



- **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

governmentartscollege156-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w00000442wX/FieldsAndRelationships/view

Search Setup

Setup

Home

Object Manager

parent

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

Fields & Relationships

6 Items, Sorted by Field Label

Quick Find

New

Deleted Fields

Field Dependencies

Set History Tracking

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	ParentAddress__c	Text Area(255)		
parent Name	Name	Text(80)		✓
Parent Number	ParentNumber__c	Phone		

governmentartscollege156-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w00000442wS/FieldsAndRelationships/view

Search Setup

Setup

Home

Object Manager

Student

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

Fields & Relationships

7 Items, Sorted by Field Label

Quick Find

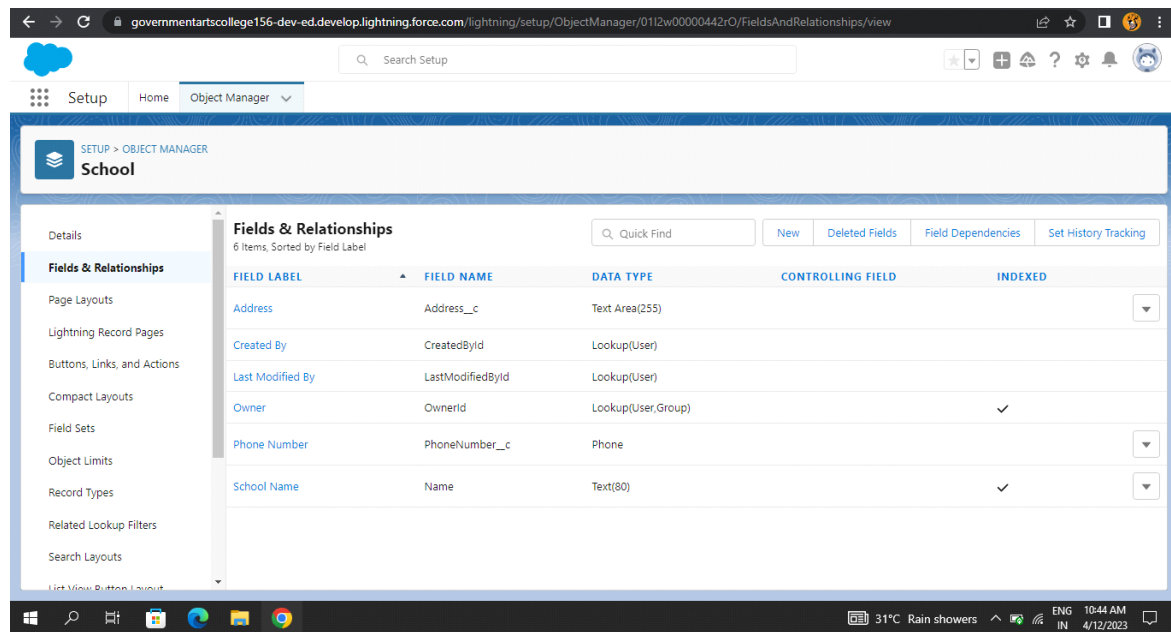
New

Deleted Fields

Field Dependencies

Set History Tracking

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)		
Phone Number	PhoneNumber__c	Phone		
Results	Results__c	Picklist		
School	School__c	Master-Detail(School)		✓
Student Name	Name	Text(80)		✓



- **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 AI and mobile capabilities.