IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDTE WITH INTERNAL MARKS

DONE BY

M.ANJU AKILA

B. BARANIKA

M. DURGA

G. KAVIYA

M. SANGARI

Implementing CRM for result tracking for a candidate with internal marks

Overview

Customer relationship management (CRM) is a system that organizations use to manage their customer relationships and interactions. It allows organizations to track customer feedback, analyse customer data, identify trends, and create strategies that can help improve customer service and satisfaction. Implementing a CRM system for result tracking and internal marks can help organizations maximize their customer satisfaction, as well as their profitability.

1. **Improved customer service:**

A CRM system for result tracking and internal marks can help organizations provide more efficient and personalized customer service. By tracking customer interactions, organizations can gain insight into customer needs and preferences, allowing them to provide better customer service.

2. **Improved customer insights:**

A CRM system for result tracking and internal marks can provide organizations with invaluable customer insights. By tracking customer interactions, organizations can identify customer trends and patterns, allowing them to better understand customer needs and preferences.

3. **Improved efficiency:**

A CRM system for result tracking and internal marks can help organizations streamline their processes, resulting in improved efficiency. By tracking customer interactions, organizations can automate and optimize their processes, resulting in improved efficiency and productivity.

Introduction

Customer relationship management (CRM) is a system that organizations use to manage their customer relationships and interactions. It allows organizations to track customer feedback, analyse customer data, identify trends, and create strategies that can help improve customer service and satisfaction. Implementing a CRM system for result tracking and internal marks can help organizations maximize their customer satisfaction, as well as their profitability.

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4.Improved Employee Performance:

A CRM system for result tracking and internal marks can help

organizations track employee performance.

Evaluating internal marks is time consuming as well as requires more human effort. This system provides a comprehensive solution to manage the internal mark evaluation. The aim of this project is to create a system that will store all student details and the marks of each subjects and its attendance and calculate the eligibility of the students that is whether they are eligible or not for their semester exams, based on the criteria given by the college.

Admin, faculty can login with their password and username and the student can just view their marks sheet. It displays the internal marks subject wise in tabular form, for back end we are using PHP and my soul and front end is developed on HTML, CSS, JavaScript, and bootstrap making it accessible over various platforms. This software required to run our project is camp server.

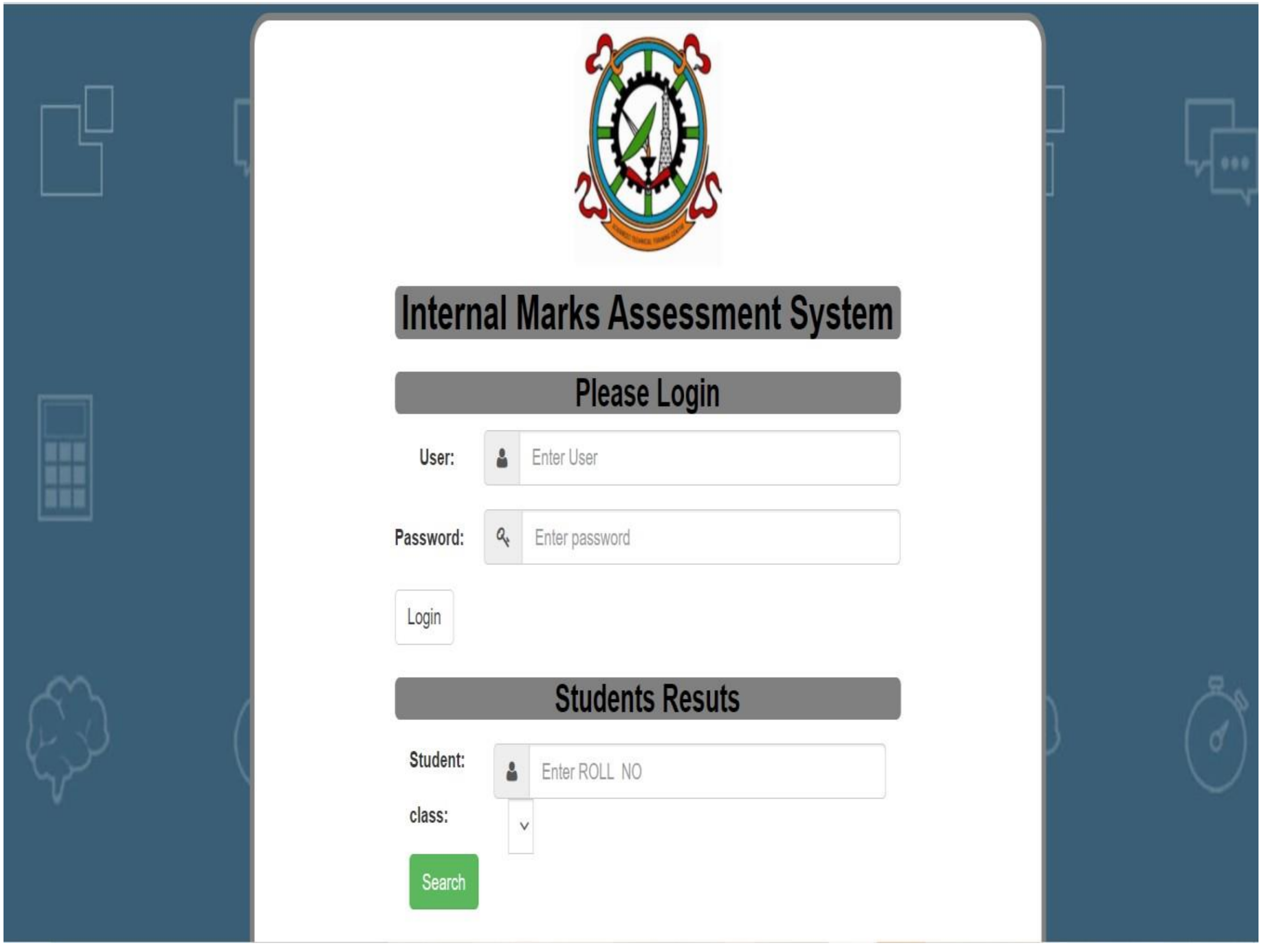


Figure1: Login page

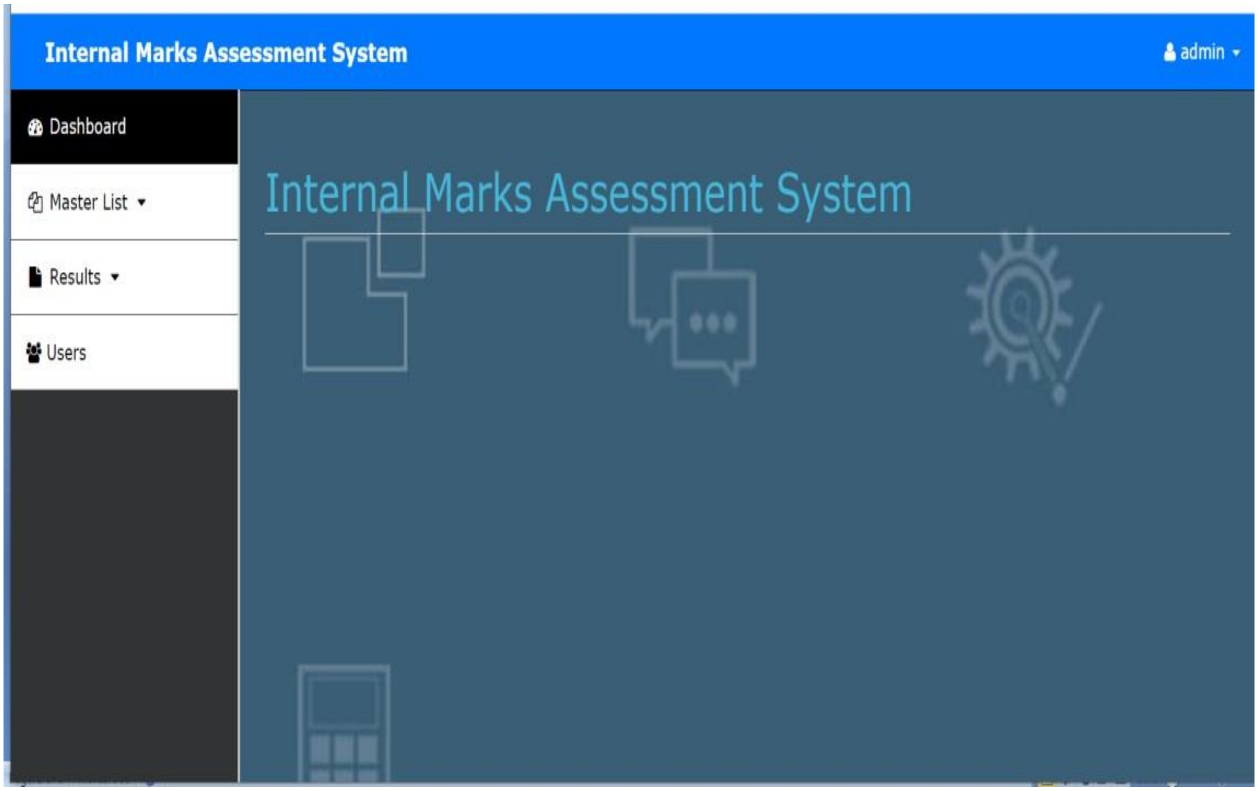


Figure-2: Admin Dashboard

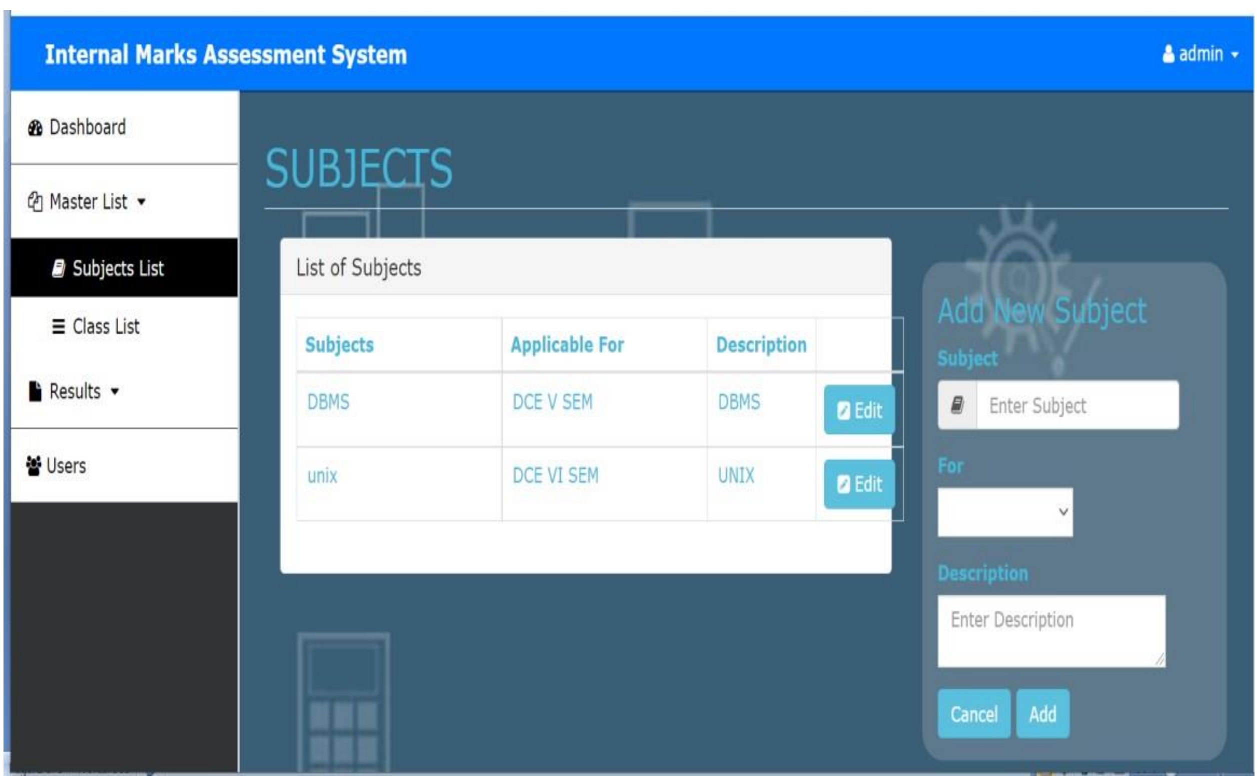


Figure-3: create subject

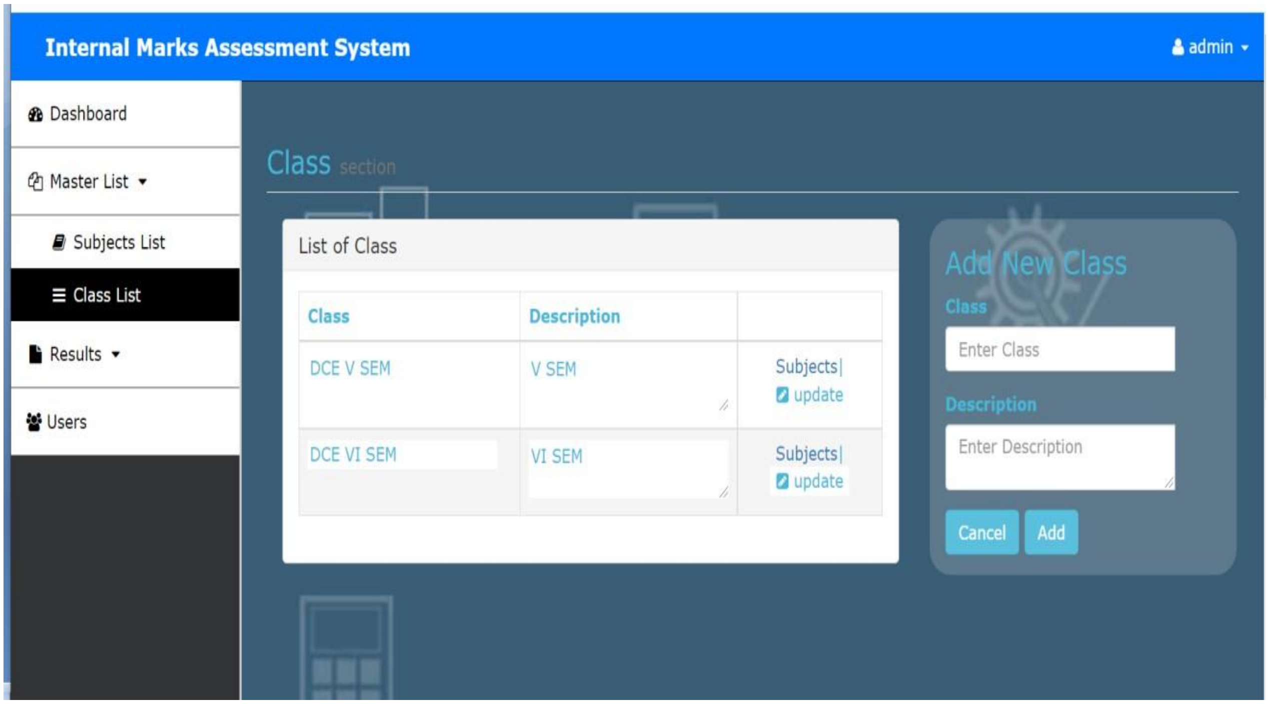


figure-4: create class

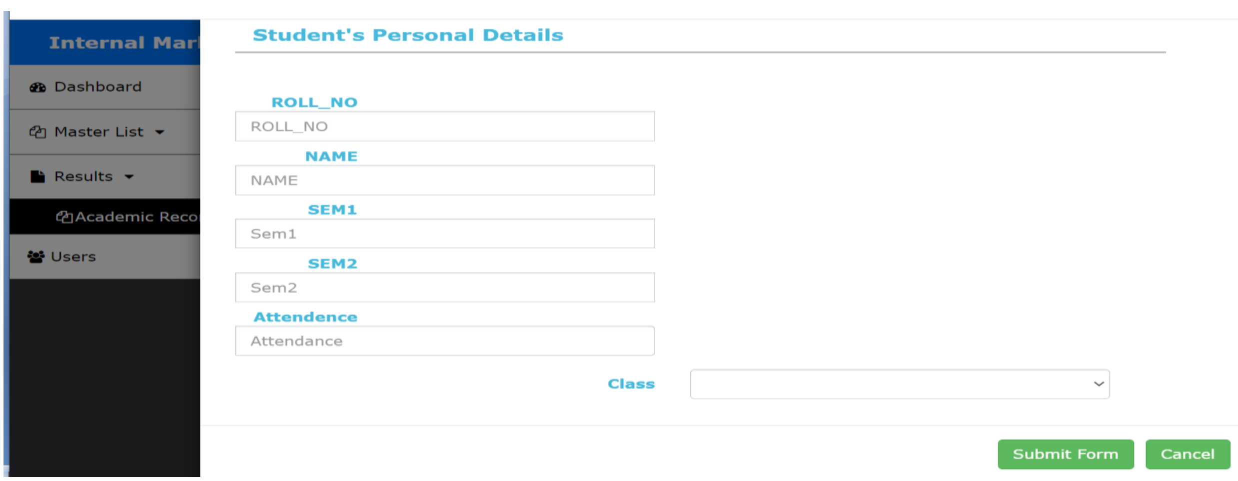


Figure-5: student details & marks manually

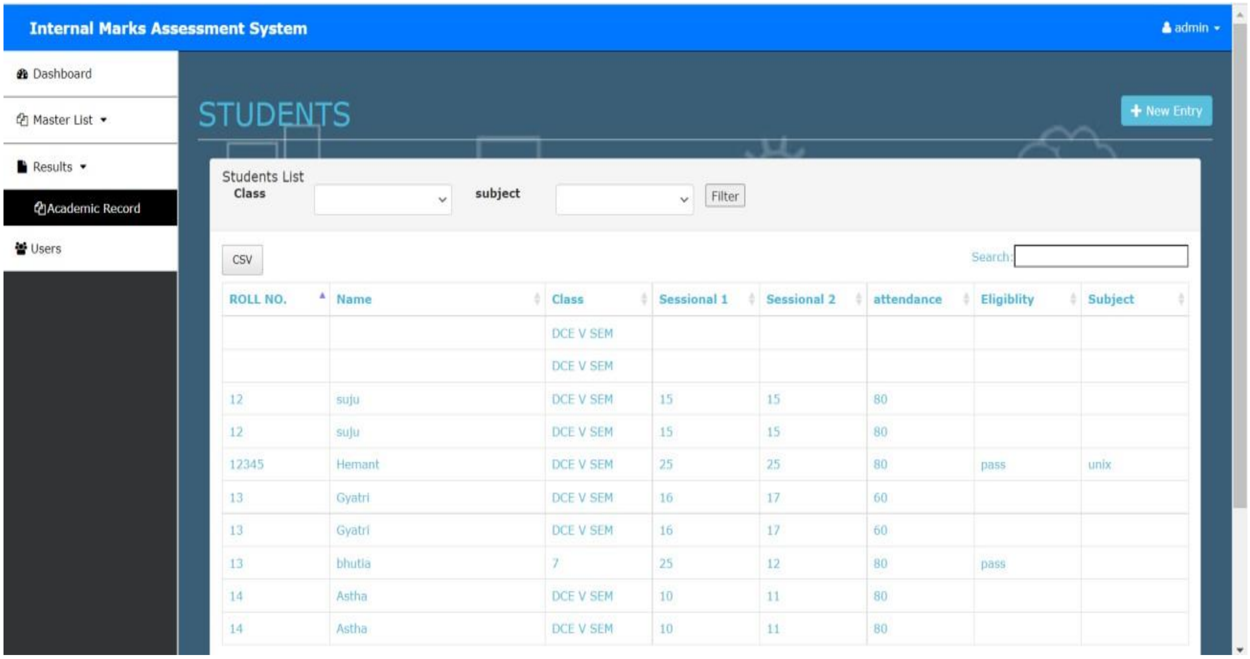


Figure-6: Tabular format view

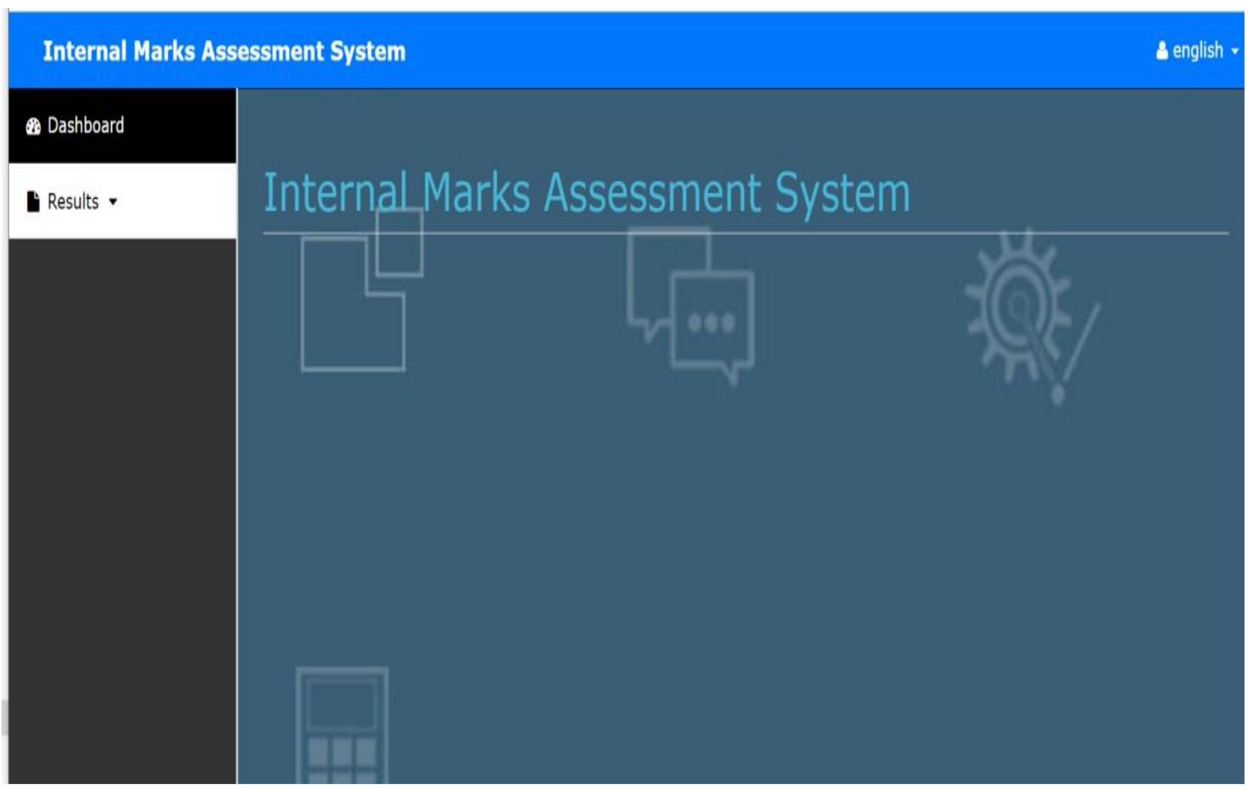


Figure-7: faculty dashboard

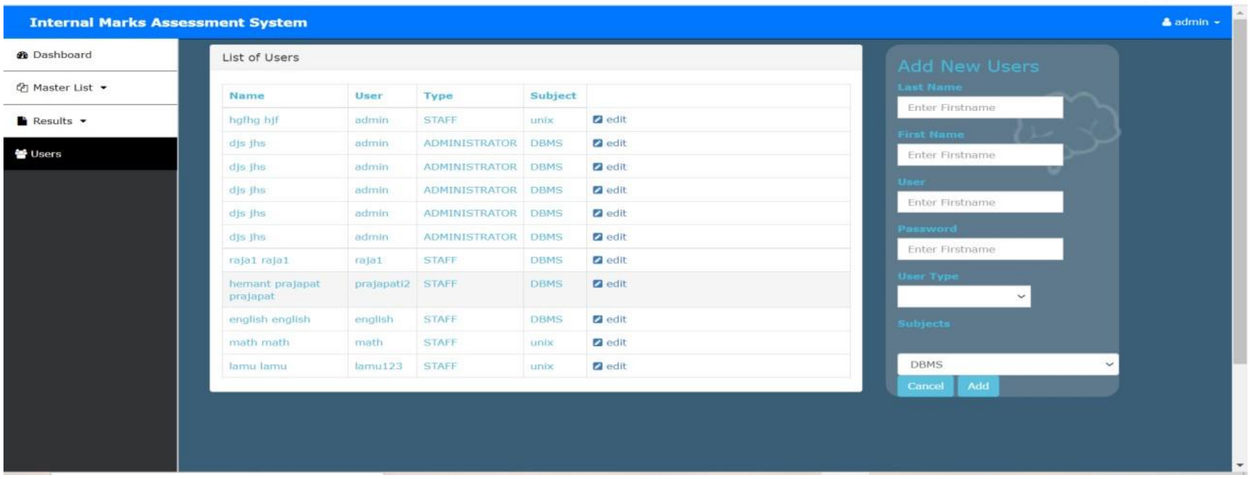


Figure-8: Assign faculty

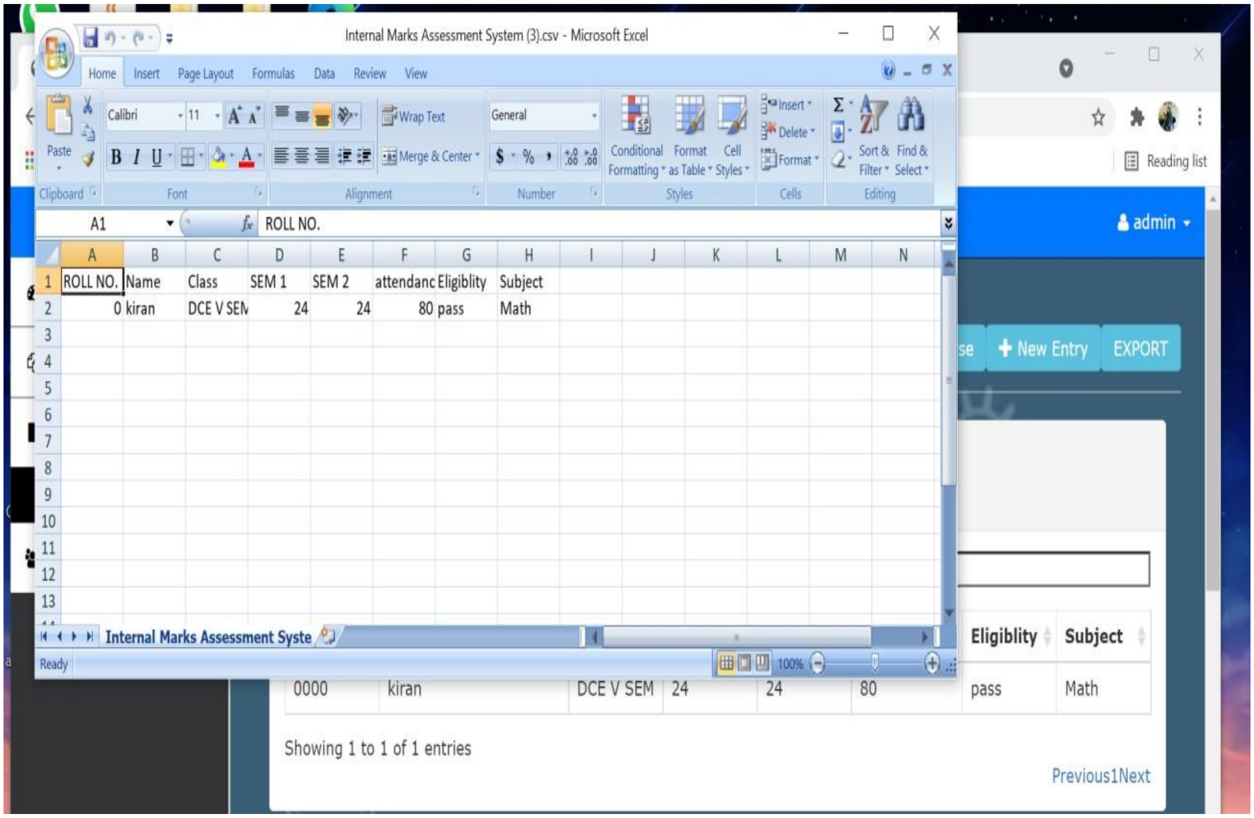


Figure-9: export data in excel sheet

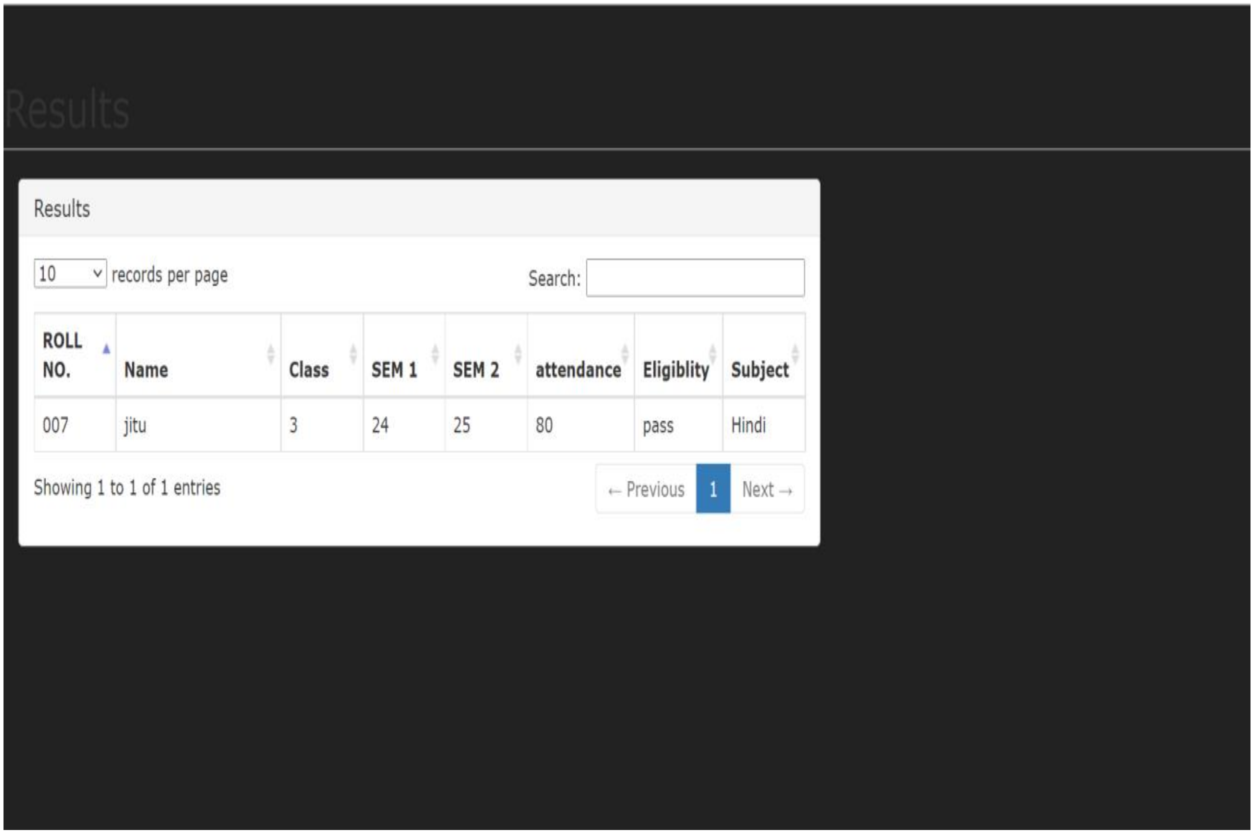


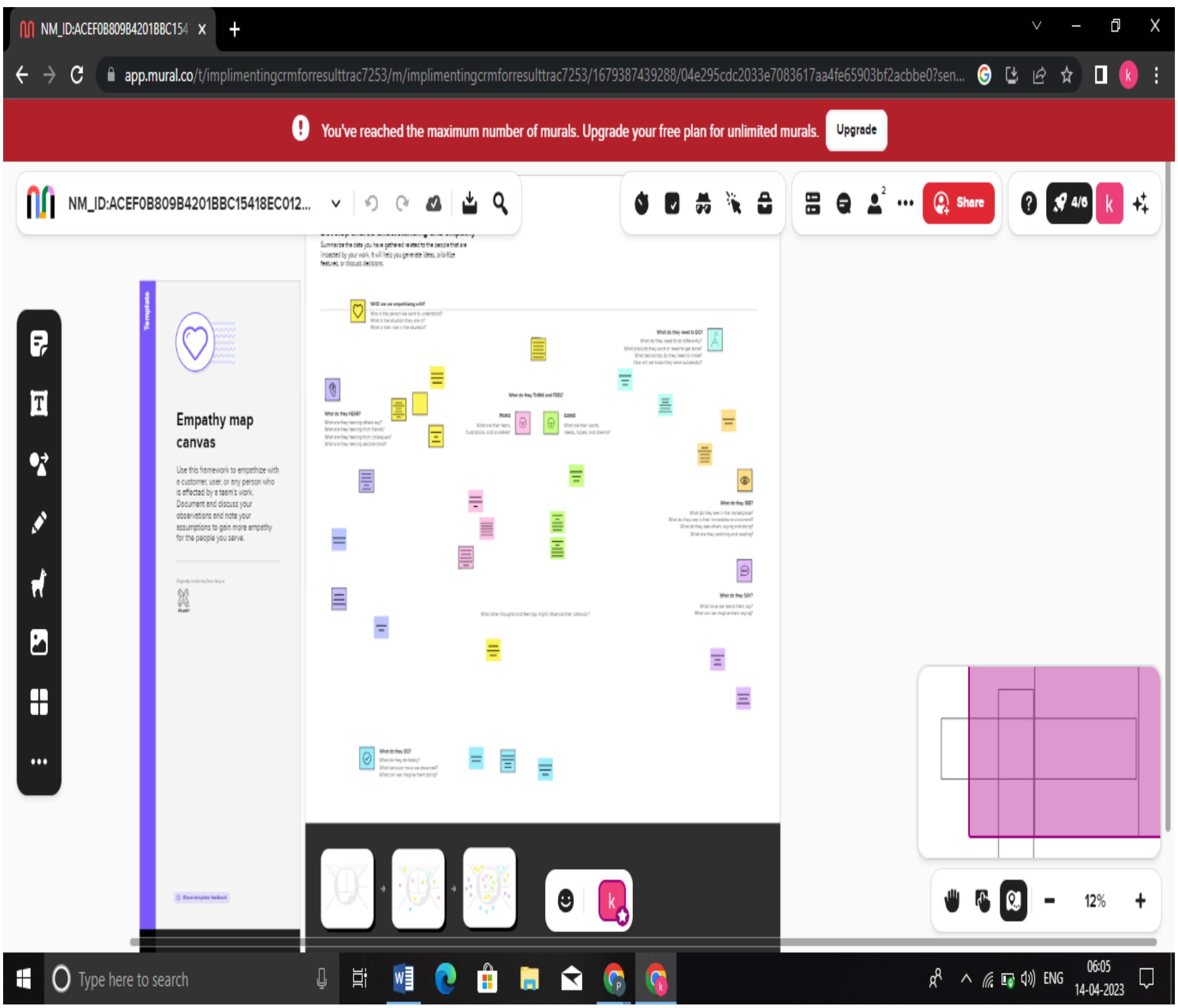
Figure-10: student marks view

Purpose

Finally, internal mark can be used to improve communication within the organization. By providing feedback to employees in an objective and timely manner, organizations can ensure that employees feel respected and appreciated and that they understand the goals and expectations of the organization with 6 Overall, the use of internal assessment systems has the potential to significantly improve organizational performance. As technology continues to improve, these systems are becoming increasingly powerful and accurate, allowing organizations to make informed decisions about employee performance and development.

Problem definition &design thinking

Empathy map



What is an empathy map?

Empathy maps are an efficient tool used by designers to not only understand user behaviour, but also visually communicate those findings to colleagues, uniting the team under one shared understanding of the user. Originally invented by Dave Grey at Plane, the empathy map was made in an attempt to limit miscommunication and misunderstanding about target audiences, including customers and users

What does an empathy map look like?

Essentially, an empathy map is a square divided into four quadrants with the user or client in the middle. Each of the four quadrants comprises a category that helps us delve into the mind of the user. The four empathy map quadrants look at what the user says, thinks, feels, and does.

Says

This section contains direct quotes from the user that have been gathered from the research phase or previous data. It might feature statements like "I need something fast," or "I'm not sure where to go from here."

Thinks

While this quadrant may have similar content to the "Says" section, it is more focused on what a user is thinking and doesn't choose to say out loud. Use your qualitative research to ask what matters to the user and what is on their mind. Looking at why they might be hesitant to share their thoughts out loud can reveal even further insight into the user and how they relate to the product or experience at hand. Example: “This is boring,” or “Am I doing this right?”

Feels

This category addresses the user’s emotional state and answers questions like “What is the user feeling during this product experience?” and “What worries or excites the user?” An easy way to organize this information is to list the emotions being elicited followed by a short description of what is making the user feel this way. For example; “Overwhelmed—too many decisions to make,” or, “Anxious—doesn’t want to waste their time.”

Does

This quadrant captures what the user physically does and how they do it. In other words, what actions does the user take and how do they take them?

Example: Searches for back button frequently. Lists pros and cons.

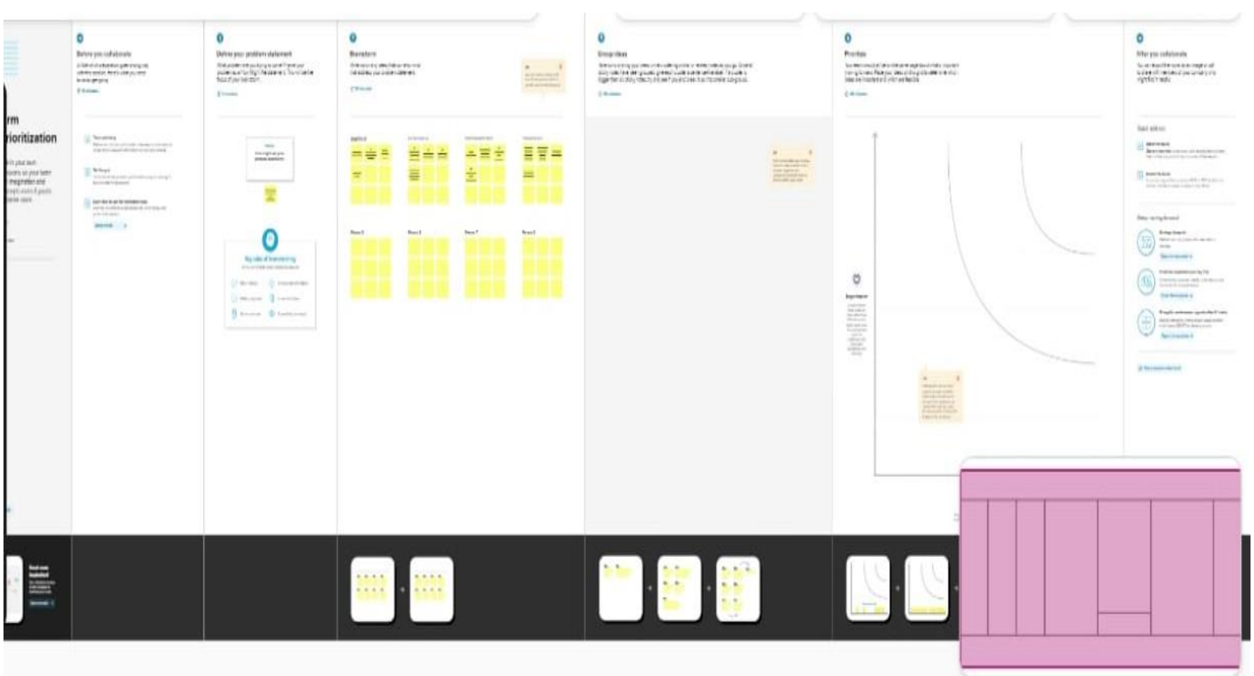
Why use empathy maps?

We use empathy maps because they help us understand our user’s needs and goals in a more nuanced, but organized way. By looking at their needs through the four lenses (says, thinks, feels, does), we can also see the complexity of their needs at times (for example, when they say one thing and do another), and find solutions that meet them where they are.

Empathy maps can also be read and understood quite easily, making them a great tool for communicating information about the user to other members of the design team

Empathy maps can also be used to collect data directly from the users. Used alongside user interviews, survey answers, etc., you can also have a user fill in an empathy map themselves. This often reveals aspects of the user that may have remained unsaid or not thought of.

Ideation & brainstorming map



What is ideation process?

Ideation is the process where you generate ideas and solutions through sessions such as Sketching, Prototyping, Brainstorming, Brainwriting, Worst Possible Idea, and a wealth of other ideation techniques. Ideation is also the third stage in the Design Thinking process.

Ideation is often closely related to the practice of brainstorming, a specific technique that is utilized to generate new ideas. A principal difference between ideation and brainstorming is that ideation is commonly more thought of as being an individual pursuit, while brainstorming is almost always a group activity. Brainstorming is usually conducted by getting a group of people together to come up with either general new ideas or ideas for solving a specific problem or dealing with a specific situation.

For example, a major corporation that recently learned it is the object of a major lawsuit may want to gather together top executives for a brainstorming session on how to publicly respond to the lawsuit being filed.

Participants in a brainstorming session are encouraged to freely toss out whatever ideas may occur to them. The thinking is that by generating a large number of ideas, the brainstorming group is likely to come up with a suitable solution for whatever issue they are addressing.

The lines between ideation and brainstorming have become a bit more blurred with the development of several brainstorming software programs, such as Bright idea and Idea wake. These software programs are designed to encourage employees of companies to generate new ideas for improving the companies' operations and, ultimately, bottom-line profitability.

The programs often combine the processes of ideation and brainstorming in that individual employees can use them, but companies may simulate brainstorming sessions by having several employees all utilize the software to generate new ideas intended to address a specific purpose.

What is the brainstorming process? Brainstorming refers to a problem-solving technique used by teams or individuals. In this process, participants generate various ideas or solutions, then begin discussing and narrowing them down to the best options.

Advantages and disadvantages

Advantages:

1. It can promote a culture of continuous improvement and transparency within the organization.

2. It allows for more accurate performance assessment, as employees can be evaluated on their actual performance rather than on subjective opinions.

3. It can help to identify potential areas of development, allowing the organization to invest in training and development.

4. It can provide a more accurate picture of employee performance.

5. It can help to ensure that employees have a fair and impartial assessment process.

6. Easy retrieval of data available in database.

7. very less manual work is needed.

8. very user friendly.

9. Does not require large amount of memory.

10. Quick implementation of results.

Disadvantages:

1. It can be difficult to implement and maintain a consistent system.

2. It can be difficult to identify areas of improvement without an external perspective.

3. It can be challenging to ensure that assessments are fair and objective.

4. It can be time-consuming and costly to implement.

5. There is a potential for bias in the assessment process.

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

7. Security concerns associated with centralised data.

8. The excess initial and productivity cost of implementation.

9. It requires a process driven sales organisation.

10. It may suit every business.

Applications

1. **Training and Development:**

Internal assessment systems can be used to measure the impact of training and development initiatives, as well as to identify areas for improvement.

2. Performance Management:

Internal assessment systems can be used to measure employee performance and identify areas for improvement. 3. Goal Setting: Internal assessment systems can be used to measure progress towards organizational goals and objectives.

3. Talent Acquisition and Retention:

Internal assessment systems can be used to accurately assess candidates and identify the best fit for the organization.

4. Compensation and Benefits:

Internal assessment systems can be used to measure the effectiveness of compensation and benefits programs. 6. Employee Engagement: Internal assessment systems can be used to measure employee engagement and identify areas for improvement.

Conclusion

In conclusion, implementing a CRM system for result tracking and internal marks is an effective solution for organizations looking to maximize customer satisfaction and profitability. By tracking customer interactions, organizations can gain valuable customer insights, streamline their processes, and optimize their performance management processes. Furthermore, CRM systems can be used to measure the effectiveness of reward and recognition programs, as well as to improve communication within the organization. As technology continues to evolve, CRM systems are becoming increasingly powerful and accurate, allowing organizations to make informed decisions about customer service and employee performance.

IA, in effect school-based assessment, plays the dual role of providing a complete picture of students' abilities or progress towards fulfilling the aims of education and informing teachers of students' progress and therefore supporting classroom learning

Future scope

The future of internal assessment systems is bright, as they offer a number of advantages to organizations.

As technology continues to evolve, internal assessment systems are becoming increasingly sophisticated, allowing for more accurate and comprehensive evaluations of employee performance.

In addition, organizations can use these systems to identify areas of improvement and target them for training and development

. This can help to ensure that employees are better prepared for their roles and are better equipped to handle the challenges of the workplace.

Organizations can also use internal assessment systems to measure the effectiveness of their performance management processes.

By tracking performance over time, organizations can identify trends and adjust their processes accordingly.

In the future, organizations may also use internal assessment systems to measure the effectiveness of their reward and recognition programs.

By tracking the types of rewards and recognition that are most effective, organizations can ensure that their programs are more effective and efficient.

Finally, internal assessment systems can be used to improve communication within the organization.

By providing feedback to employees in an objective and timely manner, organizations can ensure that employees feel respected and appreciated and that they understand the goals and expectations of the organization with 6 Overall, the use of internal assessment systems has the potential to significantly improve organizational performance.

As technology continues to improve, these systems are becoming increasingly powerful and accurate, allowing organizations to make informed decisions about employee performance and development**.**

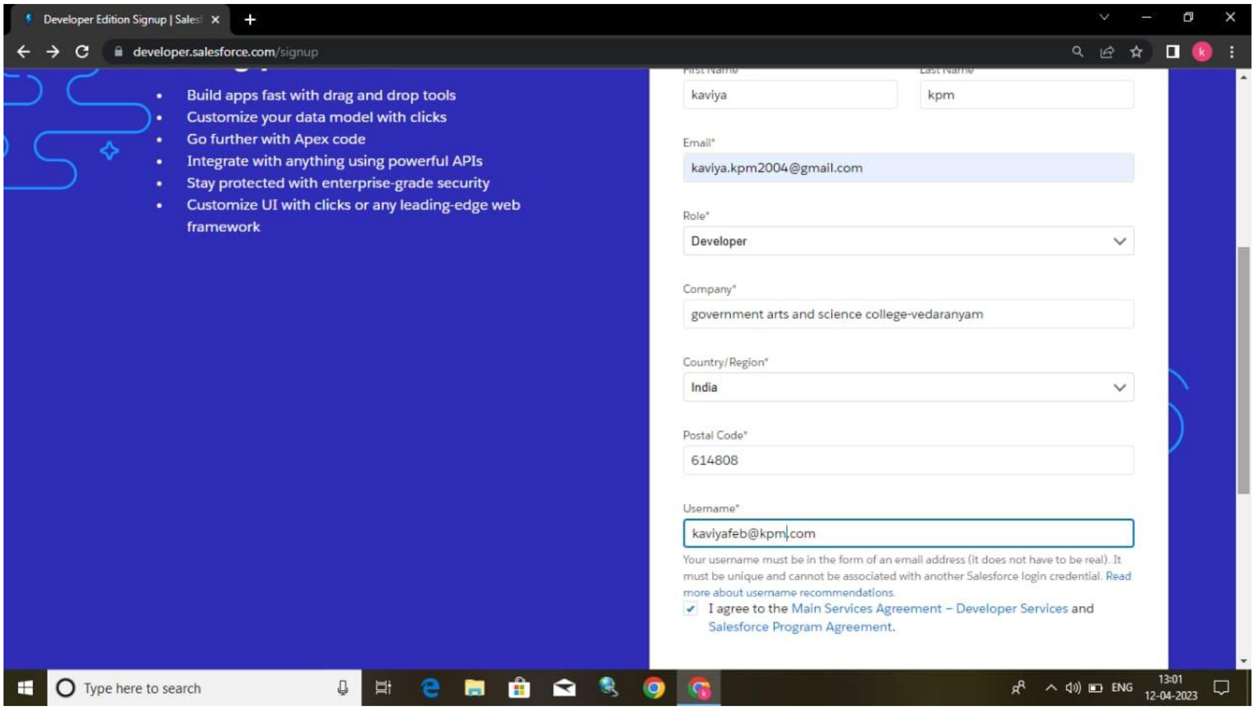
Internal Mark Management System deals with student details, academic related reports, college details and course details. It tracks all the details of a student from the day one to the end of his course which can be used for all reporting purpose, tracking of progress in the course, completed semester,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

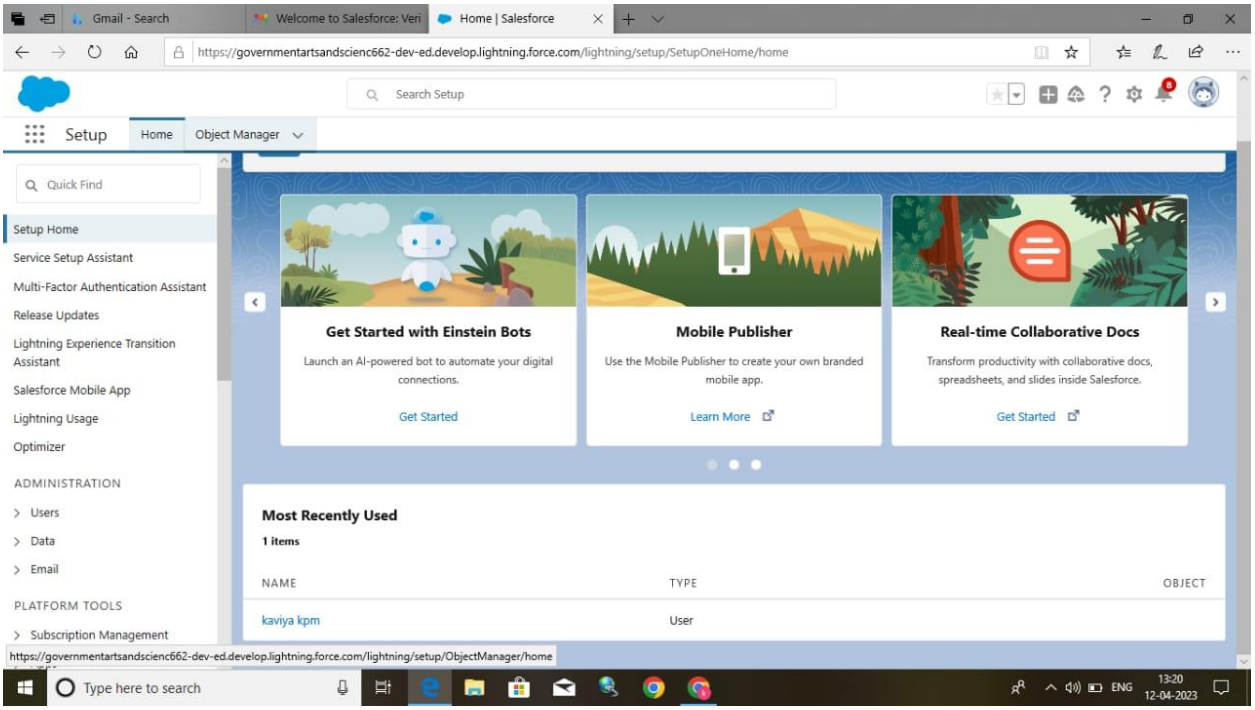
This project leads us to explore all the activities that happen in the college. Even we can come to know the faculty who is assigned to particular course and the mark statement of the particular student. The student management system is an automated version of manual Student Management System. It can handle all the details of a student. The details include college details, subject details, student personal details, academic details, exam details and so on.

If it is a manual system, we need lot of time, man power etc. Here almost all the works are computerized. Hence, the accuracy is maintained. Maintaining backup is very easy. It does the work in few minutes. Our system has two types of accessing modes, such as, administrator and user.

Appendix

Source code

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Multi-Factor Authentication Assistant
Release Updates
Lightning Experience Transition Assistant
Salesforce Mobile App
Lightning Usage
Optimizer
ADMINISTRATION
Users
Data
Email
PLATFORM TOOLS
Subscription Management
Get Started with Einstein Bots
Launch an AI-powered bot to automate your digital connections.
Get Started
Mobile Publisher
Use the Mobile Publisher to create your own branded mobile app.
Learn More
Real-time Collaborative Docs
Transform productivity with collaborative docs, spreadsheets, and slides inside Salesforce.
Get Started
Most Recently Used
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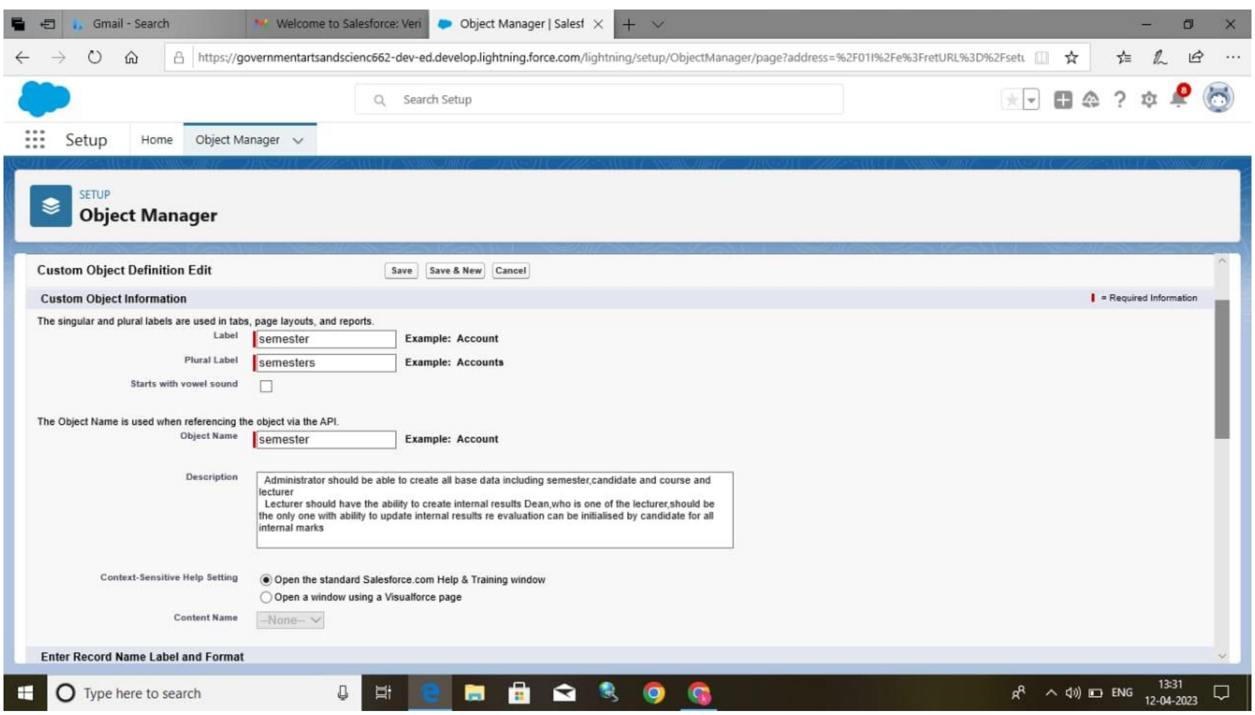
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Search Setup
Setup
Home
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SETUP
Object Manager
Custom Object Definition Edit
Save
Save & New
Cancel
Custom Object Information
= Required Information
The singular and plural labels are used in tabs, page layouts, and reports.
Label
semester
Example: Account
Plural Label
semesters
Example: Accounts
Starts with vowel sound
The Object Name is used when referencing the object via the API.
Object Name
semester
Example: Account
Description
Administrator should be able to create all base data including semester,candidate and 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 re evaluation can be initialised by candidate for all internal marks
Context-Sensitive Help Setting
Open the standard Salesforce.com Help & Training window
Open a window using a Visualforce page
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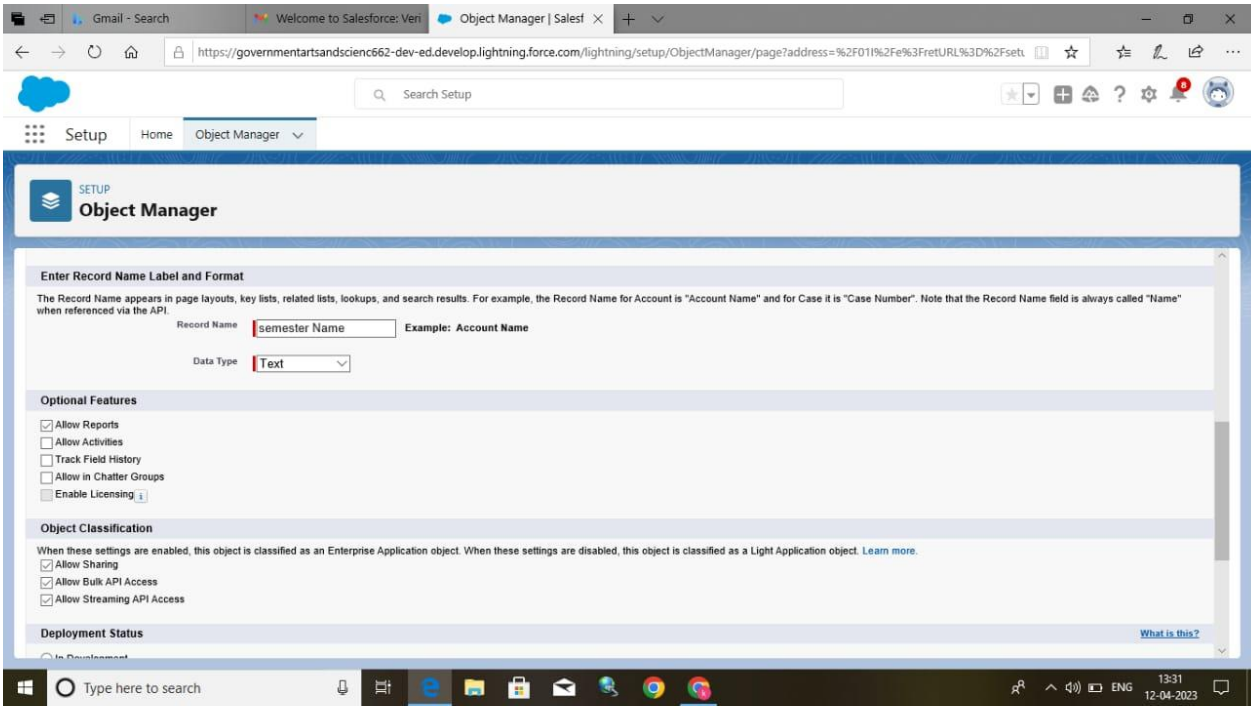
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Search Setup
Setup
Home
Object Manager
SETUP
Object Manager
Enter Record Name Label and Format
The Record Name appears in page layouts, key lists, related lists, lookups, and search results. For example, the Record Name for Account is "Account Name" and for Case it is "Case Number". Note that the Record Name field is always called "Name" when referenced via the API.
Record Name
semester Name
Example: Account Name
Data Type
Text
Optional Features
Allow Reports
Allow Activities
Track Field History
Allow in Chatter Groups
Enable Licensing
Object Classification
When these settings are enabled, this object is classified as an Enterprise Application object. When these settings are disabled, this object is classified as a Light Application object. Learn more.
Allow Sharing
Allow Bulk API Access
Allow Streaming API Access
Deployment Status
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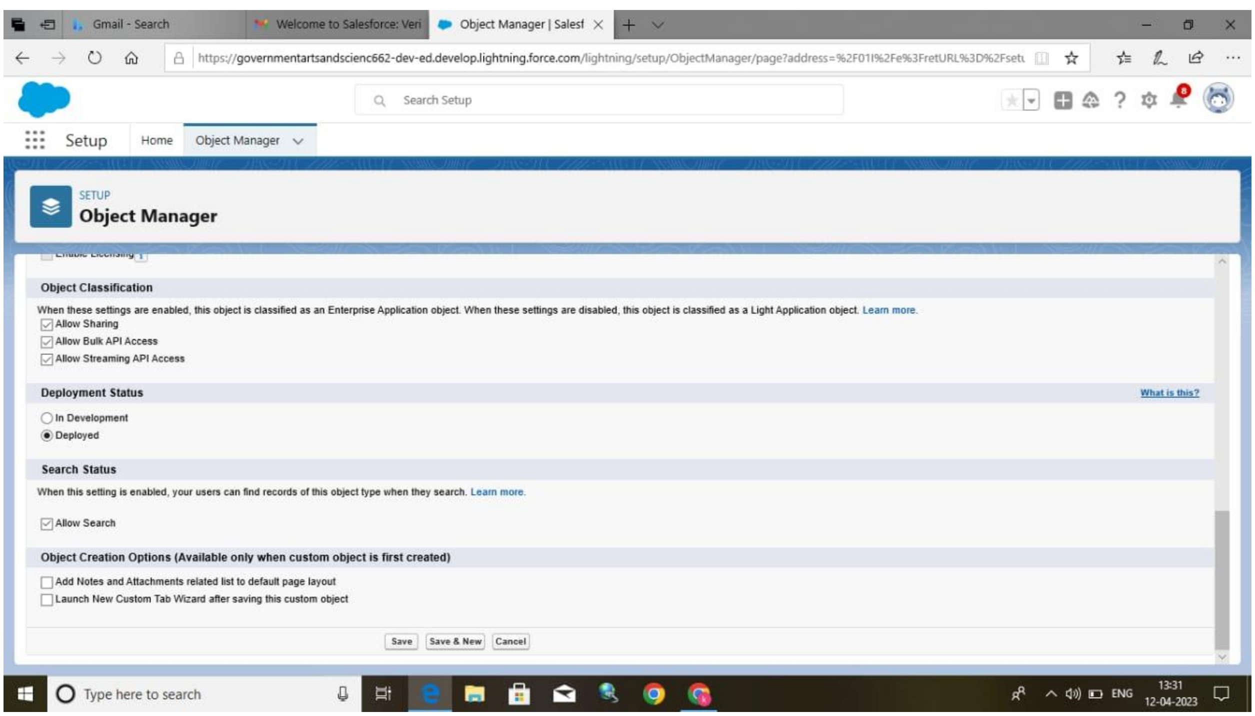
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Object Manager
SETUP
Object Manager
Object Classification
When these settings are enabled, this object is classified as an Enterprise Application object. When these settings are disabled, this object is classified as a Light Application object. Learn more.
Allow Sharing
Allow Bulk API Access
Allow Streaming API Access
Deployment Status
What is this?
In Development
Deployed
Search Status
When this setting is enabled, your users can find records of this object type when they search. Learn more.
Allow Search
Object Creation Options (Available only when custom object is first created)
Add Notes and Attachments related list to default page layout
Launch New Custom Tab Wizard after saving this custom object
Save
Save & New
Cancel
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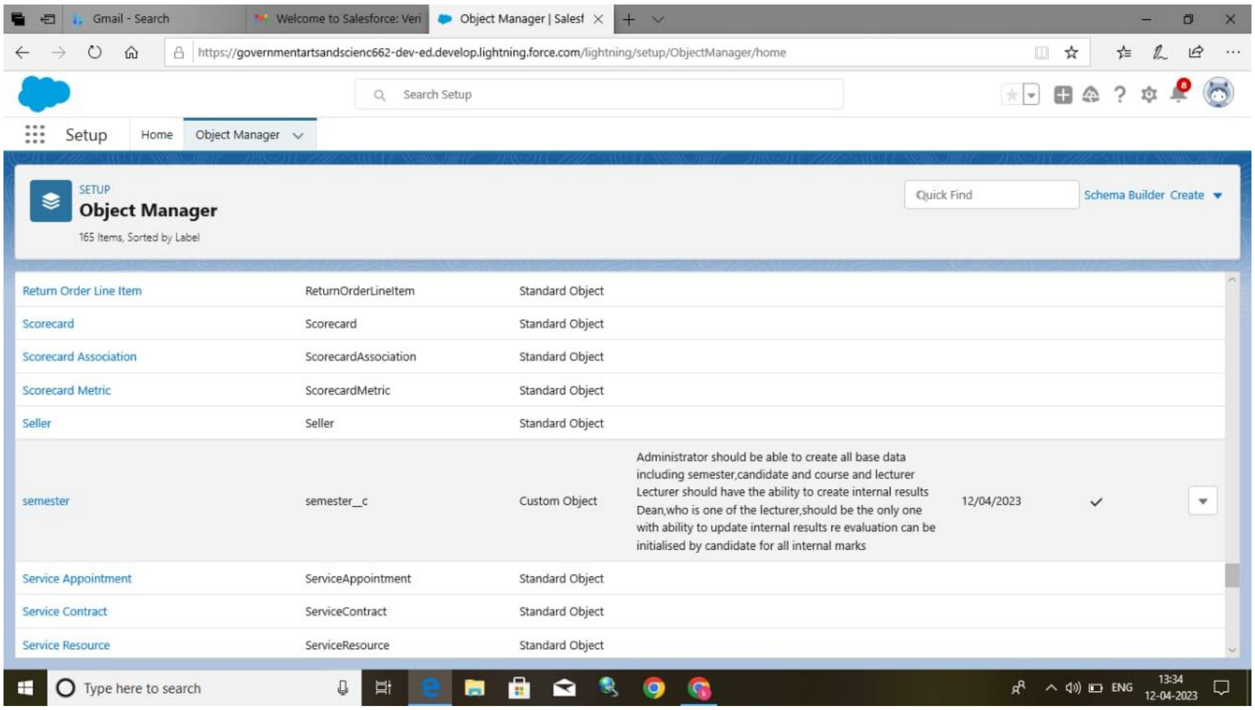

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165 Items, Sorted by Label
Quick Find
Schema Builder
Create
Return Order Line Item ReturnOrderLineItem Standard Object
Scorecard Scorecard Standard Object
Scorecard Association ScorecardAssociation Standard Object
Scorecard Metric ScorecardMetric Standard Object
Seller Seller Standard Object
semester semester__c Custom Object
Administrator should be able to create all base data including semester,candidate and 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 re evaluation can be initialised by candidate for all internal marks
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Service Appointment ServiceAppointment Standard Object
Service Contract ServiceContract Standard Object
Service Resource ServiceResource Standard Object
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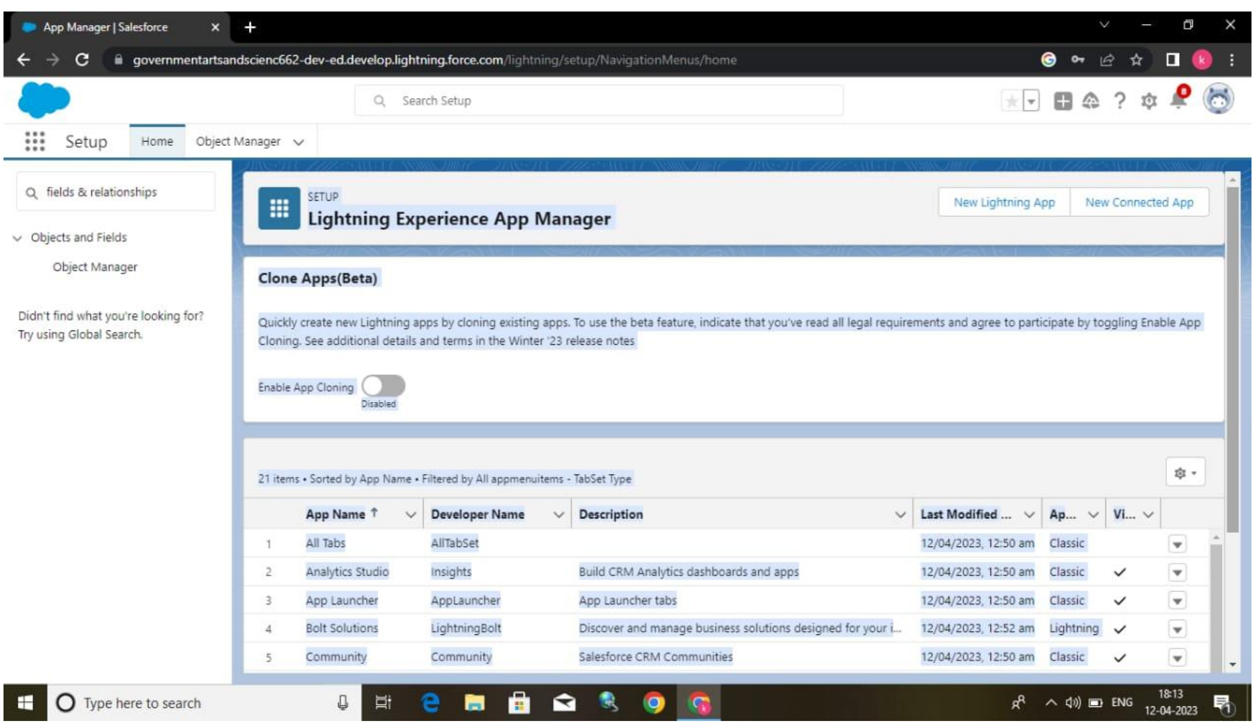

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Object Manager
fields & relationships
Objects and Fields
Object Manager
Didn't find what you're looking for? Try using Global Search.
SETUP
Lightning Experience App Manager
New Lightning App
New Connected App
Clone Apps(Beta)
Quickly create new Lightning apps by cloning existing apps. To use the beta feature, indicate that you've read all legal requirements and agree to participate by toggling Enable App Cloning. See additional details and terms in the Winter '23 release notes
Enable App Cloning
Disabled
21 items • Sorted by App Name • Filtered by All appmenuitems - TabSet Type
App Name
Developer Name
Description
Last Modified ...
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1 All Tabs AllTabSet 12/04/2023, 12:50 am Classic
2 Analytics Studio Insights Build CRM Analytics dashboards and apps 12/04/2023, 12:50 am Classic
3 App Launcher AppLauncher App Launcher tabs 12/04/2023, 12:50 am Classic
4 Bolt Solutions LightningBolt Discover and manage business solutions designed for your i... 12/04/2023, 12:52 am Lightning
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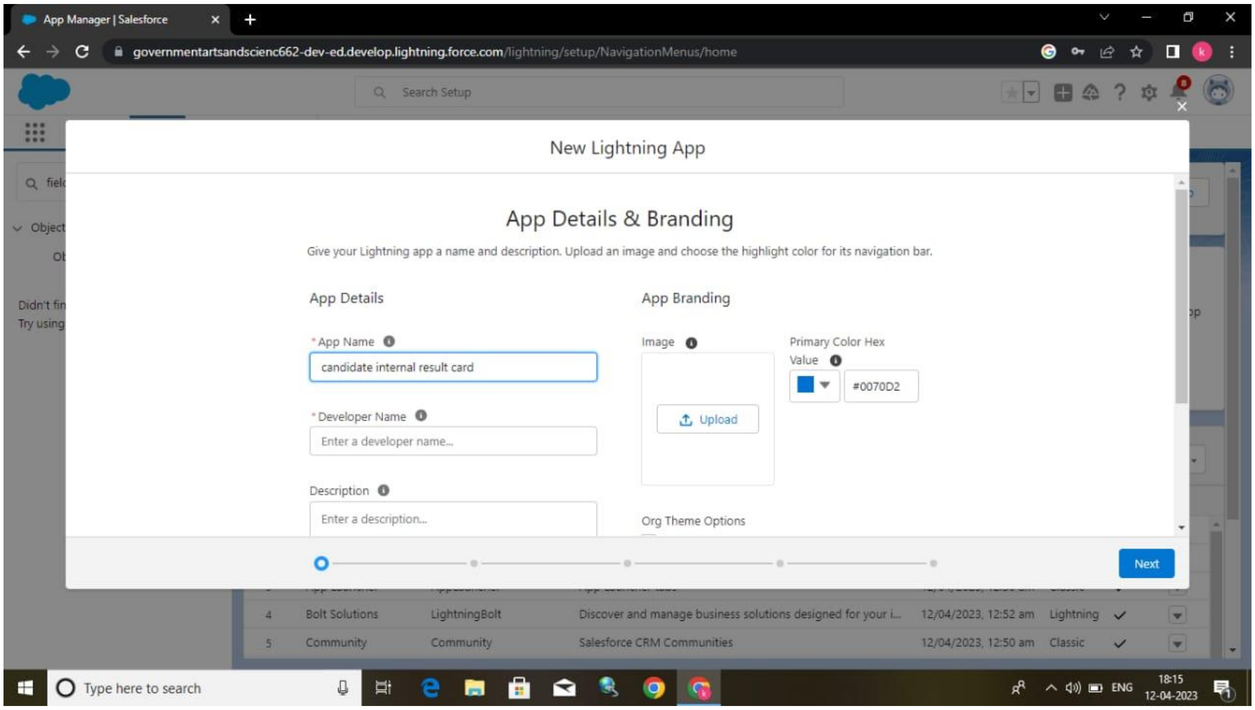
App Manager | Salesforce
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Search Setup
New Lightning App
App Details & Branding
Give your Lightning app a name and description. Upload an image and choose the highlight color for its navigation bar.
App Details
App Branding
*App Name
candidate internal result card
*Developer Name
Enter a developer name...
Description
Enter a description...
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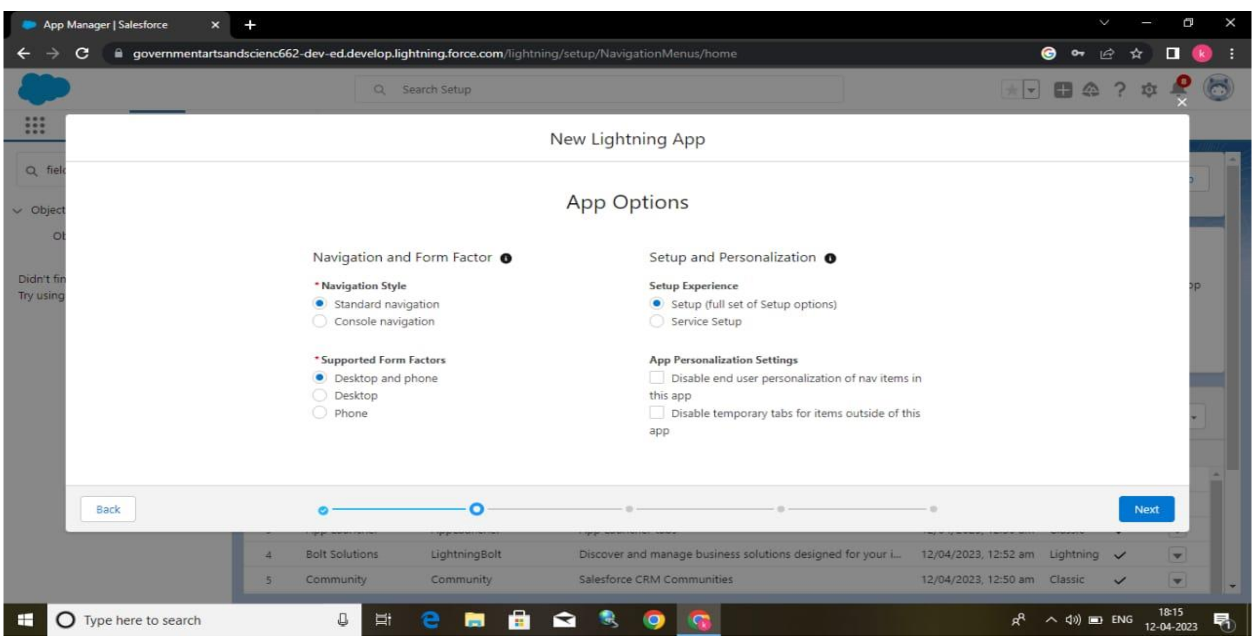
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New Lightning App
App Options
Navigation and Form Factor
*Navigation Style
Standard navigation
Console navigation
*Supported Form Factors
Desktop and phone
Desktop
Phone
Setup and Personalization
Setup Experience
Setup (full set of Setup options)
Service Setup
App Personalization Settings
Disable end user personalization of nav items in this app
Disable temporary tabs for items outside of this app
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Bolt Solutions
LightningBolt
Discover and manage business solutions designed for your i...
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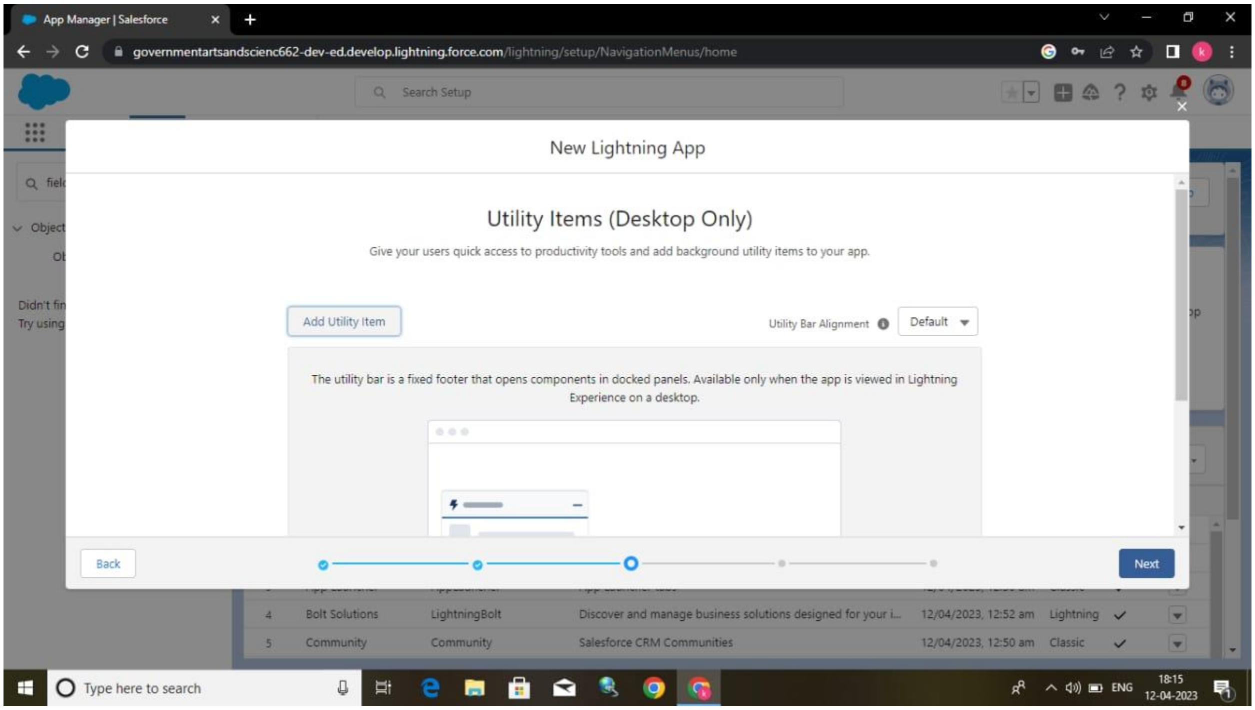
App Manager | Salesforce
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Search Setup
New Lightning App
Utility Items (Desktop Only)
Give your users quick access to productivity tools and add background utility items to your app.
Add Utility Item
Utility Bar Alignment
Default
The utility bar is a fixed footer that opens components in docked panels. Available only when the app is viewed in Lightning Experience on a desktop.
Back
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Bolt Solutions
LightningBolt
Discover and manage business solutions designed for your i...
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Community
Salesforce CRM Communities
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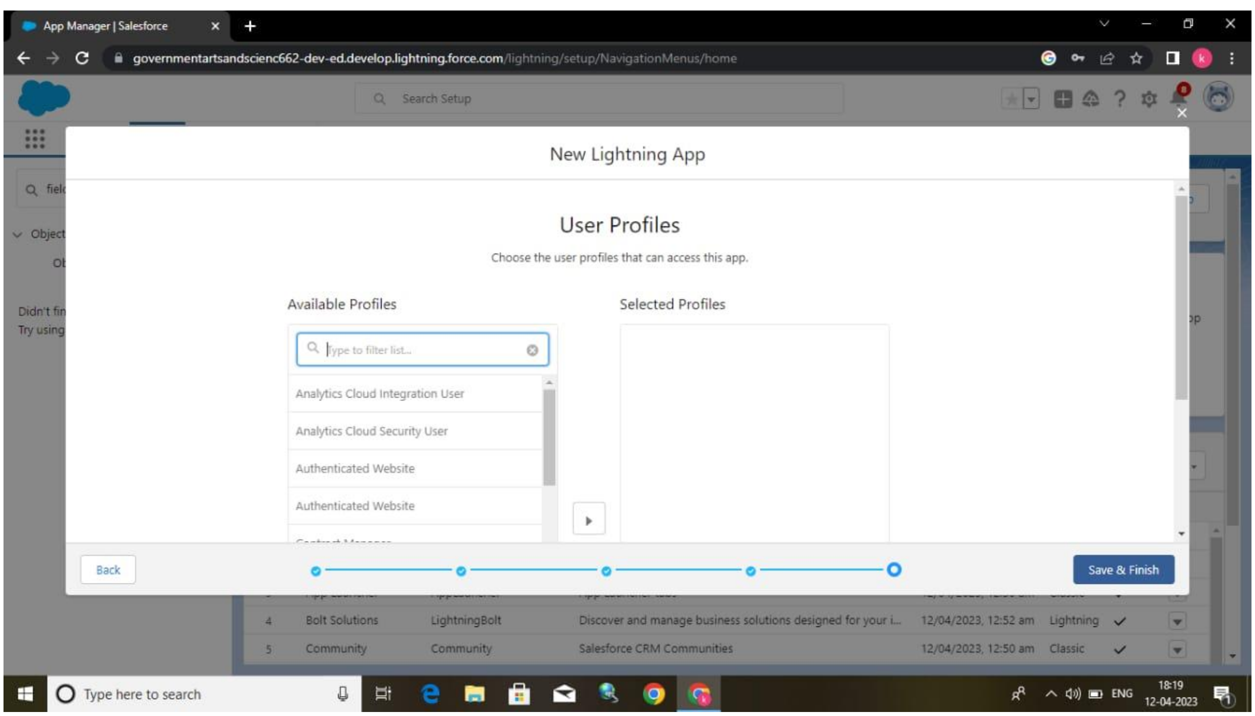
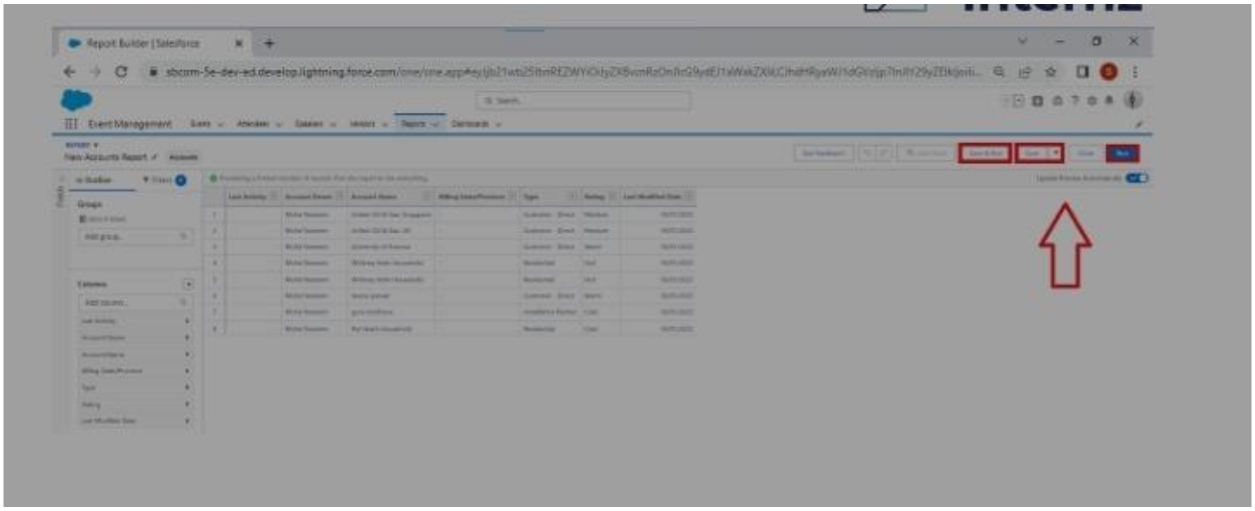
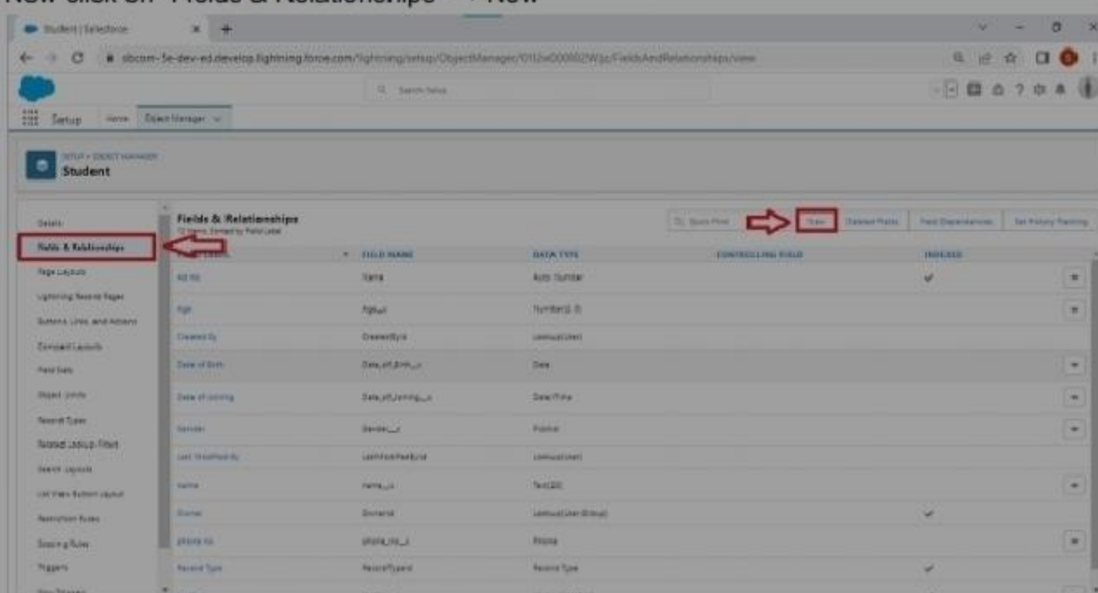
18:15
12-04-2023

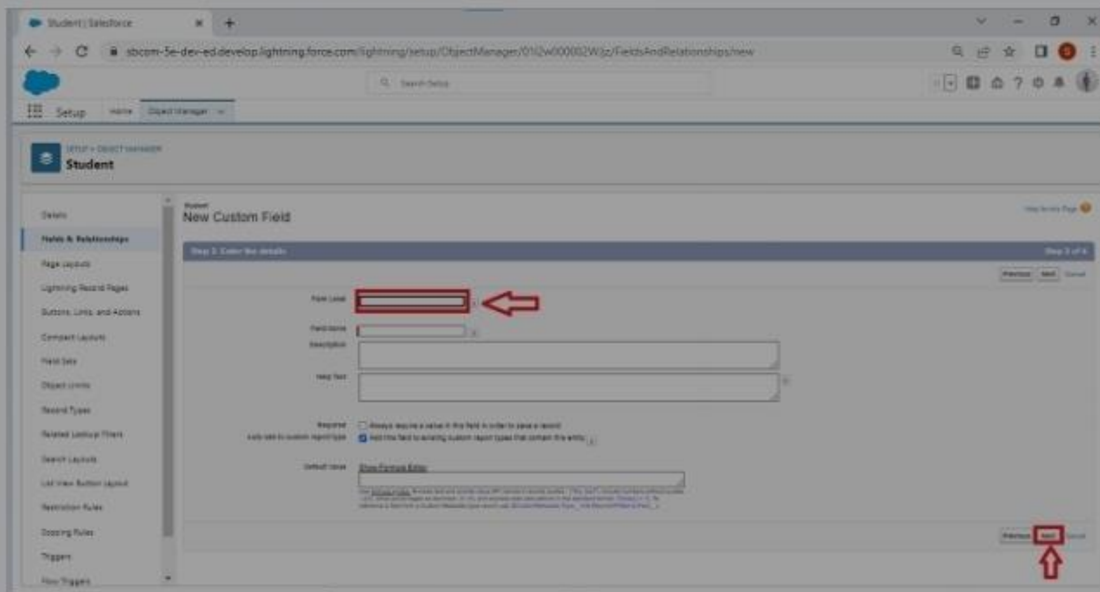

App Manager | Salesforce
governmentartsandscienc662-dev-ed.develop.lightning.force.com/lightning/setup/NavigationMenus/home
Search Setup
New Lightning App
User Profiles
Choose the user profiles that can access this app.
Available Profiles
Selected Profiles
Type to filter list...
Analytics Cloud Integration User
Analytics Cloud Security User
Authenticated Website
Authenticated Website
Back
Save & Finish
Bolt Solutions
LightningBolt
Discover and manage business solutions designed for your i...
12/04/2023, 12:52 am
Lightning
Community
Salesforce CRM Communities
12/04/2023, 12:50 am
Classic
Type here to search
ENG
18:19
12-04-2023



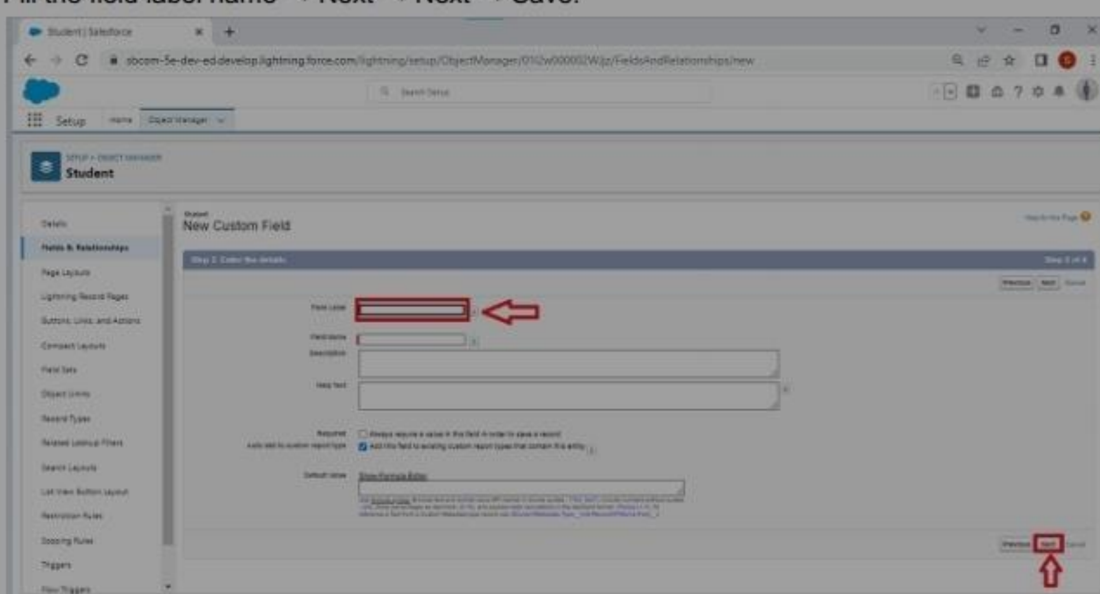
Now click on "Fields & Relationships" → New

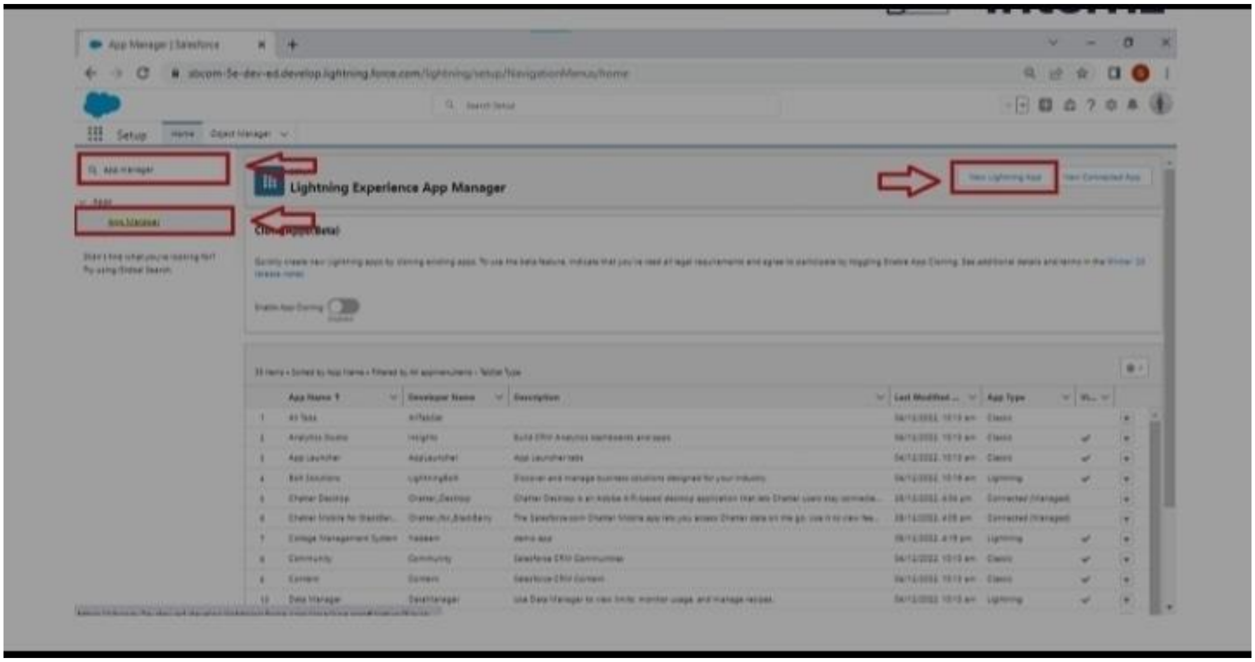


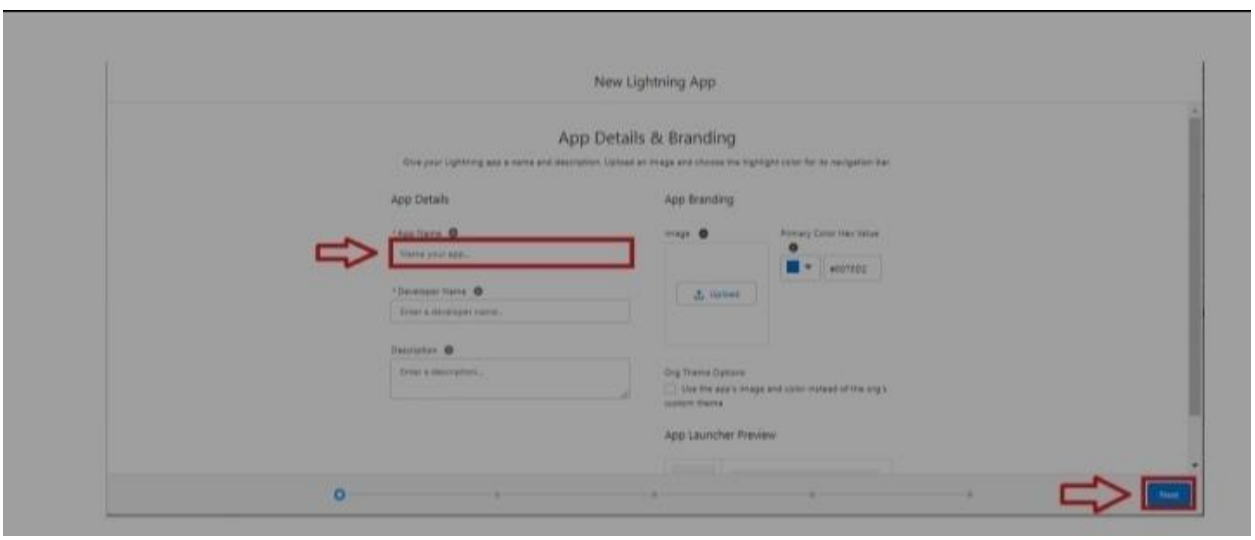
Fill the field label name → Next → Next → Save.

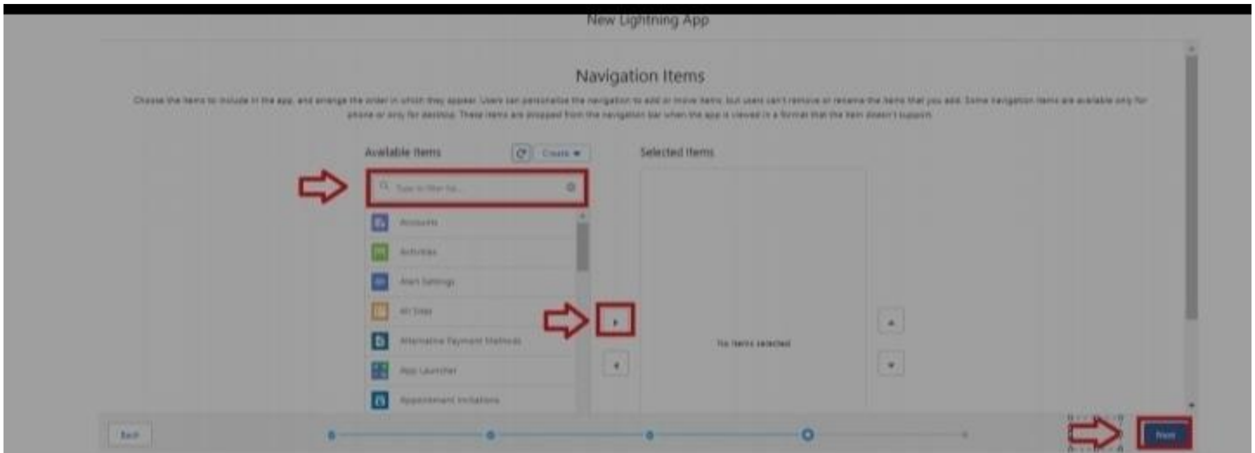


Fill the field label name → Next → Next → Save.




Lightning Experience App Manager

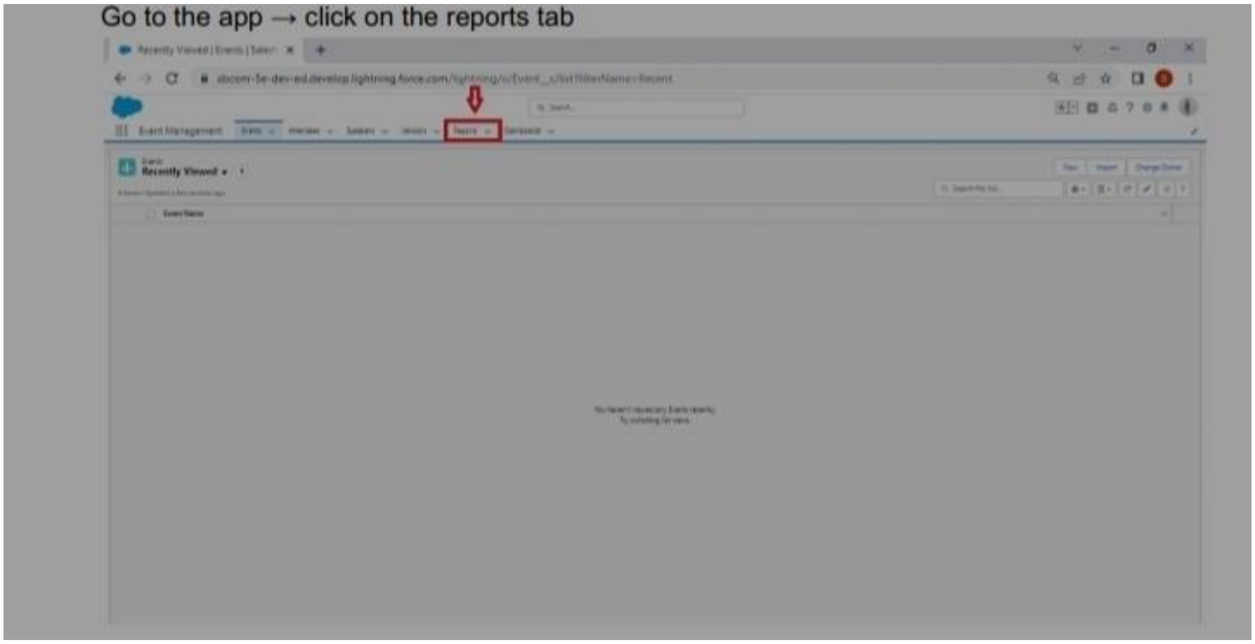

New Lightning App
App Details & Branding
App Details
App Branding
App Launcher Preview

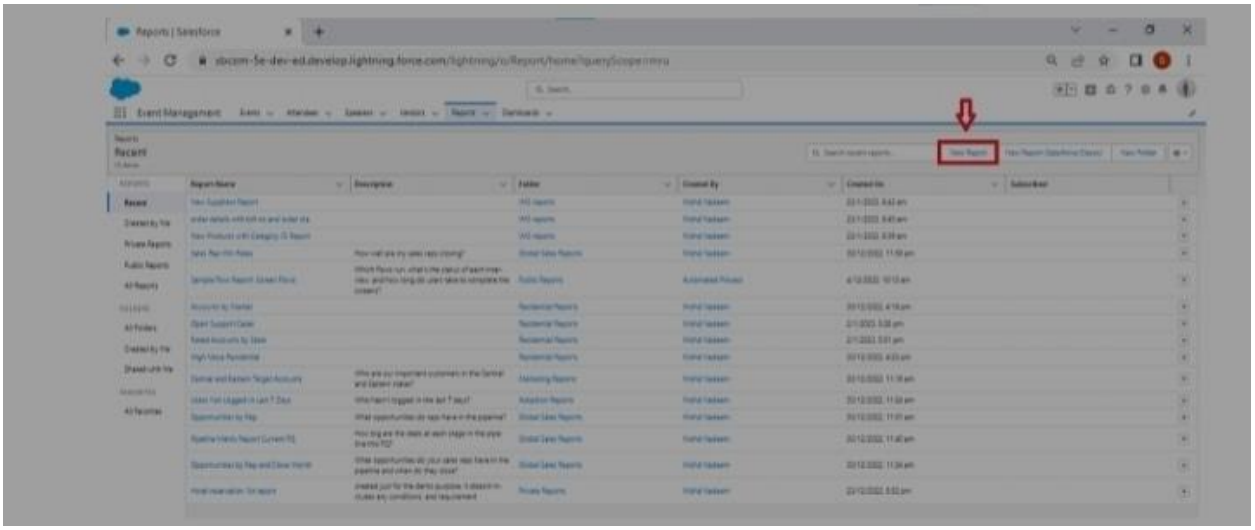


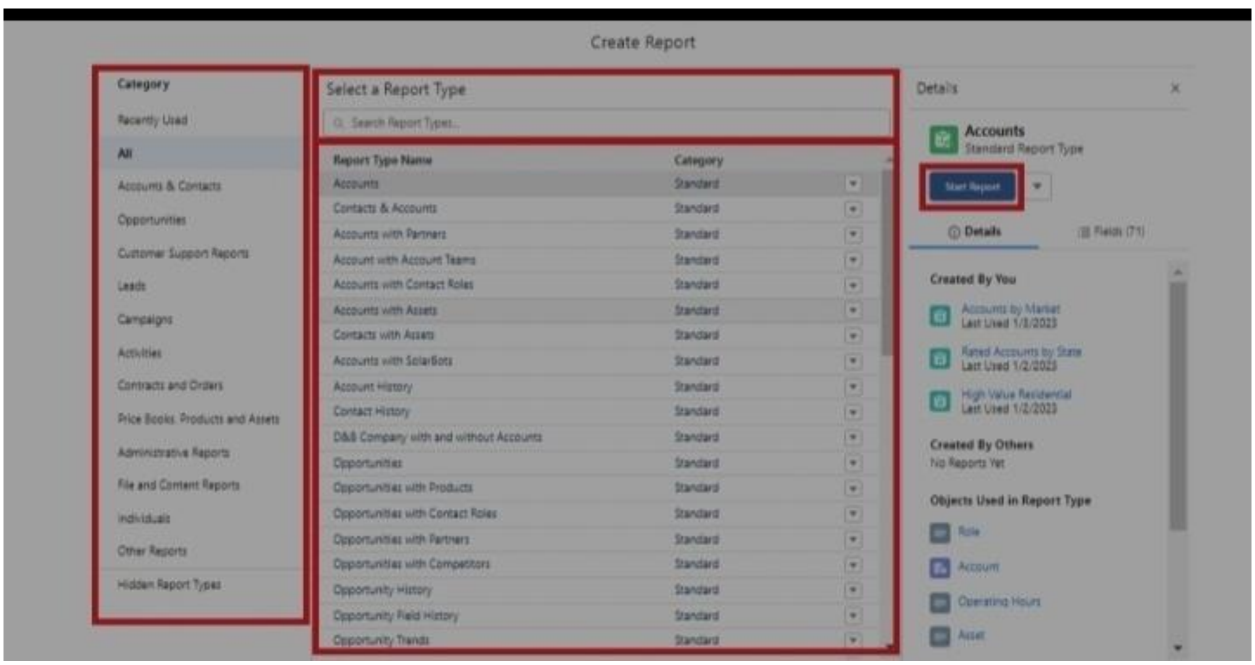
To Add User Profiles:

Search profiles in search bar → click on the arrow button → save & finish.

Go to the app → click on the reports tab






Create Report
Category
Recently Used
All
Accounts & Contacts
Opportunities
Customer Support Reports
Leads
Campaigns
Activities
Contracts and Orders
Price Books, Products and Assets
Administrative Reports
File and Content Reports
Individuals
Other Reports
Hidden Report Types
Select a Report Type
Search Report Types...
Report Type Name
Category
Accounts
Standard
Contacts & Accounts
Standard
Accounts with Partners
Standard
Account with Account Teams
Standard
Accounts with Contact Roles
Standard
Accounts with Assets
Standard
Contacts with Assets
Standard
Accounts with SolarBots
Standard
Account History
Standard
Contact History
Standard
D&B Company with and without Accounts
Standard
Opportunities
Standard
Opportunities with Products
Standard
Opportunities with Contact Roles
Standard
Opportunities with Partners
Standard
Opportunities with Competitors
Standard
Opportunity History
Standard
Opportunity Field History
Standard
Opportunity Trends
Standard
Details
Accounts
Standard Report Type
Start Report
Details
Fields (71)
Created By You
Accounts by Market
Last Used 1/3/2023
Rated Accounts by State
Last Used 1/2/2023
High Value Residential
Last Used 1/2/2023
Created By Others
No Reports Yet
Objects Used in Report Type
Role
Account
Operating Hours
Asset