

PROJECT REPORT TEMPLATE
IMPLEMENTING CRM FOR RESULT TRACKING OF A
CANDIDATE WITH INTERNAL MARKS
TEAM ID :NM2023TMID18318

1.INRODUCTION

1.1 Overview

Administrator should be able to create all base data including semester Semester, candidate, is one of the lecture, should be the only one with ability to update internal its, Re-evaluation can be initialised by candidate for all internal results. Now dean can update the marks after re-evaluation.

1.2 Purpose:

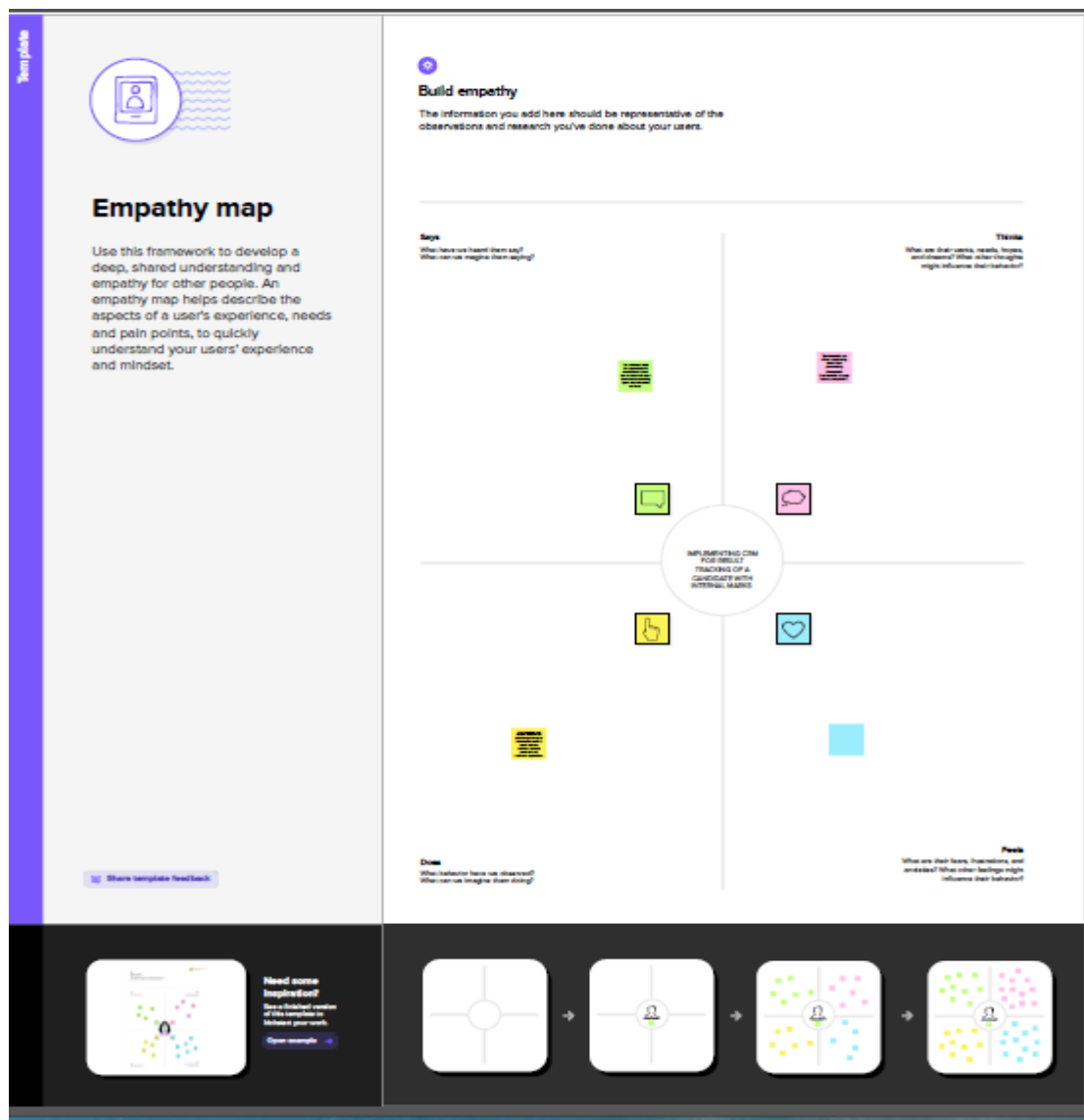
- * Marketing campaign management
- * Resolving conflicts
- * Performance Appraisal
- * Training & Development
- * Maintaining Healthy Work culture
- * Organizing various activities
- * Payroll Management .

2. Problem Definition & Design Thinking

2.1 Empathy map:

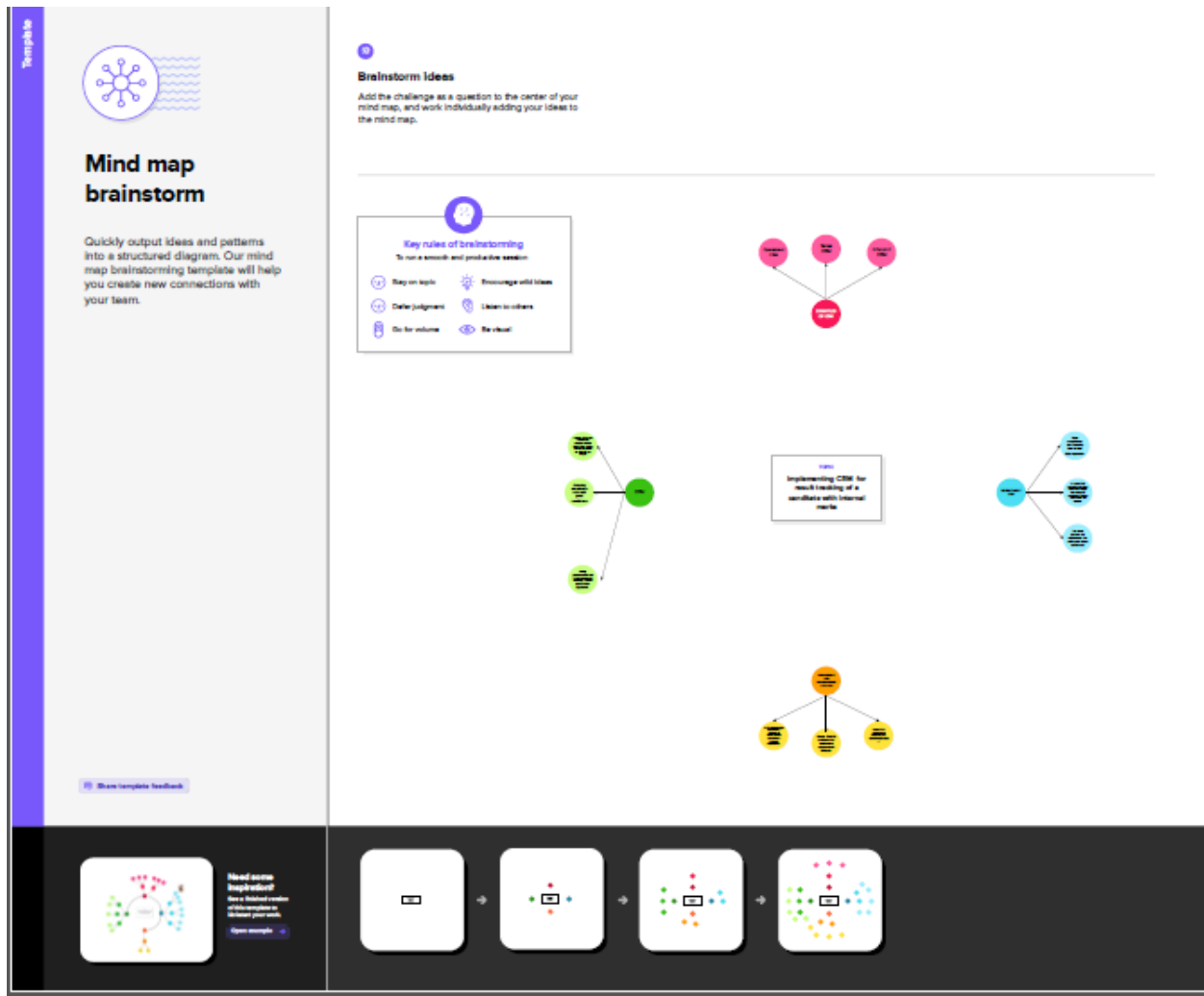
An empathy map is a collaborative visualization used to articulate what we know about a particular type of user. It externalizes knowledge about users in order to

- 1) create a shared understanding of user needs, and
- 2) aid in decision making



2.2 Brainstorming:

Brainstorming is a group problem-solving method that involves the spontaneous contribution of creative ideas and solutions. This technique requires intensive, freewheeling discussion in which every member of the group is encouraged to think aloud and suggest as many ideas as possible based on their diverse knowledge.



3. RESULT

3.1 Data Model:

Object name		Field label	Data type
1	Semester	Semester	Text
	Candidate	Candidate	Text
2	Course Details	Course Details	Text
	Internal Results	Internal Results	Text

3.2 Activity & Screenshort :

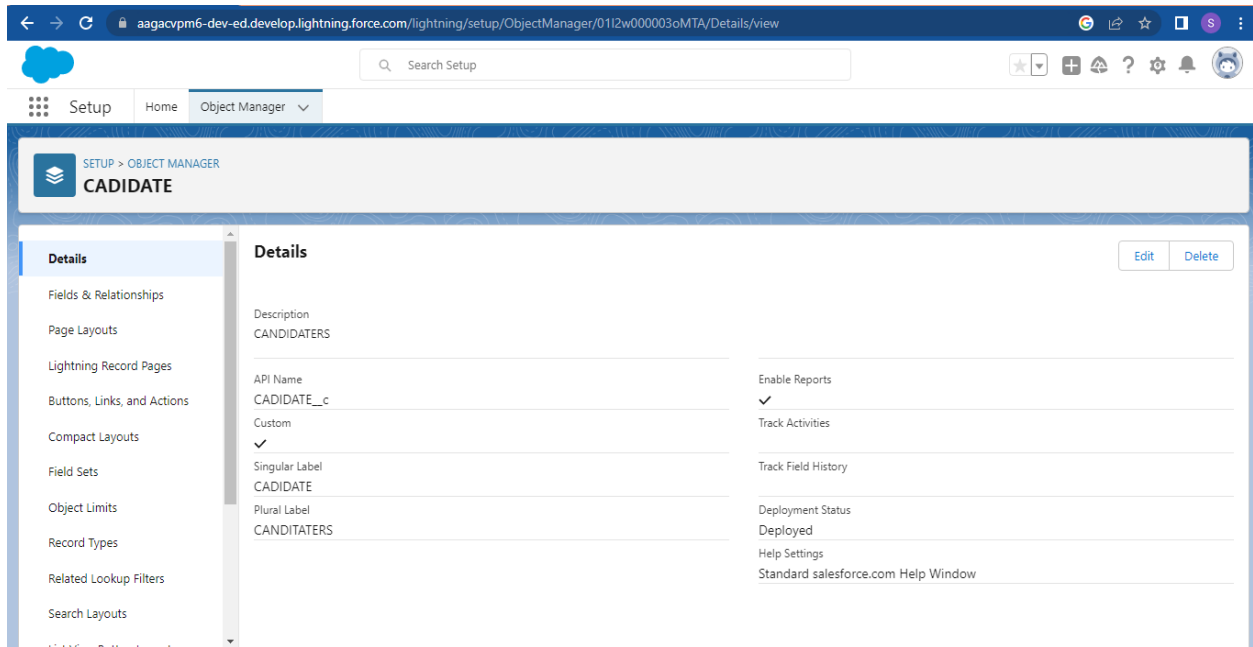
The screenshot displays the Salesforce Lightning Experience dashboard for user SATISH M. The interface is clean and modern, with a blue header bar containing the Salesforce logo, a search bar, and navigation links for Home, Chatter, Libraries, Content, and Subscriptions. A prominent banner at the top reads "It's Better in Lightning" with a sub-headline "Move to Lightning Experience and give your users a productivity boost." and a "Tell Me More" button.

The main content area is divided into several sections:

- Getting Started:** Features two cards: "Build App" (Describe a basic app with just one step, and then easily extend that app with clicks or code) and "Salesforce Lightning" (Turn on the power, speed, and simplicity of the new Salesforce user experience). Both cards have "Add App" and "Get Started" buttons.
- System Overview:** Displays a message: "You have a message. Expand to see message or go to the system overview page to see additional links."
- Recent Items:** A table listing recent items with columns for Name, Type, and Object.
- Quick Links:** A section with three columns: Tools, Users, and App, each containing several actionable links.
- Community:** A section for finding answers, asking questions, and contributing to the community.
- Recommended Apps:** A section showing recommended apps, including "Hybrid and Native App Development".

The left sidebar contains a navigation menu with the following sections:

- Administrator:** Release Updates, Manage Users, Manage Profiles, Company Profile, Data Classification, Privacy Center, Security Console, Domain Management, Communication Templates, Trailblazer Workbench, Data Management, Mobile Administration, Desktop Administration, Outbound Integration and Sync, Social Integration and Sync, Email Administration, Google Apps, Analytics, Data.com Administration.
- Build:** Customize, Create, Develop, Lightning Bolt, Schema Builder, Lightning App Builder, Canvas App Previewer, Installed Packages, Package Usage, AppExchange Marketplace.
- Deploy:** Deployment Settings, Deployment Status.
- Monitor:** System Overview, Chatter, Imports, Outbound Messages, Time-Based Workflow, Automated Process Actions, Case Calculators, Different Processes, API Usage Notifications, Mass Emails, Event Registration, Jobs, Logs.



4. TRAILHEAD PROFILE PUBLIC URL

Team Leader - <https://trailblazer.me/id/Benaseer102>

Team Member 1 - <https://trailblazer.me/id/Bavani1015>

Team Member 2 - <https://trailblazer.me/id/Barani1013>

Team Member 3 – <https://trailblazer.me/id/Arthi1012>

5. ADVANTAGES & DISADVANTAGES

Advantages :

The advantages of a business of using a CRM system greatly outweigh the disadvantages. However, there are pitfalls. For a CRM system to work, there needs to be buy-in across the organization and the processes in place to support it. Otherwise, your CRM may end up being an expensive waste of time. Here, we take a look at the strategic pros, cons, and importance of CRM.

Disadvantages :

We looked at the pros-the advantages-of initiating a CRM System , so Now its time to examine some of the cons—the disadvantages — of a CRM system. Whilst ultimately these are fewer in number than the advantages, for some businesses, the short—term pain of a cultural and technological shift can be a lot to bear and may not generate a return.

6. APPLICATIONS

- ☐ Trustworthy reporting
- ☐ Dashboards that visually showcase data
- ☐ Improved messaging with automation
- ☐ Proactive service
- ☐ Efficiency enhanced by automation
- ☐ Simplified collaboration

7. CONCLUSION

CRM implementation is a project that requires preparation, commitment and cooperation across the entire organization. There are a lot of things you need to get ready for, such as allocating resources, getting people on board, rolling out a clear and consistent plan of action, etc.

But most importantly, you need to get ready for a shift in the mind set, as a CRM system may transform the way you do business.

8. FUTURE SCOPE

The project has a very vast scope in future. The project can be implemented on internet in future.

