A CRM APPLICATION FOR SCHOOLS/COLLEGES

INTRODUCTION

1.1 Overview

Customer relationship management (CRM) is a process in which a business or other organization administers its interactions with customers, typically using data analysis to study large amounts of information. CRM systems compile data from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials and more recently, social media. They allow businesses to learn more about their target audiences and how to best cater for their needs, thus retaining customers and driving sales growth. CRM may be used with past, present or potential customers. The concepts, procedures, and rules that a corporation follows when communicating with its consumers are referred to as CRM. This complete connection covers direct contact with problem and potential customers.

1.2 Purpose

The concepts, procedures, and rules that a corporation follows when communicating with its consumers are referred to as CRM. This complete connection covers direct contact with customers, such as sales and service-related operations, forecasting, and the analysis of consumer patterns and behaviors, from the perspective of the company. According to Gartner, the global CRM market size is estimated at $69 billion in 2020.

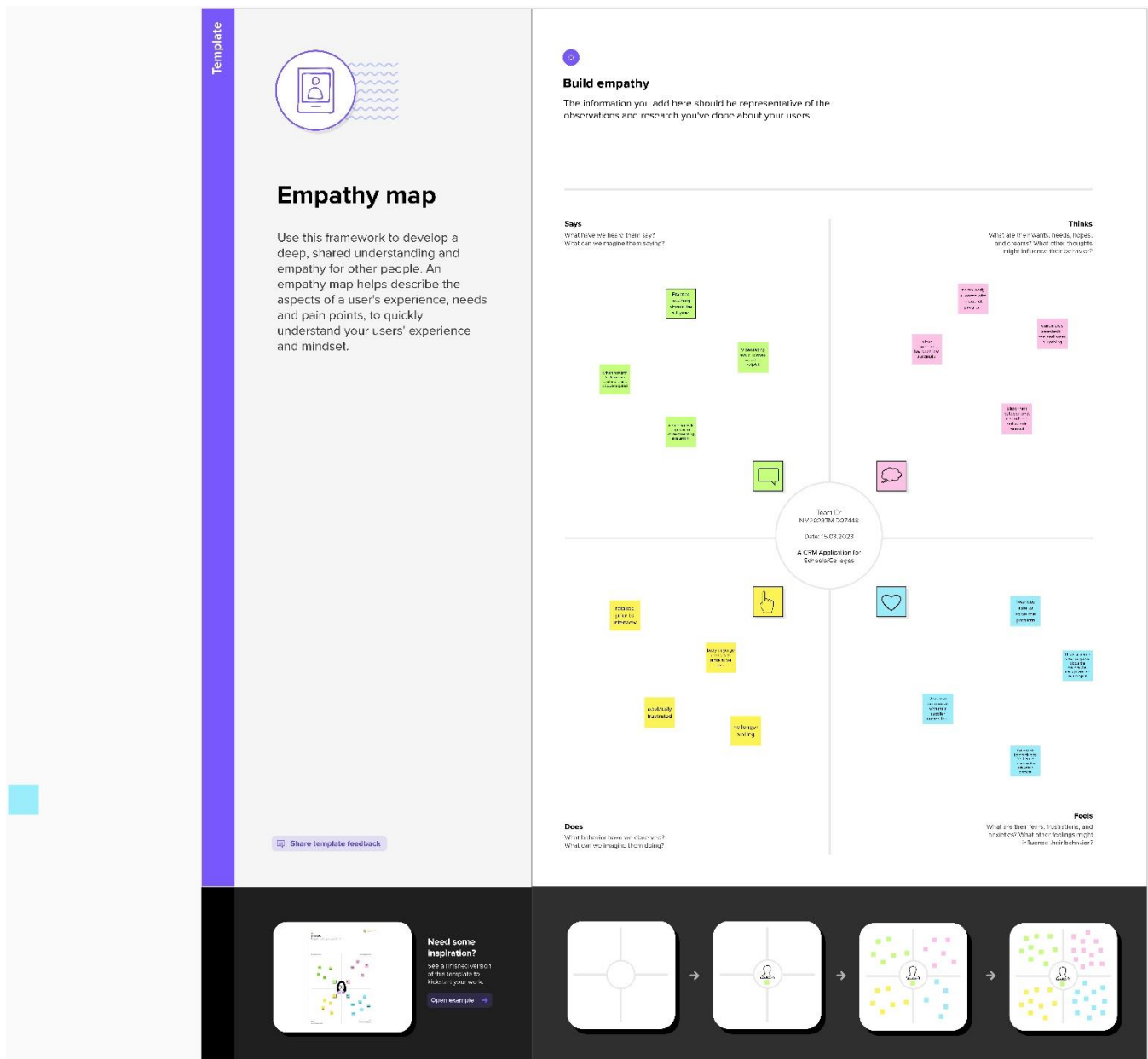**PROBLEM DEFINITION & DESIGN THINKING**

Empathy Map

Figure 1- Empathy map on Vehicle System Management done by Our Team

Ideation & Brainstorming Map
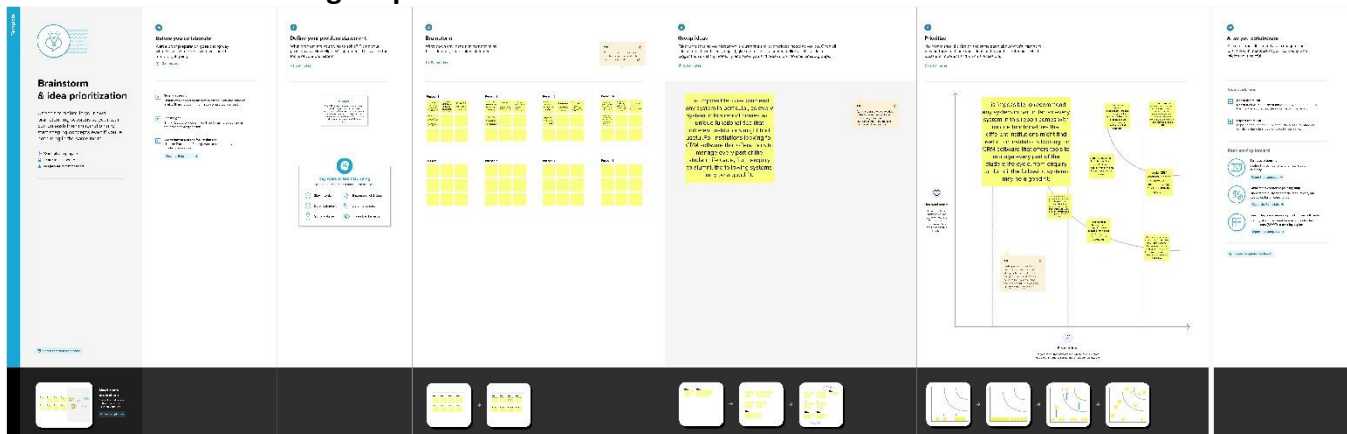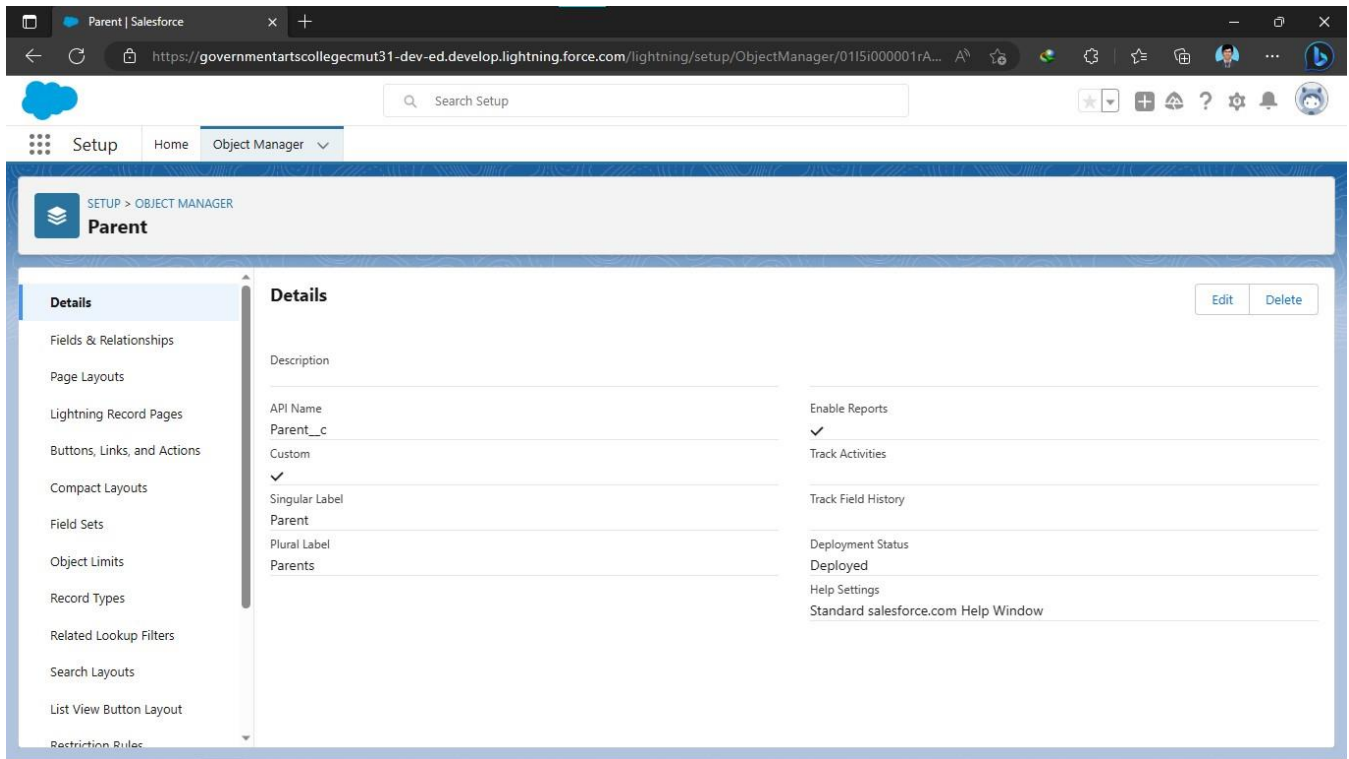

Figure 2 - Brainstorm map on Vehicle System Management done by Our Team

RESULT

Data Model:

Object name	Fields in the Object	
School	**Field label**	**Data type**
	Phone Number	Phone
	Number of Students	Rollup Summary
	Highest Marks	Rollup Summary
Student	**Field label**	**Data type**
	Phone Number	Phone
	School	Master Detail Relationship
	Results	Picklist
	Class	Number
Parent	**Field label**	**Data type**
	Parent Address	Text
	Parent Number	Data Type
	Highest Marks	Rollup Summary

ACTIVITY & SCREENSHOTS

TRAILHEAD PROFILE PUBLIC URL

Team Lead   -   https://trailblazer.me/id/anuamutha

Team Member 1   -   https://trailblazer.me/id/aasokan19

Team Member 2   –   https://trailblazer.me/id/aarul32

Team Member 3   –   http://trailblazer.me/id/balag75

ADVANTAGES & DISADVANTAGES

Advantages

1. Beneficial for the different departments or teams of the business

Customer relationship management automation systems can benefit small and large businesses and their teams, such as marketing, sales, customer service, field service, and project service automation teams in different aspects. Together they raise the business's growth chart by increasing the product's productivity. With this, CRM is capable of improving and simplifying complex customer engagement.

2. Customers are engaged across multiple channel

There are various advantages of using a CRM system for a business as it provides the best possible customer service by improving customer service, customer retention, tracking customer data,

streamlining operations, reducing costs, and taking the business to the next level. The CRM can engage the user with its customer across multiple channels like email, social media, live chat, and phone. You can connect with your customer on any platform and track customer interaction in one place, which helps get a complete picture of each customer.

3. Provide streamline operations

A properly implemented CRM in business provides streamlined operations by automating tasks such contact as order fulfillment, customer management, and lead tracking. Streamlining the functioning of CRM operations helps focus on more strategic activities for the business and saves money and time.

4. Improve customer service

Customer relationship service is designed to interact with customers and store their data in one place. It helps in maintaining good customer relationships and gives customer satisfaction. With the help of CRM, the customer service team can listen to customers' problems and resolve them quickly and efficiently. With this, teams can contact every customer to offer assistance before problems arise.

Disadvantages

1. A costly project

CRM software tool is an expensive investment that some businesses can only afford, and if they do invest, it doesn't guarantee the return on investment is worth it. It is a huge investment that factors like data mitigation, integration cost, training, and support also affect.

2. Loss of collected information or records

CRM (customer relationship management) tools can be responsible for losing the customer's information as some CRM software keeps track of customers' information using remote internet connections. Due to this, sometimes organization needs to have control over the customer's information (detailed), especially when a system failure event happens. An unstable CRM can result in the loss of money in revenue for the company in the future.

3. Not suitable for every business

Every business can't afford CRM for data collection and connecting with customers. Some businesses can't correct to the customers directly therefore, they don't need a CRM tool. Forming CRM to make it function properly company or business has to spend a lot of money, including various phases.

6. CRM is not fully customized

A business can only customize a CRM system and make CRM fit their specific needs and requirements. It can create problems for CRM users; they get frustrated and need help to make the system requirements. work according to their

APPLICATIONS

A good CRM helps you understand your market and the needs of your customers. As you attract more customers, a CRM makes two things clear: who is interested in what you have to offer, and what is most important to them.

When it comes to winning more customers, a CRM helps you make smarter decisions than your competition and offer people what they truly want. And if customers leave or your sales stagnate, you can see common threads and change the process accordingly, to better meet their needs and retain them.

When you're working in spreadsheets and scrolling through email chains, it's hard to get a big picture of all the important data about current and future customers. A CRM saves important data in extensive customer and contact lists.

This makes it easy and efficient to market directly to them based on particular criteria

A good CRM helps you maintain great customer relationships with all your clients and let them know what your products and services can do for them.

CONCLUSION

Business is an ongoing process that has to update itself with time (adopt new technologies) to remain in the competition. Before technology, customer data or CRM was based on papers, but slowly, companies started tracking customer-related data with spreadsheets, emails, address books, and other ways.

But due to a lack of automation and integration, it becomes difficult for them to find and share up-to-date information when required quickly. It also down their ability to create marketing strategies, provide customers flawless service, and peruse new sales leads.

CRM is a powerful tool that automatically collects information about existing and prospective customers (their personal or professional information, including social media posts, phone numbers,

email addresses, phone. numbers, service, purchase history, and support tickets). Further, the whole information is integrated by the system and generates consolidated profiles that can be shared with appropriate teams. One of the best features of CRM is that it can connect with other business tools, such as document-sharing apps and online chat.

Artificial intelligence and business intelligence capabilities are built in CRM that accelerate administrative tasks and provide actionable insights. Customer relationship management's advantages and disadvantages will help you understand it in detail.

FUTURE SCOPE

These days, numerous small and Tmedium-sized enterprises are arising across the world. Unlike large organizations, they are reluctant to implement CRM software. However, the preferences and requirements might change with time. There was a time when CRM used to be meant for expensive infrastructure and complex technicalities. These, in turn, increased the expense of the CRM software and made it unaffordable for companies which have a small investment.

Moreover, the companies didn't have the expertise to manage the CRM software inhouse. Hence, they were bound to hire designated technicians. These technicians used to charge a lump sum amount in exchange for their services. As a result, the cost used to be the most discouraging factor for small and medium enterprises.

If we notice today's scenario, then the CRM software has become quite affordable. Even many developers are providing CRM software for free. Since most CRMS are web-based software, the up-gradation of infrastructure does not become necessary. Hence, it is a great way to save your expenses.