GOVERNMENT ARTS AND SCIENCE COLLAGE

ARANTHANGI

IMPLEMENTING CRM FOR RESULT TRACKING OF CANDITATE WITH INTERNEL MARKS

SUMITTED BY

TEAM LEADER: KARTHIKAYINI T

TEAM MEMBER 1: JEYAPRIYA M

TEAM MEMBER 2: KALAISELVI C

TEAM MEMBER 3: SANGEETHA S

1. Introduction:

OVERVIEW:

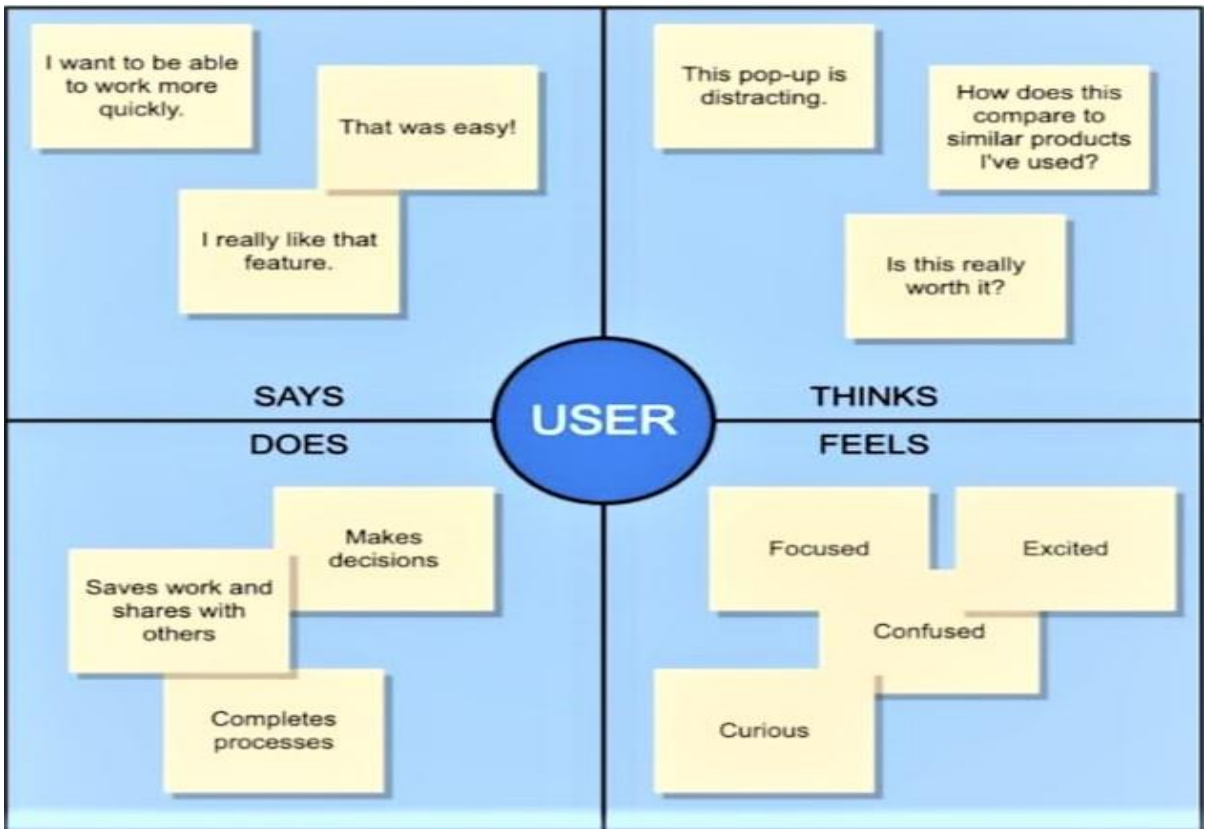
The improved features of CRM software have increased both its complexity and necessity. Nearly half of CRM implementation campaigns suffer from improper preparation and misaligned objectives among intemal stakeholders. A properly conceived CIR.M implementatien strategy covers the breakdowns of its goals, research, strategy, developenent and future. This artide is for small business owwers who wast to make sure they are taking the right steps when implementing a new CRM system

PURPOSEL:

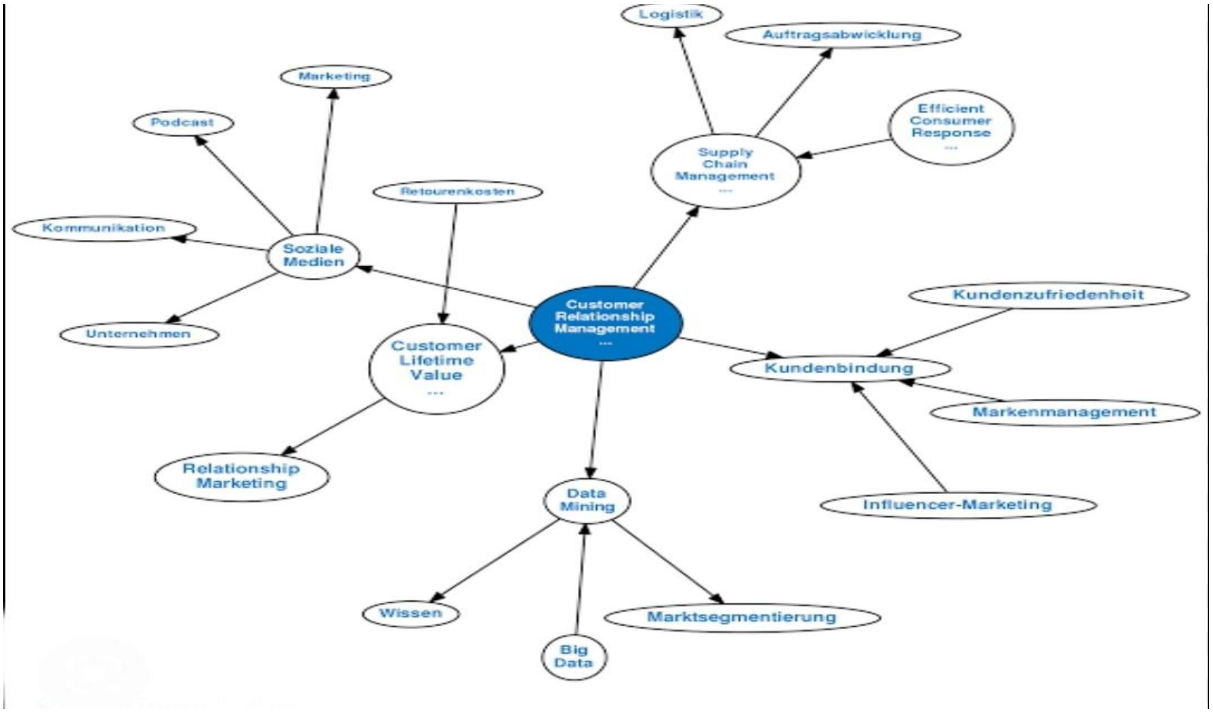
It is saves a lot of time. The purpose of the peoject is to manage the school student's result tracking process in the easy way. Stadents do not need to check the notice board and everyone will stay updated this is the main purpose of this project Can work easily. Increase candidate quality

2. Problem Definition & Design Thinking

2.1 Empathy map



2.2 Ideation & brainstorming map



3. RESULT

3.1 Data Model

<table>
<tr><th>Object name</th><th>Fields in the object</th></tr>
<tr><td>COURSE DETAILS</td><td>
<table>
<tr><th>Field Label</th><th>Data type</th></tr>
<tr><td>Course name</td><td>Text</td></tr>
<tr><td>Course id</td><td>Text</td></tr>
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</td></tr>
<tr><td>INTERNAL RESULTS</td><td>
<table>
<tr><th>Field Lable</th><th>Data Type</th></tr>
<tr><td>Candidate Id</td><td>Text</td></tr>
<tr><td>Course Id</td><td>Text</td></tr>
<tr><td>Marks</td><td>Text</td></tr>
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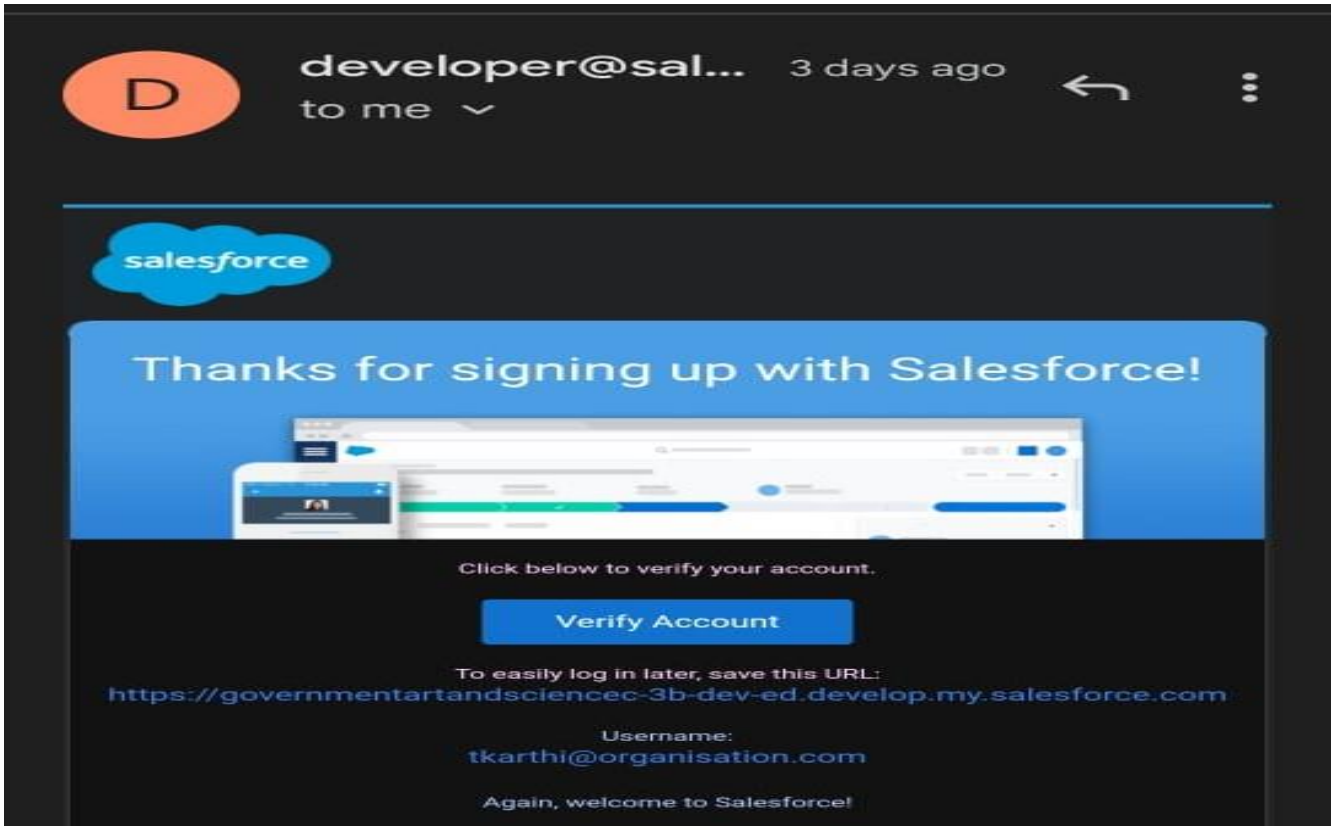
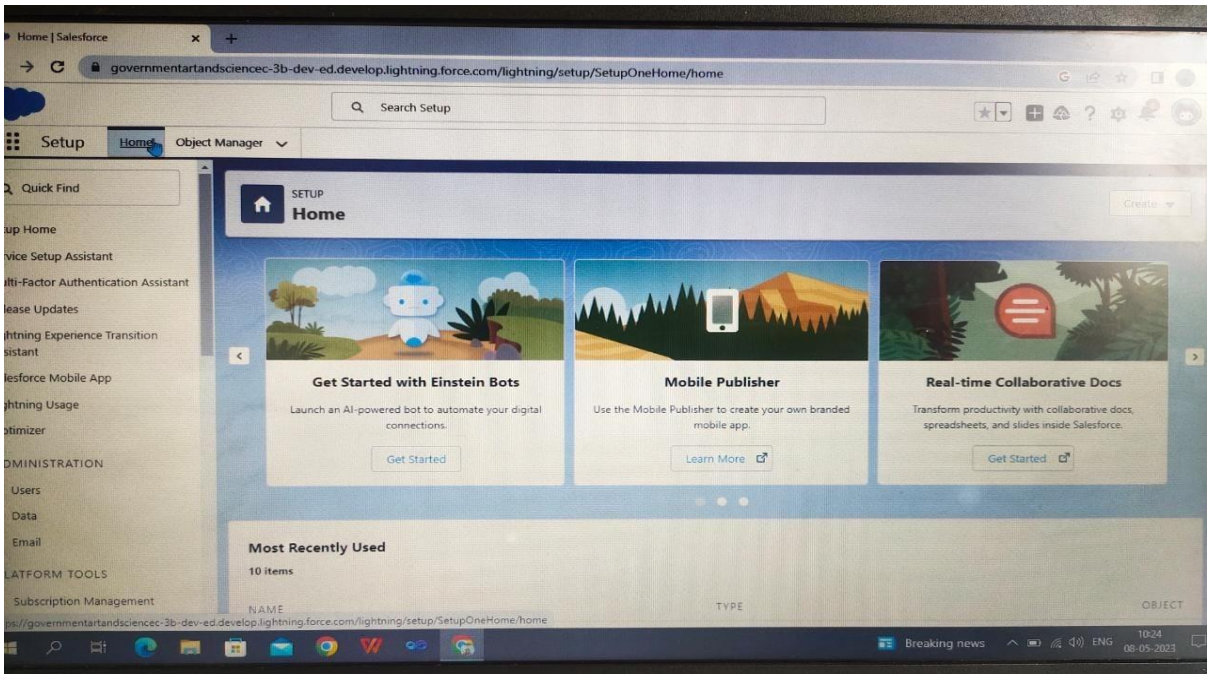
3.2Activity & Screenshot

Creating developer account

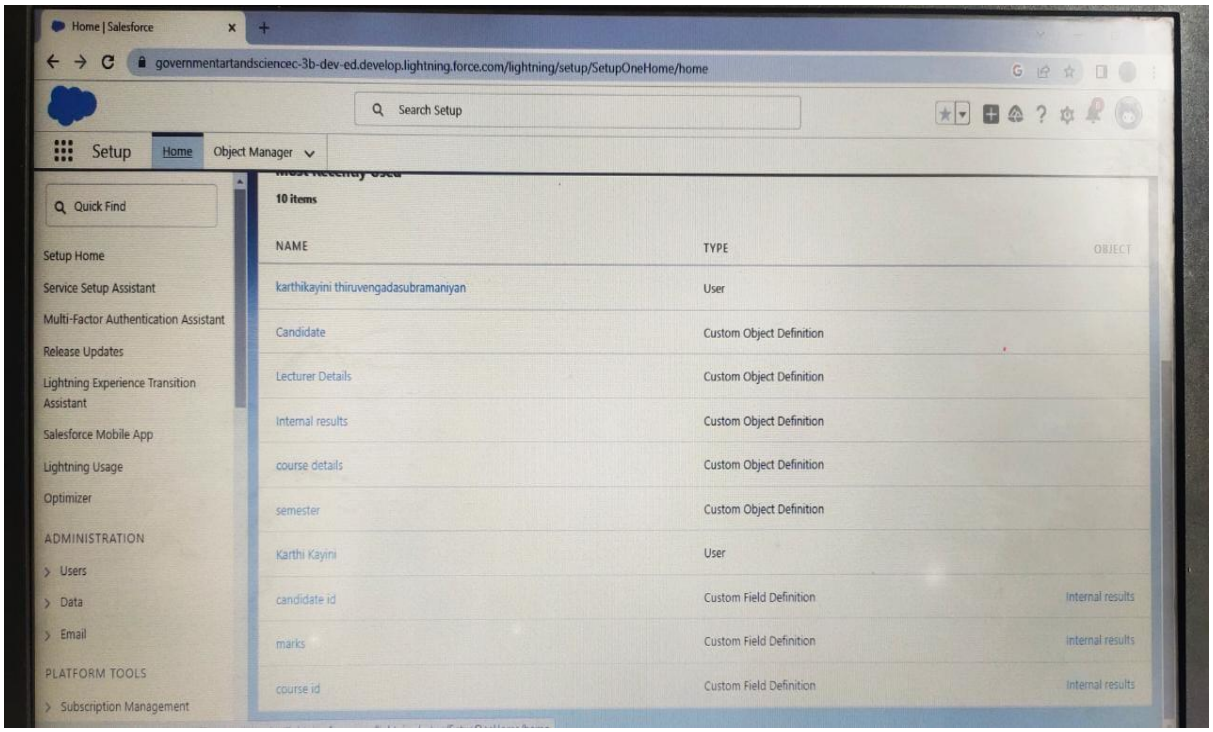


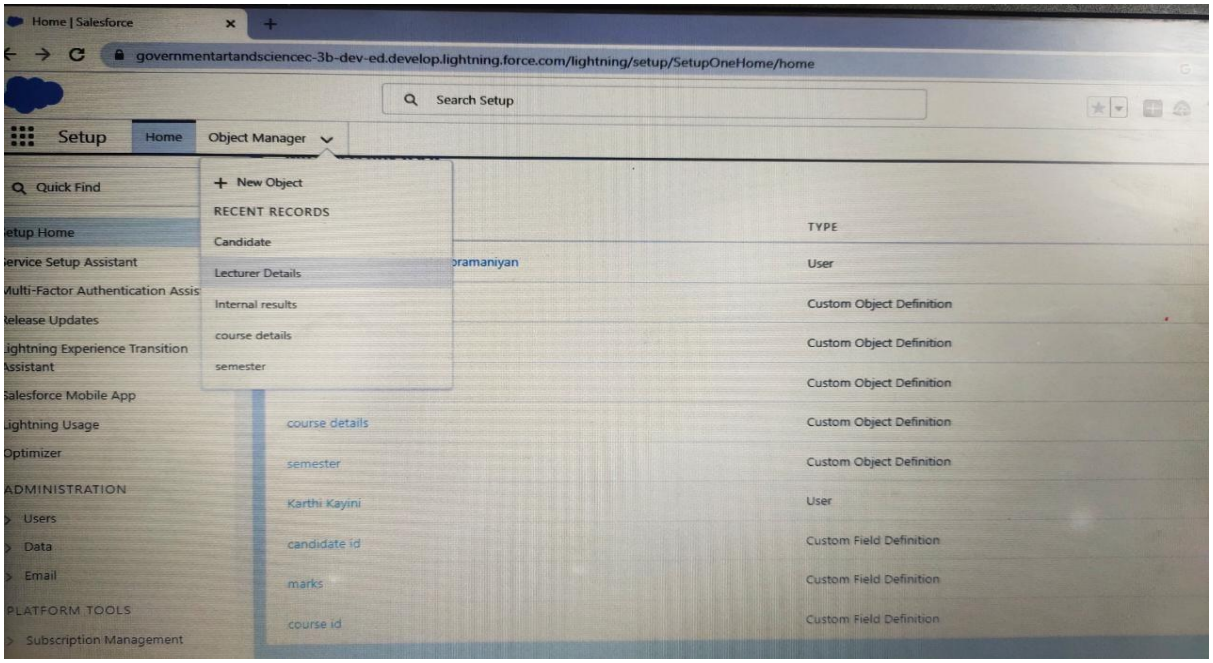
Using this https://developer.salesforce .com / link we signup the sales force platform and finally. we get the verification mail that shown in the figure

SALESFORCE LOGIN:



OBJECT:




Home | Salesforce
governmentartandsciencec-3b-dev-ed.develop.lightning.force.com/lightning/setup/SetupOneHome/home
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Object Manager
Quick Find
New Object
RECENT RECORDS
Candidate
Lecturer Details
Internal results
course details
semester
TYPE
User
Custom Object Definition
Custom Object Definition
Custom Object Definition
Custom Object Definition
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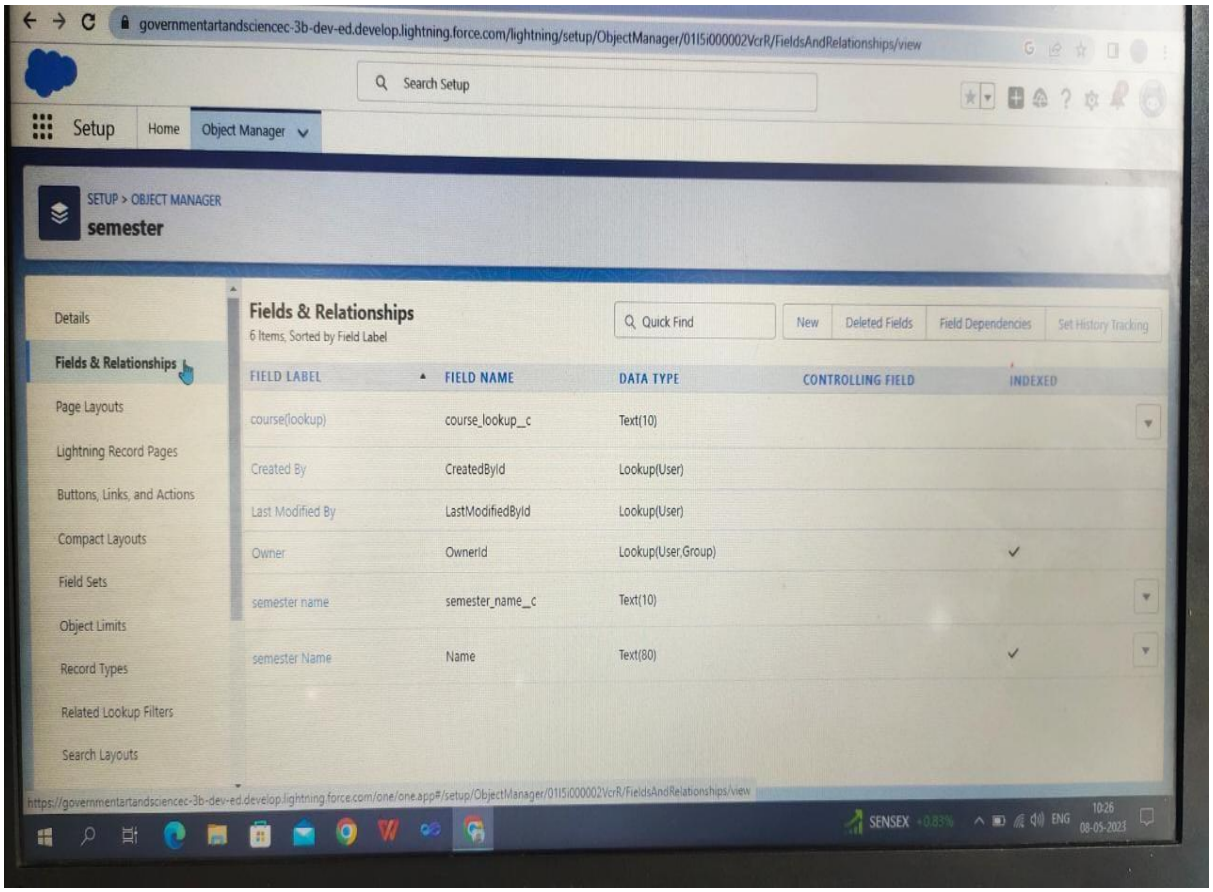
Custom Field Definition
Custom Field Definition
Custom Field Definition
ADMINISTRATION
Users
Data
Email
PLATFORM TOOLS
Subscription Management

APP MANAGER:


governmentartandsciencec-3b-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/01I5i000002VcrR/FieldsAndRelationships/view
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SETUP > OBJECT MANAGER
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Details
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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
course(lookup)
course_lookup__c
Text(10)
Created By
CreatedById
Lookup(User)
Last Modified By
LastModifiedById
Lookup(User)
Owner
OwnerId
Lookup(User,Group)
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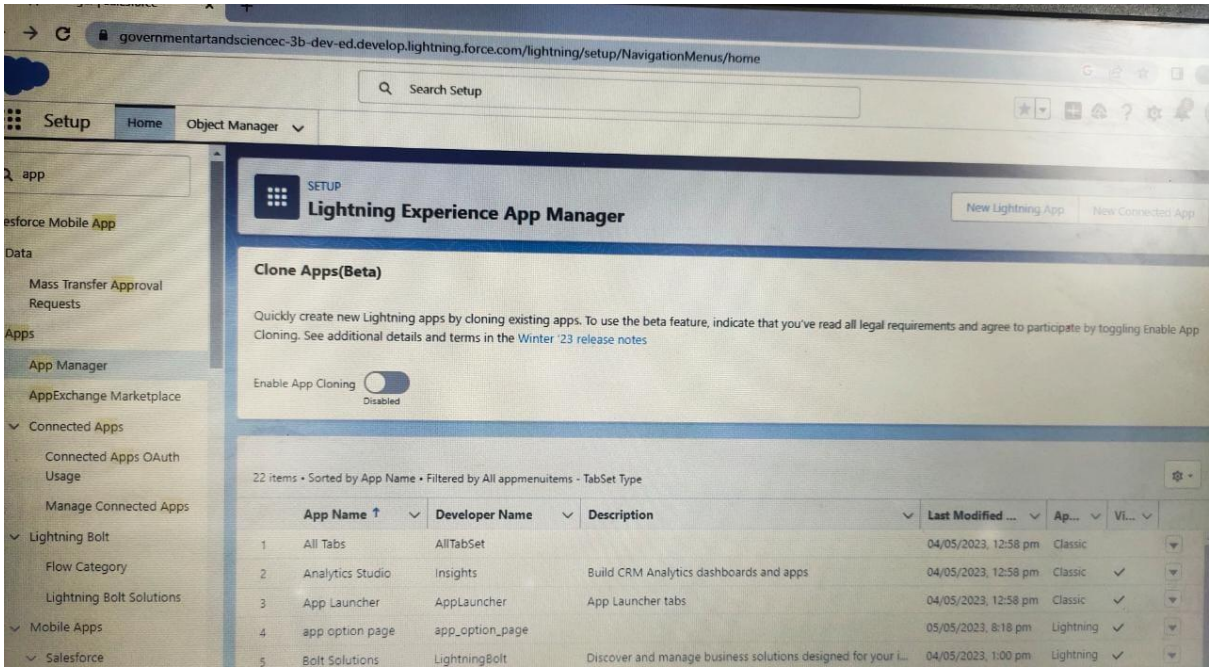
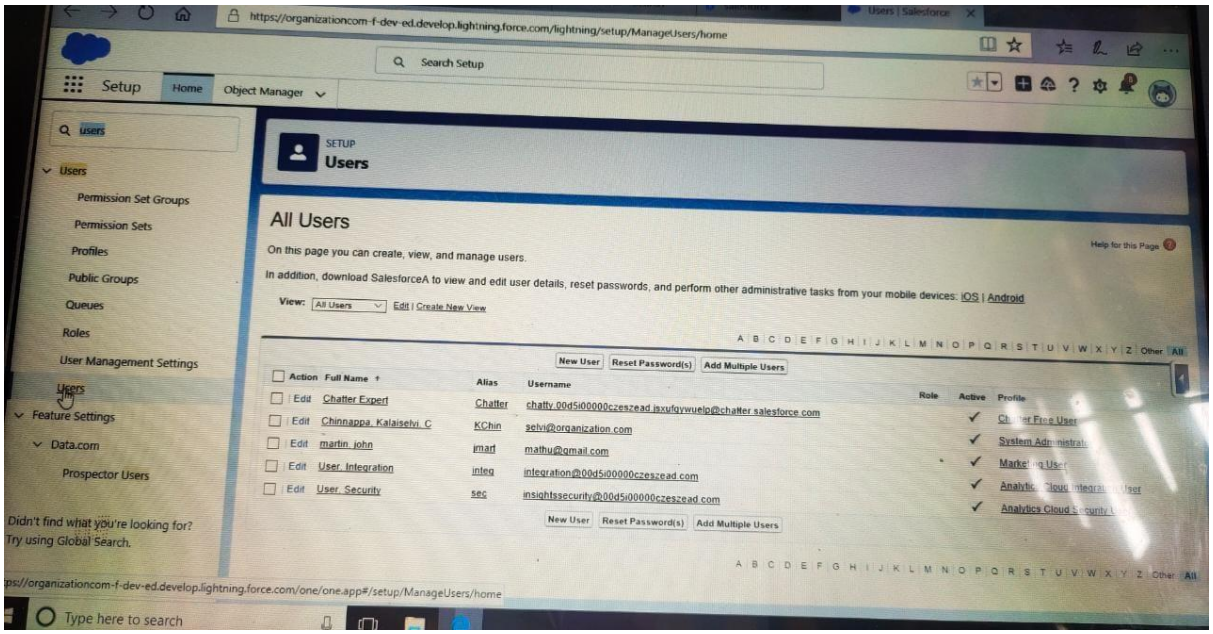
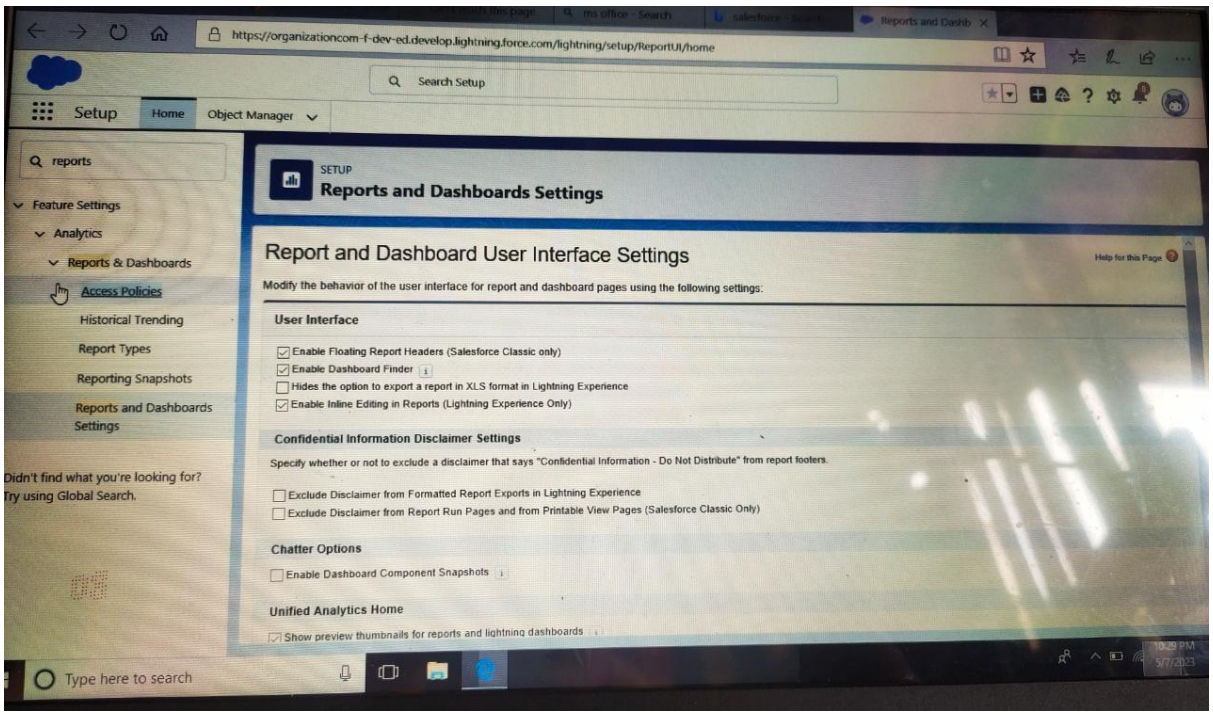


Relationships are created by creating custom relationship fields on an object. This is done so that when users view records ,they can also see and access related data



We create the users in John Martin



From the report tab we create report type as students with school and parents report. They are checked by click the run button

4.TRAINHEAT PROFILE PUPLIC URL:

TEAM LEADER: https://trailblazer.me/id/kkayini

TEAM MEMBER: https://trailblazer.me/id/JAYAPRIYA

TEAM MEMBER: https://trailblazer.me/id/kchinnappa3

TEAM MEMBER: https://trailblazer.me/id/SANGEETHA

5.ADVANTAGES & DIS ADVANTAGES:

ADVANTAGES:

*** Can improve customer loyalty through exceptional experience.**

*** It allows for more effective sales and marketing.**

*** It increases staff productivity, lowers time costs and boosts morale.**

*** It can speed up the sales conversion process.**

*** It enables widely dispersed teams to work closely.**

DISADVANTAGES:

*** Staff over-reliance on CRM may diminish customer loyalty through a bad experience.**

*** The excess initial time and productivity cost of implementation**

*** It requires a process-driven sales organisation.**

*** Security concerns associated with centralised data.**

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6.APPLICATION:

*** I want to something reliable**

*** Target marketing**

*** Increasing candidate quality**

*** Can work easily**

*** Streamlining increase sales process**

7. CONCLUSION:

Stadent Internal Mark Management System deals with student details, academic related reports, college details and course details. It tracks all the details of a student from the day one to the end of his course which can be used for all reporting purpose, macking of progress in the course, completed semester, upcoming semester details, exam details, project or any other assignment details, and final exam resalt

8.FUTURE SCOPE:

Scope of education means range of view, outlook, field or opportunity of activity, operation and application of education Education has a wider meaning and application.