

**Dr KALAINGAR GOVERNMENT ARTS COLLEGE  
KULITHALAI**

**DEPARTMENT OF ELECTRONICS**

**NAAN MUDHALVAN-SMART BRIDEG PROJECT**

**PROJECT TITLE : CRM APPLICATION THAT HELPS TO  
BOOK A VISA SLOT**

**SUBMITTED BY**

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# INDEX

NO	CONTENT	PAGE NO
1	INTRODUCTION	3
2	PROBLEM DEFINE & DESIGN THINKING	7
3	ACTIVITY & SCREENSHOTS	9
4	TRAILHEAD PROFILE PUBLIC URL	13
5	ADVANTAGES & DISADVANTAGES	13
6	APPLICATIONS	14
7	CONCLUSION	15
8	FUTURE SCOPE	15

## Introduction

A visa slot management project is a system that is used to track and manage the availability of visa slots, which are appointments that are required for certain visa applications. It might be used by a government agency or a visa processing center to schedule and manage appointments with applicants

- From the viewpoint of the Management, CRM can be defined as *an organized approach of developing, managing, and maintaining a profitable relationship with customers.*
- By equating the term with technology, the IT organizations define CRM as *a software that assists marketing, merchandising, selling, and smooth service operations of a business.*
- As per Franics Buttle, World's first professor of CRM, it is the core business strategy that integrates internal processes and functions, and external networks, to create and deliver value to a target customer at profit. It is grounded on high quality customer data and information technology.

The primary goal of CRM is to increase customer loyalty and in turn improve business profitability.

Here are some of the important ingredients of CRM –

- **Analytics** – Analytics is the process of studying, handling, and representing data in various graphical formats such as charts, tables, trends, etc., in order to observe market trends.

- **Business Reporting** – Business Reporting includes accurate reports of sales, customer care, and marketing.
- **Customer Service** – Customer Service involves collecting and sending the following customer-related information to the concerned department –
  - Personal information such as name, address, age
  - Previous purchase patterns.
  - Requirements and preferences.
- **Human Resource Management** – Human Resource Management involves employing and placing the most eligible human resource at a required place in the business.
- **Lead Management** – Lead Management involves keeping a track of the sales leads and distribution, managing the campaigns, designing customized forms, finalizing the mailing lists, and studying the purchase patterns of the customers.
- **Marketing** – Marketing involves forming and implementing sales strategies by studying existing and potential customers in order to sell the product.
- **Sales Force Automation** – Sales Force Automation includes forecasting, recording sales, processing, and keeping a track of the potential interactions.
- **Workflow Automation** – Workflow Automation involves streamlining and scheduling various processes that run in parallel. It reduces costs and time, and prevents assigning the same task to multiple employees

## **OVER VIEW**

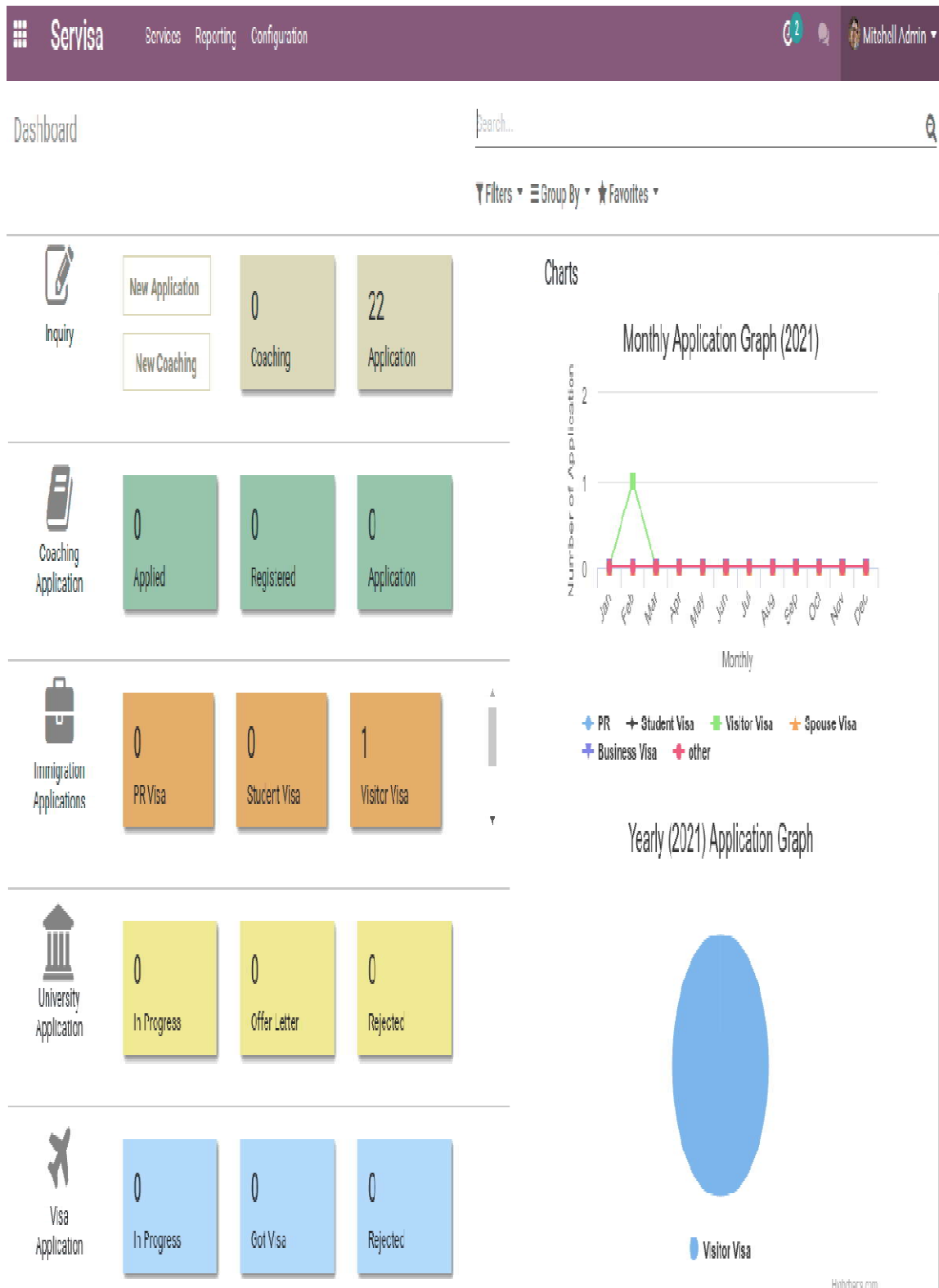
- . In this project,
- . Build a Lightning app, add tabs, and customize page layouts.

- . Create custom objects and fields for the app.

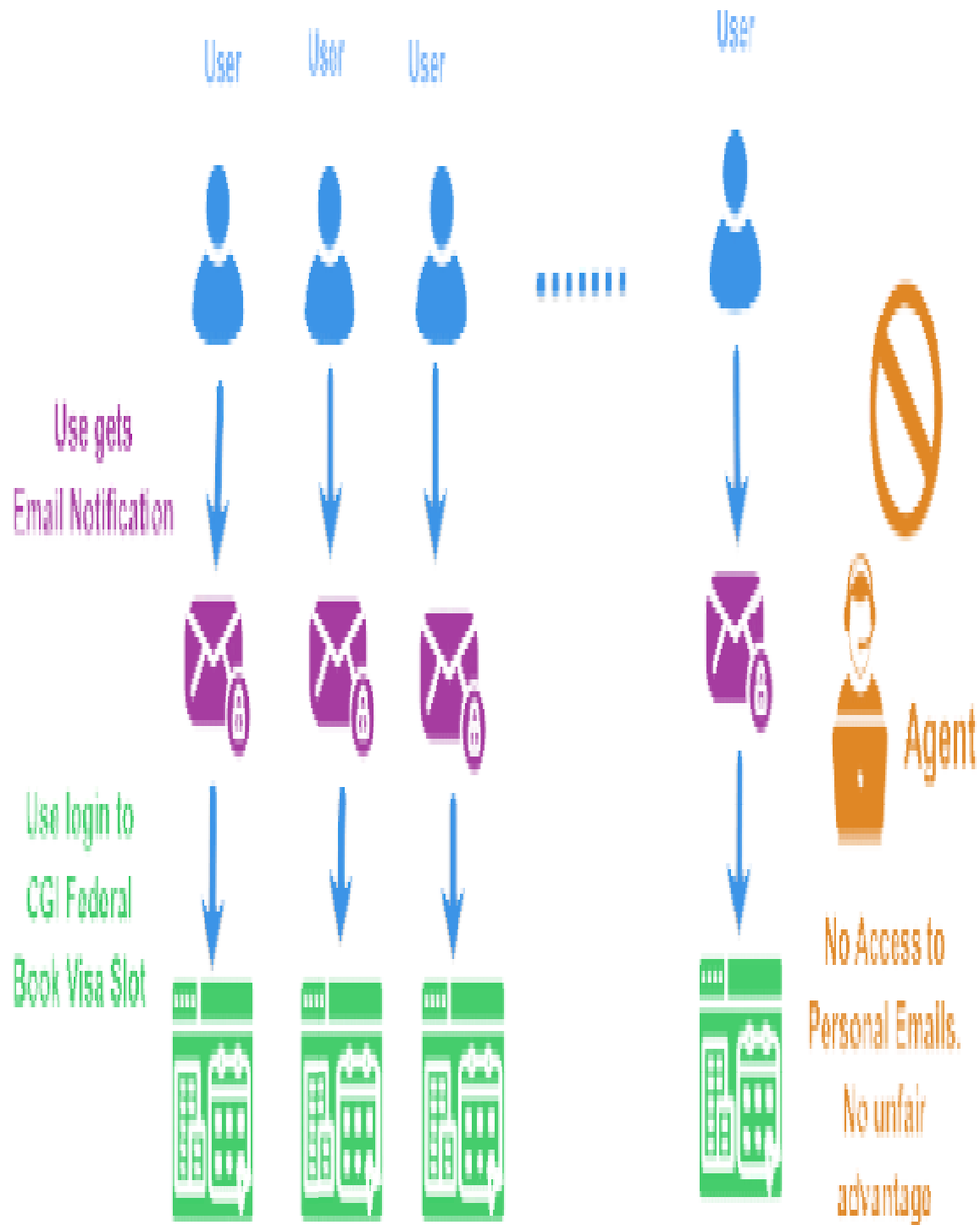
- . Define relationships between objects.

- . Import data and test the app.

## EMPATHY MAP :



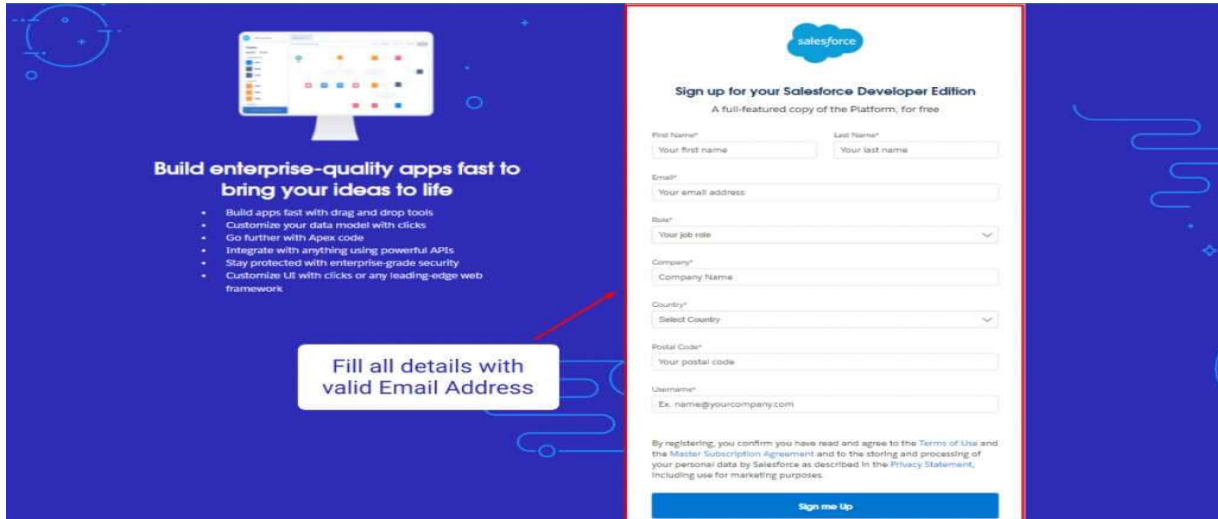
## BRAIN STROMING :





## Milestone 1- Create salesforce ORG :

### Creating developer account creating a developer org in salesforce .



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Role\*

Company\*

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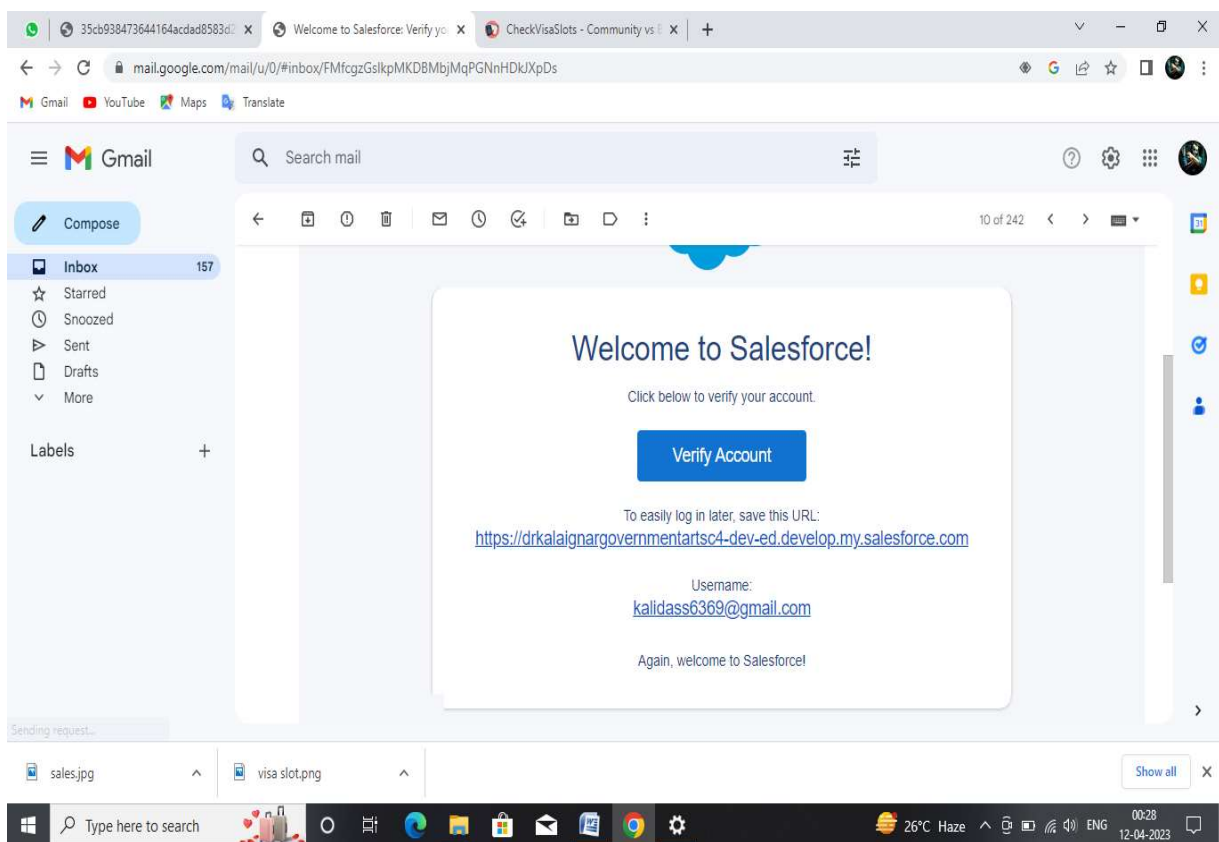
Postal Code\*

Username\*

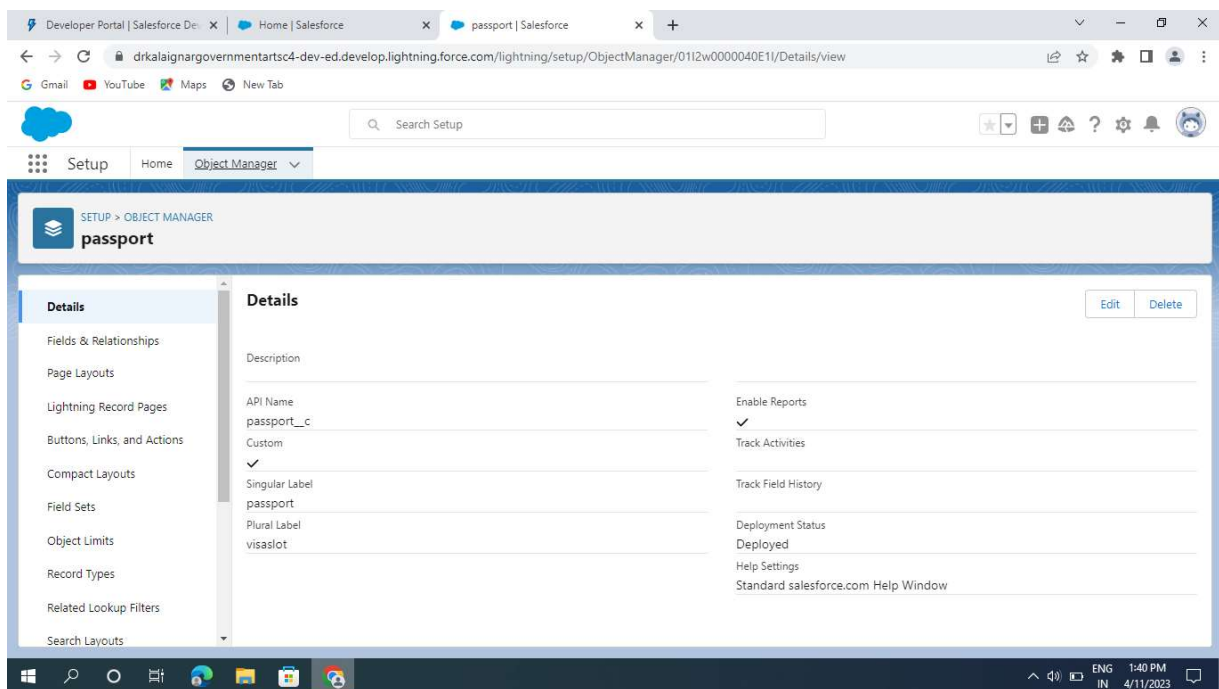
By registering, you confirm you have read and agree to the [Terms of Use](#) and the [Master Subscription Agreement](#) and to the storing and processing of your personal data by Salesforce as described in the [Privacy Statement](#), including use for marketing purposes.

**Sign me Up**

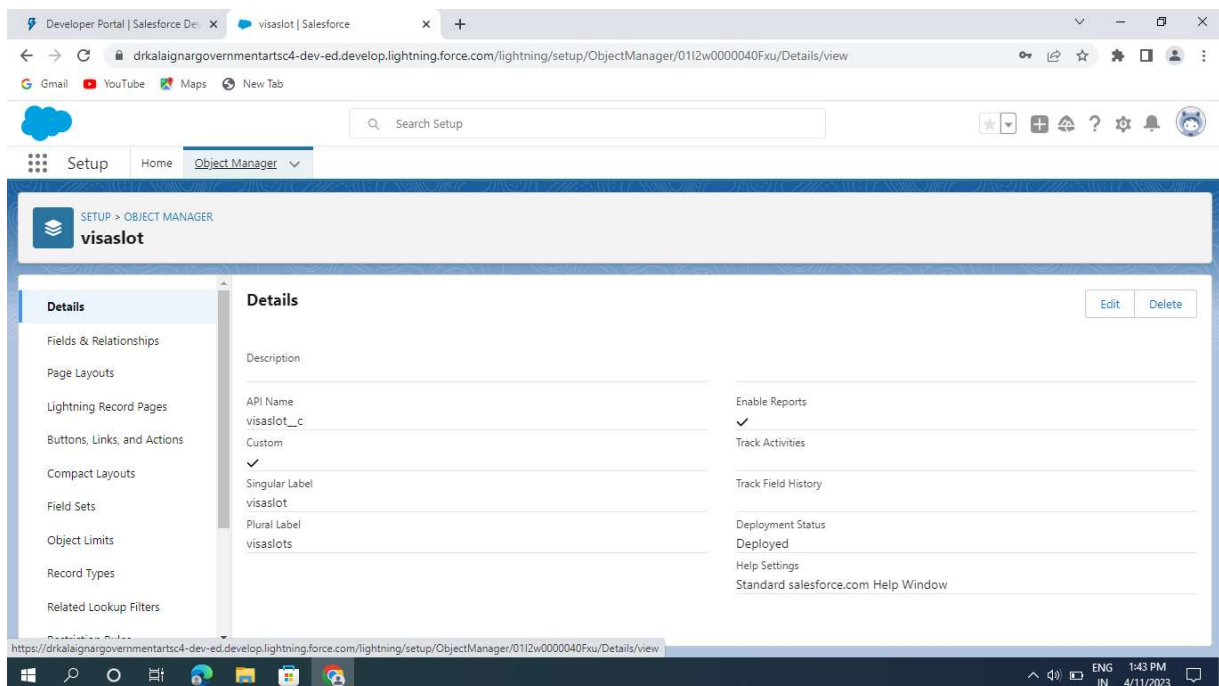
## Account activation :



## Milestone -2 Object :



## Milestone -3 : Relationship B/W Objects :



## Milestone-4 App :

The screenshot shows the Salesforce App Manager interface. The left sidebar contains a navigation menu with options like 'Data', 'Apps', 'Connected Apps', 'Lightning Bolt', and 'Mobile Apps'. The main content area displays a table of installed apps. The table has columns for App Name, Developer Name, Description, Last Modified, App Type, and Visibility. The table lists 10 items, including 'All Tabs', 'Analytics Studio', 'App Launcher', 'Bolt Solutions', 'Book My Visa', 'Community', 'Content', 'Data Manager', and 'Digital Experiences'.

App Name	Developer Name	Description	Last Modified	App Type	Visibility
1 All Tabs	AllTabSet		28/03/2023, 4:02 pm	Classic	
2 Analytics Studio	Insights	Build CRM Analytics dashboards and apps	28/03/2023, 4:02 pm	Classic	✓
3 App Launcher	AppLauncher	App Launcher tabs	28/03/2023, 4:02 pm	Classic	✓
4 Bolt Solutions	LightningBolt	Discover and manage business solutions designed for your in...	28/03/2023, 4:04 pm	Lightning	✓
5 Book My Visa	Book_My_Visa		30/03/2023, 3:06 pm	Lightning	✓
6 Book My Visa	kalidas		30/03/2023, 3:19 pm	Lightning	✓
7 Community	Community	Salesforce CRM Communities	28/03/2023, 4:02 pm	Classic	✓
8 Content	Content	Salesforce CRM Content	28/03/2023, 4:02 pm	Classic	✓
9 Data Manager	DataManager	Use Data Manager to view limits, monitor usage, and manage...	28/03/2023, 4:02 pm	Lightning	✓
10 Digital Experiences	SalesforceCMS	Manage content and media for all of your sites.	28/03/2023, 4:02 pm	Lightning	✓

## Milestone – 5 User :

The screenshot shows the Salesforce Users interface. The left sidebar contains a navigation menu with options like 'Setup Home', 'Service Setup Assistant', 'Multi-Factor Authentication Assistant', 'Release Updates', 'Lightning Experience Transition Assistant', 'Salesforce Mobile App', 'Lightning Usage', 'Optimizer', 'ADMINISTRATION', and 'Users'. The main content area displays the 'User Detail' for a user named 'Kali Dass'. The details include Name, Alias, Email, Username, Nickname, Title, Company, Department, Division, Address, Time Zone, Locale, Language, Delegated Approver, Manager, Receive Approval Request Emails, Federation ID, Role, User License, Profile, Active, Marketing User, Offline User, Knowledge User, Flow User, Service Cloud User, Site.com Contributor User, Site.com Publisher User, WDC User, Mobile Push Registrations, Data.com User Type, Accessibility Mode (Classic Only), Debug Mode, and High-Contrast Palette on Charts.

Field	Value	Field	Value
Name	Kali Dass	Role	
Alias	KDass	User License	Salesforce
Email	kalidass6369@gmail.com	Profile	System Administrator
Username	kalidass@drkalahnargovtartscollege.com	Active	✓
Nickname	User1679995295142011127	Marketing User	✓
Title		Offline User	✓
Company	Dr. Kalaighar Government Arts collage kulithalai	Knowledge User	
Department		Flow User	
Division		Service Cloud User	✓
Address	IN	Site.com Contributor User	
Time Zone	(GMT+05:30) India Standard Time (Asia/Kolkata)	Site.com Publisher User	
Locale	English (India)	WDC User	
Language	English	Mobile Push Registrations	View
Delegated Approver		Data.com User Type	
Manager		Accessibility Mode (Classic Only)	
Receive Approval Request Emails	Only if I am an approver	Debug Mode	
Federation ID		High-Contrast Palette on Charts	

## Milestone – 6 Reports :

The screenshot shows the Salesforce Reports interface. The browser tabs include 'Developer Portal | Salesforce De...', 'Object Manager | Salesforce', and 'New visaslot Report | Salesforce'. The URL is 'drkcalaignargovernmentartsc4-dev-ed.develop.lightning.force.com/lightning/r/Report/00O2w00000Estv2EAD/view?0.source=alohaHeader'. The Salesforce navigation bar shows 'Sales', 'Home', 'Opportunities', 'Leads', 'Tasks', 'Files', 'Accounts', 'Contacts', 'Campaigns', 'Dashboards', 'Reports', 'Chatter', 'Groups', and 'More'. The 'Reports' section is active, displaying 'Report: visaslot' and 'New visaslot Report'. The 'Total Records' is 0. The report area shows a cactus illustration and the text 'No Results'. The bottom of the report shows 'Row Counts', 'Detail Rows', 'Grand Total', and 'Stacked Summaries' all checked. The Windows taskbar at the bottom shows the date as 4/11/2023 and time as 3:14 PM.

## Milestone – 7 Dashboards :

The screenshot shows the Salesforce Dashboards interface. The browser tabs include 'Developer Portal | Salesforce De...', 'Object Manager | Salesforce', 'passport with visa locations | Sai...', and 'Student Login'. The URL is 'drkcalaignargovernmentartsc4-dev-ed.develop.lightning.force.com/one/one.app?source=alohaHeader#eyJjb21wb25lbnREZWYiOiJkZXNrdG9wRGZaGjYvYXJkczpkYX...'. The Salesforce navigation bar shows 'Sales', 'Home', 'Opportunities', 'Leads', 'Tasks', 'Files', 'Accounts', 'Contacts', 'Campaigns', 'Dashboards', 'Reports', 'Chatter', 'Groups', and 'More'. The 'Dashboards' section is active, displaying 'passport with visa locations'. The dashboard area shows a grid of components. A component titled 'New visaslot Report' is visible, showing the message 'We can't draw this chart because there is no data.' and a link 'View Report (New visaslot Report)'. The Windows taskbar at the bottom shows the date as 4/11/2023 and time as 3:20 PM.

**Trihead Profile Public URL :**

Team lead : <https://trailblazer.me/id/k20ugele10>

Team member 1 : <https://trailblazer.me/id/mkaran53>

Team member 2 : <https://trailblazer.me/id/katht8>

Team member 3 : <https://trailblazer.me/id/jan29>

**ADVANTAGES & DISADVANTAGES**

In other words, your customers can make a reservation whenever it fits into their schedule (without you or your employees having to be there). Over \$450 billion was spent by consumers online in 2017, and that number will only go up. Additionally, studies have shown that immediate availability when shopping for products or services dramatically increases the number of purchases or appointments.

An online booking system can require customers to prepay for activities and golf rentals.

If you currently do not have an online tee sheet, you have to wait for players to show up before you can collect payment for events or tee times. An online booking systems allow you to capture that new revenue as soon as players schedule with your course.

Reliable internet access is required to check reservations and add bookings that are made over the phone. However, services like [foreUP](#) can be run on mobile internet connections. Given the industry's transition to online tools, it's a good idea to invest in the best internet service possible for your region.

Choosing an online booking software that doesn't meet your needs can be a real detriment to your business. It's important to do your due diligence upfront. Fortunately, a little bit of research now will save you immeasurable time & frustration in the future.

## **APPLICATIONS:**

Application forms are critically important to companies, schools, and nonprofits. Jotform simplifies online application forms, whether you need it for collecting information for loans, **job applications**, scholarships, or even housing. If you don't have the proper application template, you could be hindering your ability to get tasks done or collect the information you need.

Create your own form by either selecting from one of our application form samples or start a basic application form from scratch. Using the Jotform form builder to format and customize the application form template to match your needs.

## CONCLUSION :

The project aim is to provided real time knowledge for all the student who have basic knowledge of salesforce and looking for a real time project . This project will also help to those professionals who are in cross-technology.

## FUTURE SCOPE :

Nowadays the adoption of Salesforce CRM is increasing at a tremendous pace. As per reports, Salesforce dominated the worldwide CRM market with a market share of 18.6%.

But Do you know why each business is adopting the Salesforce CRM platform? This is because everything from updating data records to handling other vital concerns can be controlled effectively by this unified platform and this is helpful for different types of businesses in many ways which we will discuss in detail later.

Further in this blog, we will get to know in detail what are Salesforce **CRM development platforms** and what is its future scope.