## Project Report

# IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE WITH INTERNAL MARKS

## 1.Introduction

### 1.1 Overview

Administrator should be able to create all base data including Semester, Candidate, Course and Lecturer, Lecturer should have the ability to create Internal Results, Dean, who is one of the Lecturer, should be the only one with ability to update Internal Results.

### 1.2 Purpose:

Update Internal Results, Re-evaluation Can be initialized by Candidate for all Internal Results. Now only dean can update the marks after re- evaluation.

Using standard products and features, you can manage relationships with prospects and customers, collaborate and engage with employees and partners, and store your data securely in the cloud.

## 2. Problem Definition & Design thinking

### 2.1 Empathy Map

# Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.
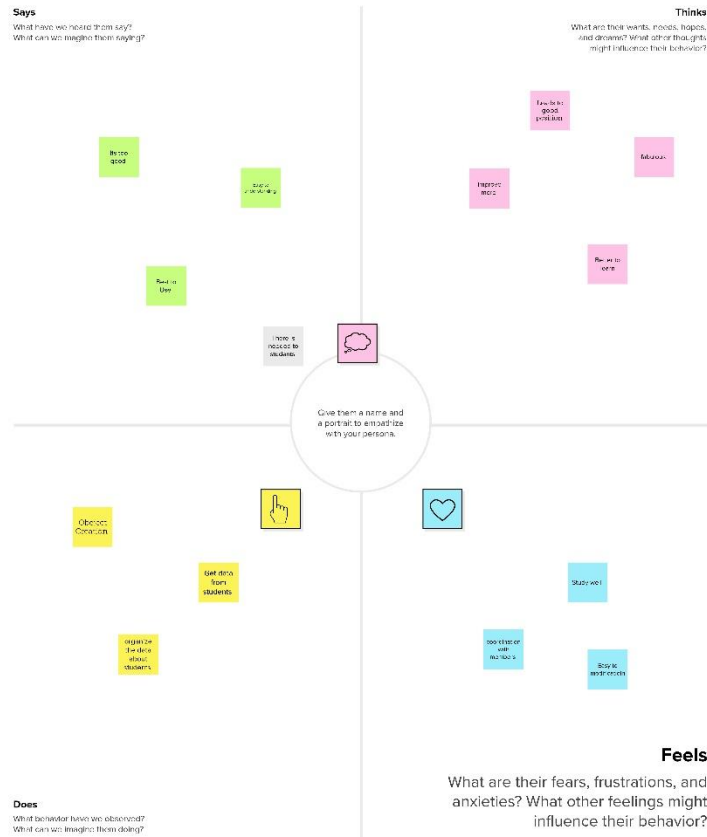
**Need some inspiration?**

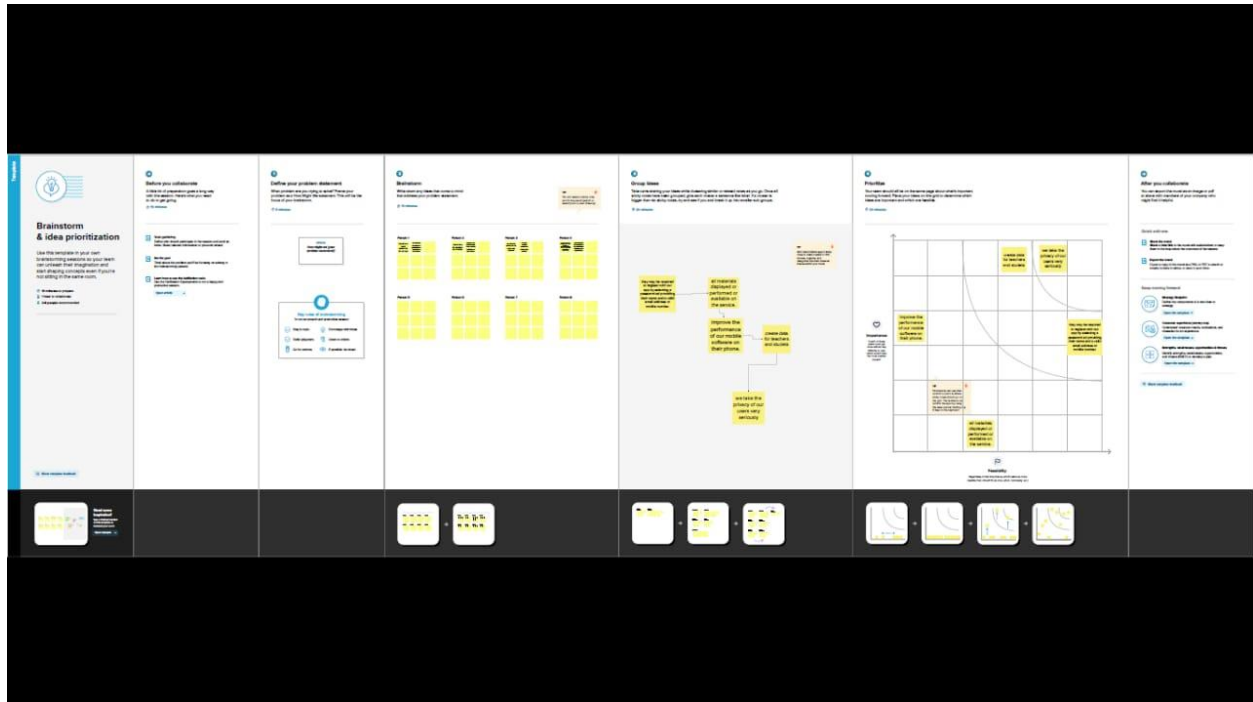See a finished version of this template to kickstart your work.

Open example →

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**Build empathy**

The information you add here should be representative of the observations and research you've done about your users.
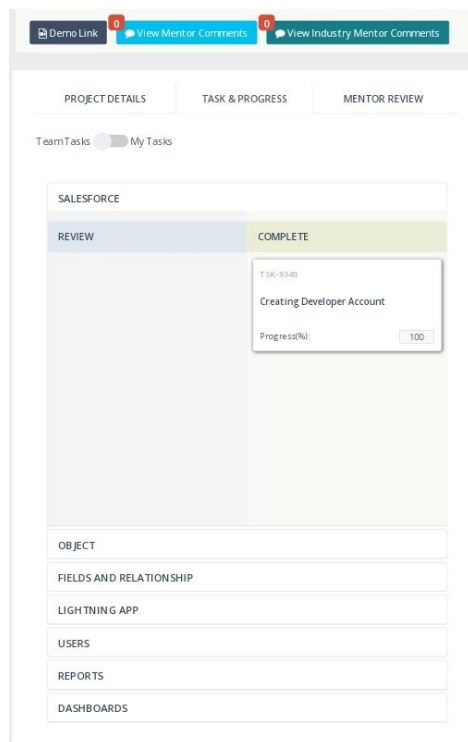
**Says**

What have we heard them say?
What can we imagine them saying?

**Thinks**

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Its too good

Easy understanding

Best in User

I have a need to students

Give them a name and a portrait to empathize with your persona.

Has to be good portrait

fabuous

Impress more

Revew to cate

Object Creation

Get data from students

organize the data about students

Study well

Good chat or with members

Easy to access socia

**Does**

What behavior have we observed?
What can we imagine them doing?

**Feels**

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

## 2.2 Ideation & Brainstorming Map



# 3. RESULT

## 3.1 Data Model

| Object name | Fields in the object | |
|---|---|---|
| Semester | Field label | Data Type |
| | Semester name | character |
| | course | character |
| Candidate | Field label | Data Type |
| | Candidate name | character |
| | Candidate id | Email |
| | Semester name | character |

|  | Internal result | character |
|---|---|---|
| Course details | | |
| | Field label | Data Type |
| | Course name | Character |
| | Course id | Email |
| Lecturer details | | |
| | Field label | Data Type |
| | Lecturer role | Character |
| | Lecturer name | Character |
| | Course id | Email |
| | Course ( lookup ) | Character |
| Internal research | | |
| | Field label | Data Type |
| | Candidate id | Email |
| | Course id | Email |
| | marks | Numbers |

# 3.2 Activity & Screenshot

TeamTasks  ⬤  My Tasks

**SALESFORCE**

**OBJECT**

**FIELDS AND RELATIONSHIP**

| REVIEW | COMPLETE |
|--------|----------|
|        | TSK-9343<br><br>Creation Of Fields<br><br>Progress(%):   100 |
|        | TSK-9344<br><br>Create Following Fields According To The Objects.<br><br>Progress(%):   100 |

**LIGHTNING APP**

**USERS**

**REPORTS**

**DASHBOARDS**

| PROJECT DETAILS | TASK & PROGRESS | MENTOR REVIEW |
| --- | --- | --- |

Team Tasks ⬤ My Tasks

SALESFORCE

OBJECT

FIELDS AND RELATIONSHIP

LIGHTNING APP

USERS

REPORTS

| REVIEW | COMPLETE |
| --- | --- |
| | TSK-9347 Reports And Dashboards Progress(%): 100 |

DASHBOARDS

| PROJECT DETAILS | TASK & PROGRESS | MENTOR REVIEW |

Team Tasks 🔘 My Tasks

| SALESFORCE |
| OBJECT |
| FIELDS AND RELATIONSHIP |
| LIGHTNING APP |
| USERS |
| REPORTS |

**DASHBOARDS**

| REVIEW | COMPLETE |
| --- | --- |
| | TSK-9348 |
| | **Create A Dashboard** |
| | Progress(%):  100 |

| Guided Project | Project Workspace | Chat with Mentor |

Project Title : Implementing CRM for Result tracking of a candidate with internal marks

NM Id : 4B78A8EABCC8F61B6E0410819A5D32A5

Industry Mentor(s) Name : Mentor-Salesforce

Project Progress

100%

# 4. Trailhead Profile Public URL

Team Leader (DEEPIKA) - https://trailblazer.me/id/deepm76

Team Member 1 (MANOJ KUMAR) - https://trailblazer.me/id/manoj12345

Team Member 2 (THENMOZHI) - trailblazer.me/id/tkumar569

Team Member 3(MOHANA PRIYA) - https://trailblazer.me/id/priya555

Team Member 4 (UMAPARAMESWARI) - https://trailblazer.me/id/umaparameswarik5

Team Member 5 (THARANI) - https://trailblazer.me/id/tharani75

# 5. Advantages & Disadvantages

Advantages of CRM result tracking of a candidate with internal marks:

- CRM allows recruiters to communicate with candidates more effectively and efficiently by providing them with personalized messages and updates.

- CRM helps recruiters to manage their time more effectively by automating certain tasks such as sending emails and scheduling interviews.

- With CRM, recruiters can store all candidate data in one place, making it easier to track their progress throughout the hiring process.

- By using CRM, recruiters can collaborate more effectively with other members of their team by sharing candidate information and notes.

## disadvantages of CRM result tracking of a candidate with internal marks:

- ✓ It minimizes the human to human interaction and replaces it with machines.

- ✓ Technologies and software continuously have a need of tech support to deal with any major and minor problems.

- ✓ Though the CRM is safe and secure, the information is at a central point which is a concern for companies using CRM solutions. And it is not necessary that only a hacker may cause damage to your data.

# 6. Applications:

➢ CRM stands for Customer Relationship Management and is a software that helps businesses manage their interactions with customers and potential customers.

➢ However, it can also be used for other purposes such as tracking candidates' results with internal marks.

➢ It can help track candidates' progress throughout the recruitment process and provide insights into how well they are performing.

# 7. Conclusions:

For one technology to track from source to hire, a 100% native CRM is best, and that's why Smart Recruiters' Smartcard is the best recruitment CRM.

# 8. Future Scope:

The ultimate goal of using this software is to increase your overall talent pool of people who may be interested in working for your company in the future. In order to achieve that outcome, its best to think of future job candidates as consumers as you want them to have a positive employer brand experience with your company. Once fully implemented, the users of the recruitment CRM software are ready to:

➢ Engage and nurture candidates

➢ Create a positive candidate experience

➢ Increase collaboration across the hiring team

➢ Reduce reactive recruiting

➢ Deliver on time hiring at a lower cost.