PROJECT REPORT TEMPLATE

A CRM Application for Schools and Colleges

1. Introduction

Overview

(i) School Management is the process of creating and maintaining an school.
(ii) This process spans from the very beginning of planning all the way to post – event strategizing.
(iii) At the start, an event manager makes planning decisions, such as the time, location, and theme of their event.
(iv) During the event, event managers oversee the event live and make sure things run smoothly.
(v) After an event, event managers are tasked with reviewing event data, submitting KPI and ROI findings, and staying and the ball for any post-event offerings.
(vi) All different branches of planning go into event management, including various types of sourcing, designing, regulation, checks, and on-site management.
(vii) In event management, you could be in the process of creating a conference, a product, launch, an internal sales kick-off, or even a wedding.
(viii) Really, any event that requires considerable planning and execution is event management.

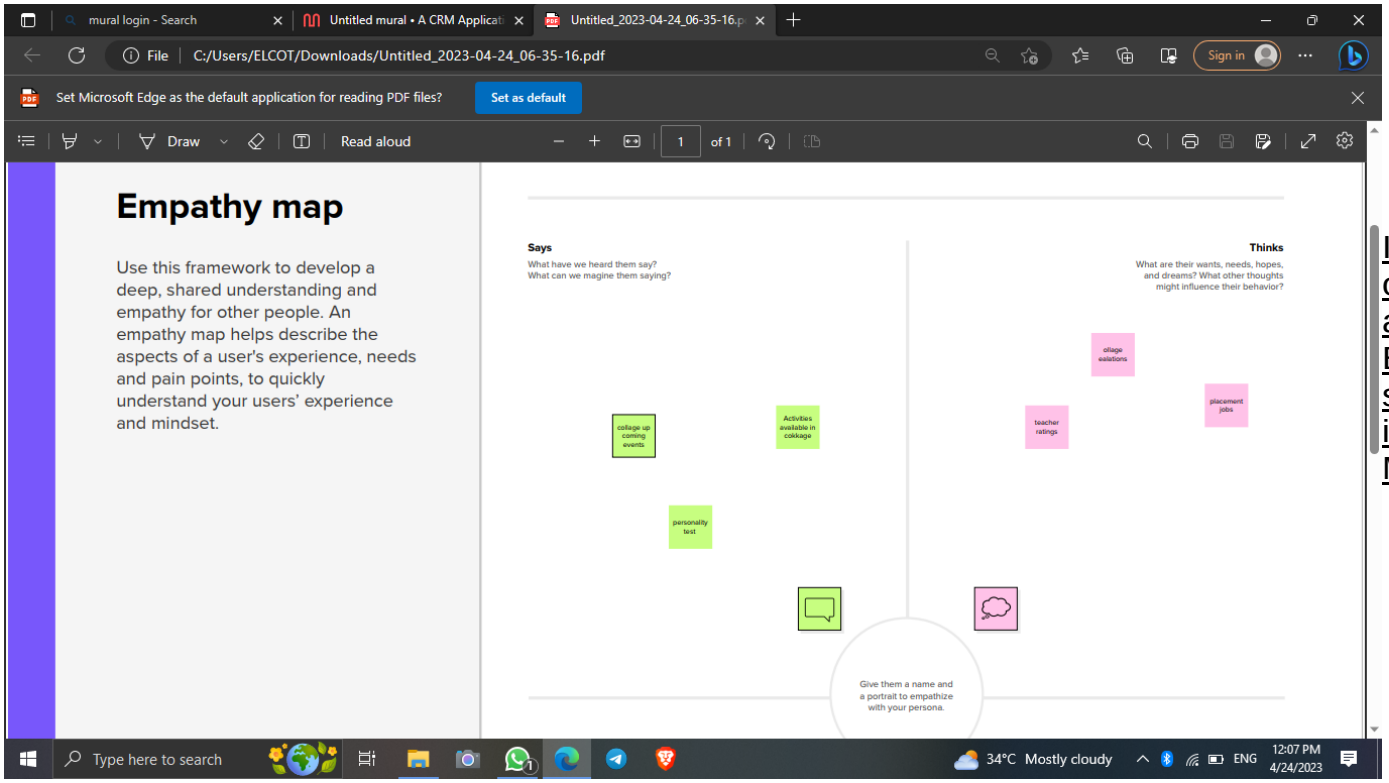
Purpose

(i) Purpose to manage events throughout their lifecycle is the purpose of school management.
(ii) This lifecycle of activities to detect events, make sense of them and determine the appropriate control action, which is coordinated by the event management process.
(iii) Promotion of new products or services.
(iv) Achieving the desired exposure and brand awareness.
(v) Attracting more prospects and clients from exhibitions and trade shows.
(vi) Improving brand positioning through professional events and conferences.
(vii) Creative solutions to drive the highest level of satisfaction from the guests.
(viii) Handling all permissions, permits, insurance and security concerns.
(ix) Saving valuable time, efforts and money when hiring experience event managers.

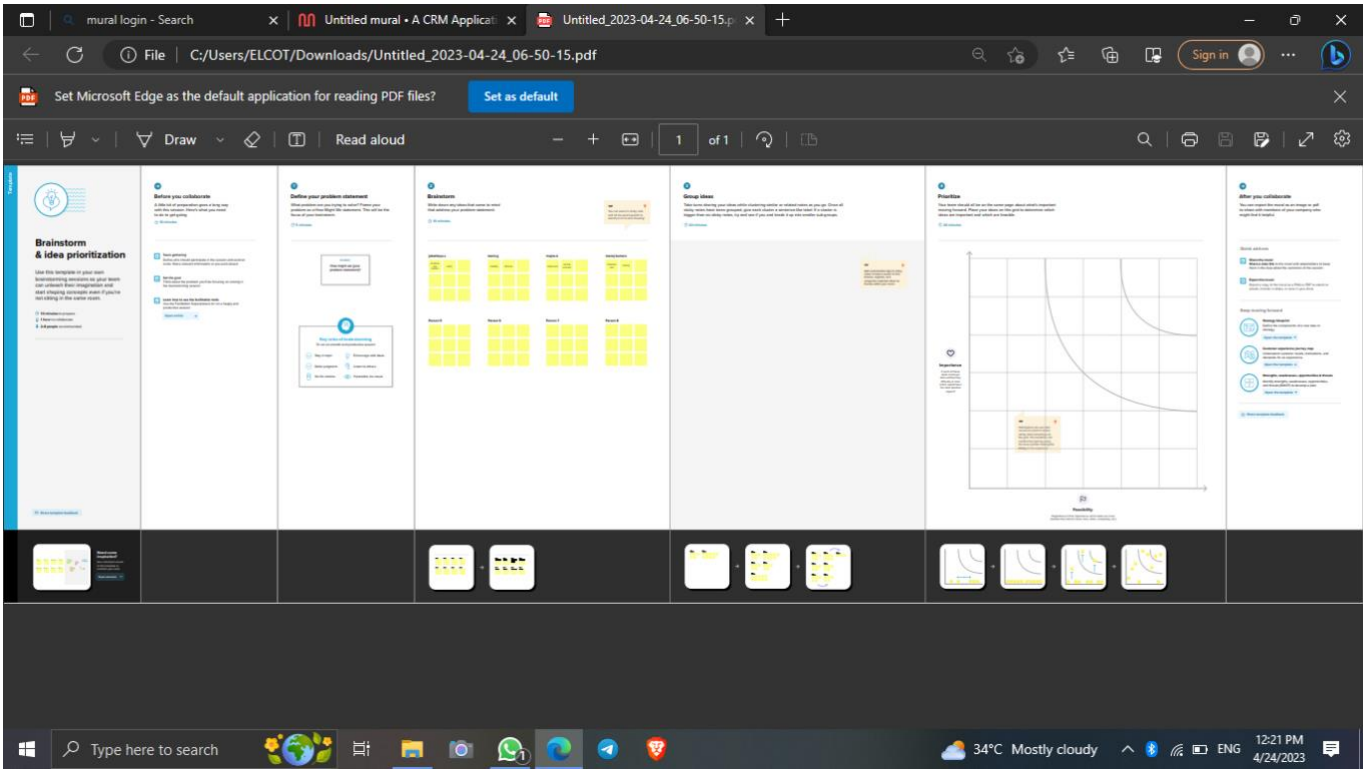
(x) Reducing the possibility of any incidents that harm the professional atmosphere.

2. Problem Definition & Design Thinking

Empathy Map



Ideation and Brainstorming Map



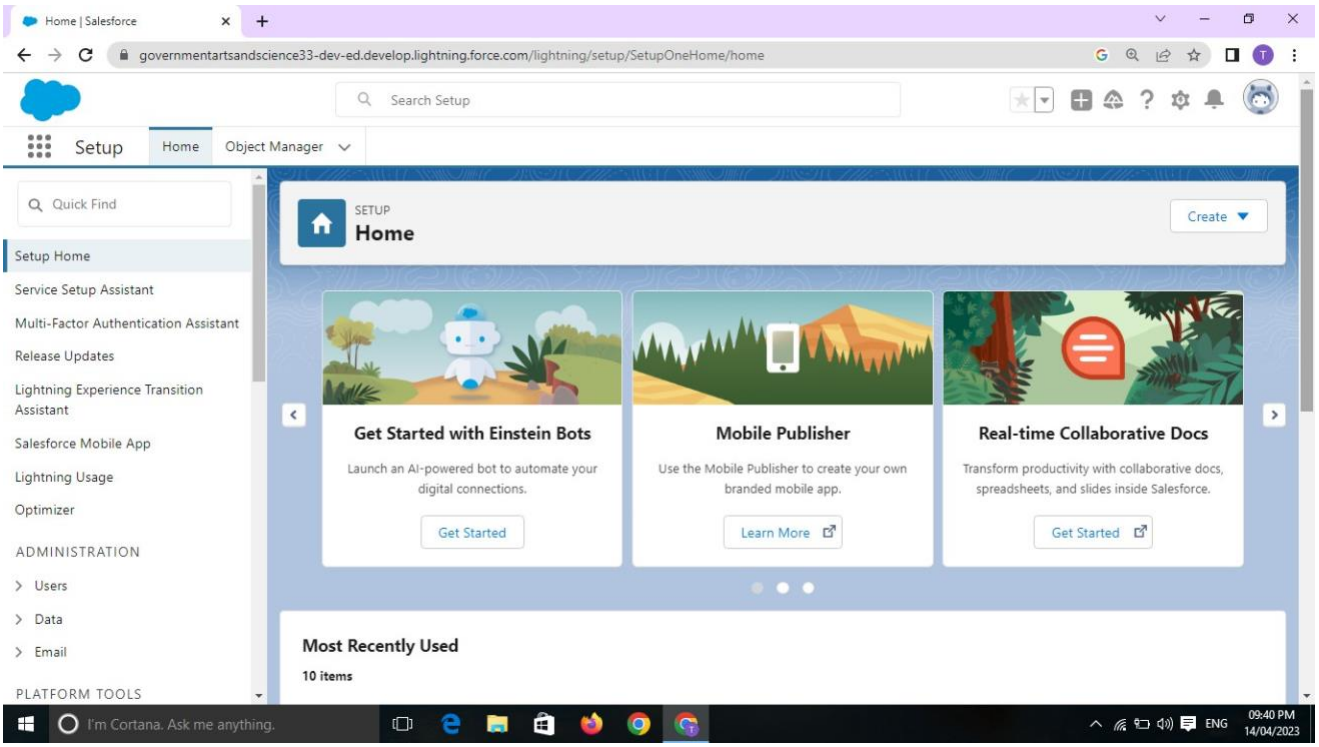
3. Result

Data Model

Object Name	Fields in the object	
School	**Field label**	**Data type**
	Address	Text Area
	Highest Marks	Roll - Up summary
	Number of students	Roll - Up summary
	Phone number	Phone
Students	**Field label**	**Data type**
	Class	Number
	Results	Picklist
	School	Master-Details
Parents	**Field label**	**Data type**
	Parent Address	Text Area
	Parent Number	Phone
	Parent Name	Text

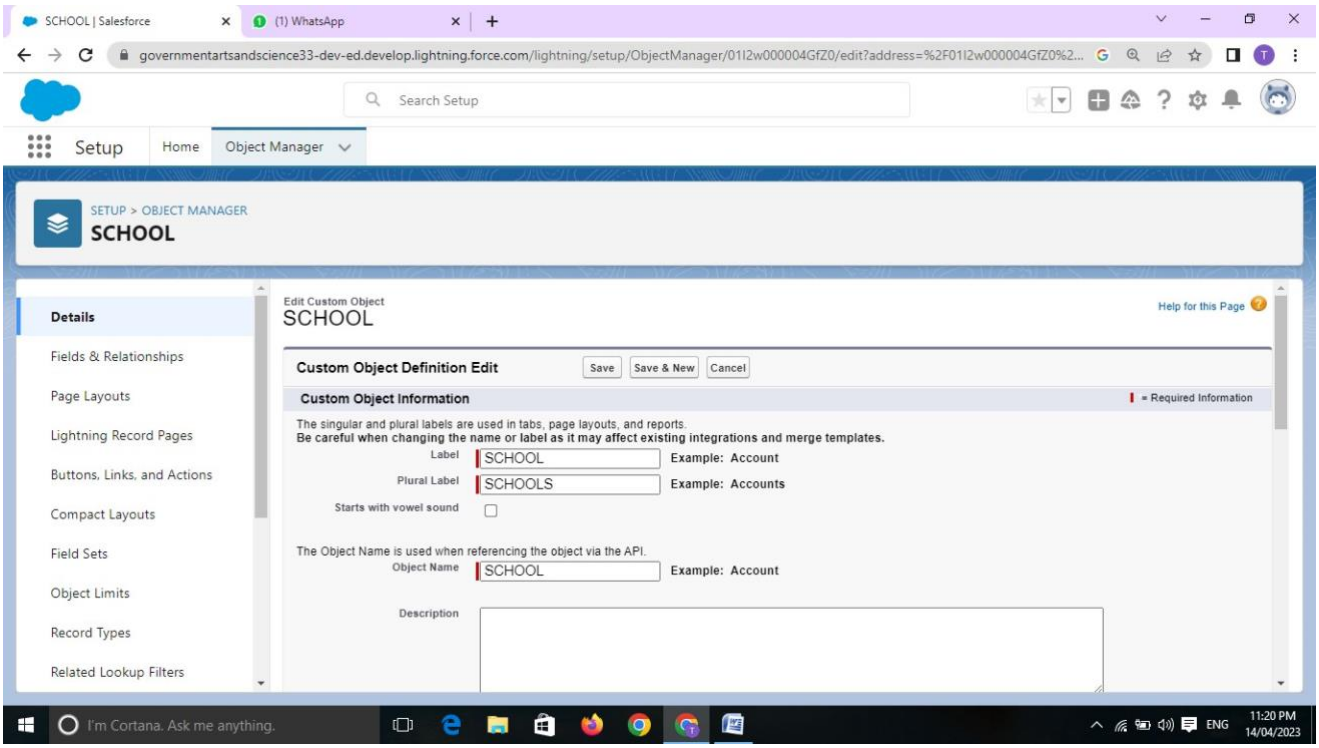
Activity and Screenshot

Milestone -1: Salesforce

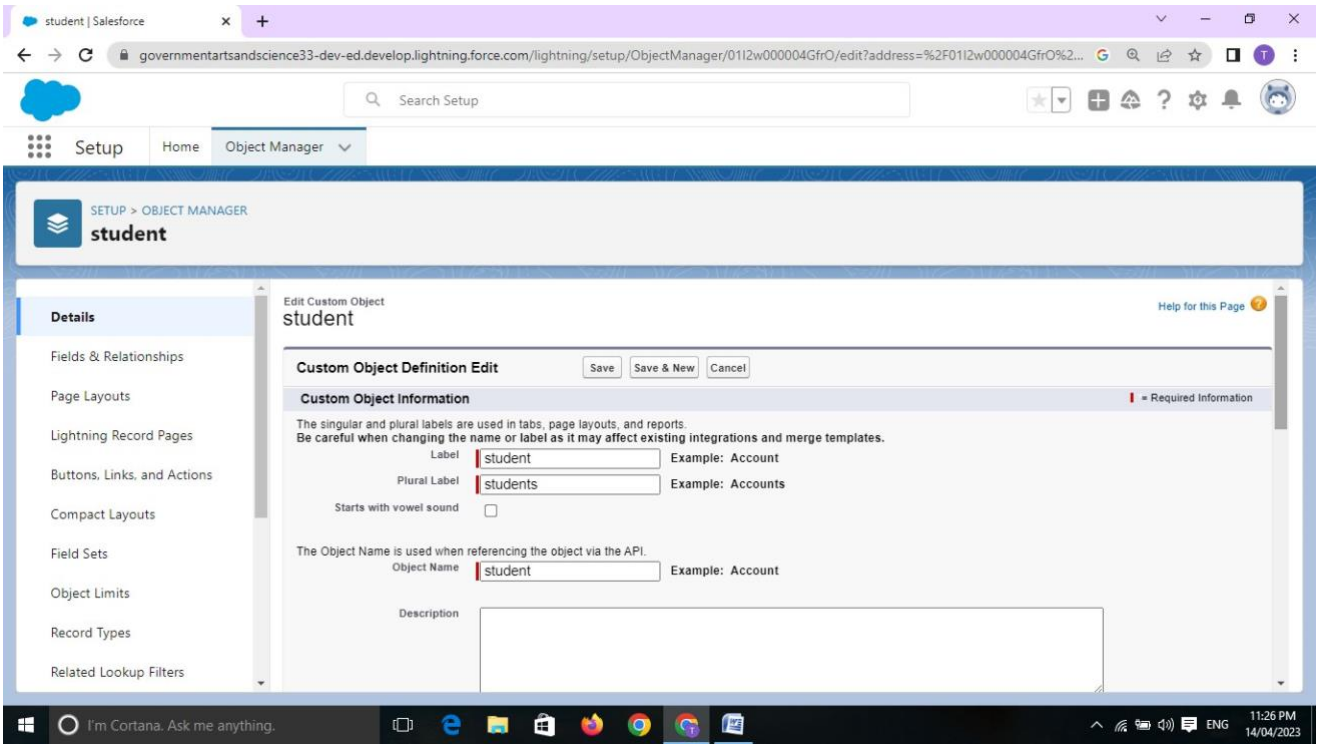


Milestone-2: Object

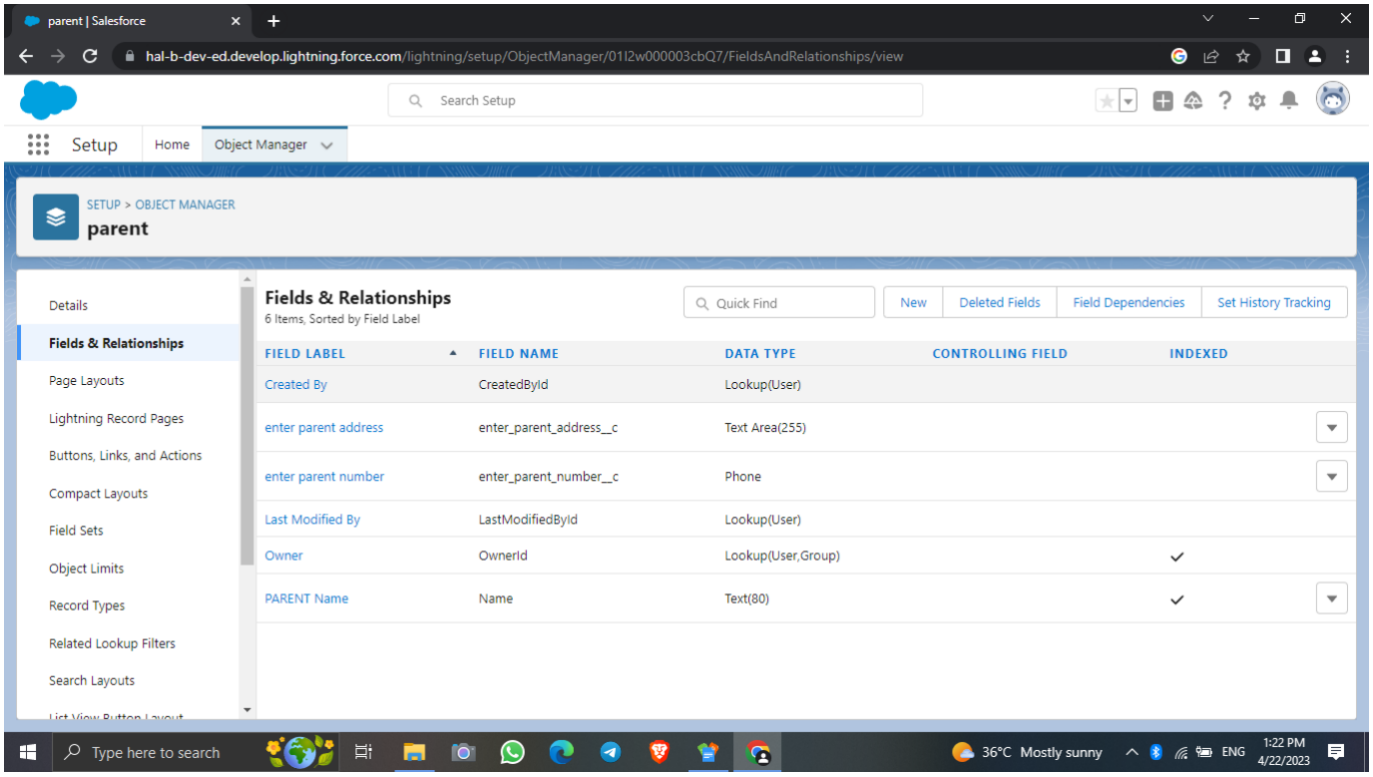
Activity -1: Creation of School Object:

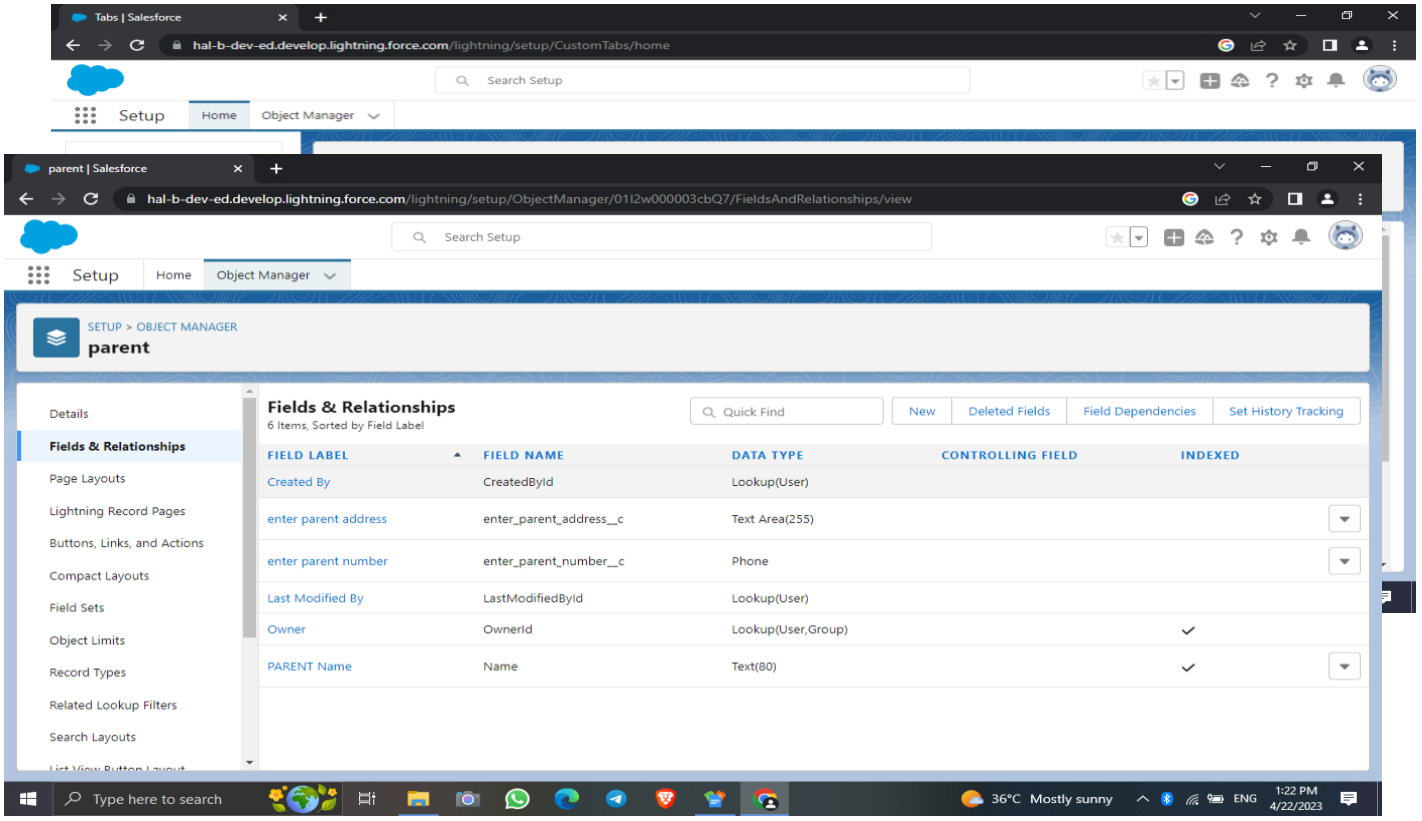


Activity – 2: Creation of Student Object:

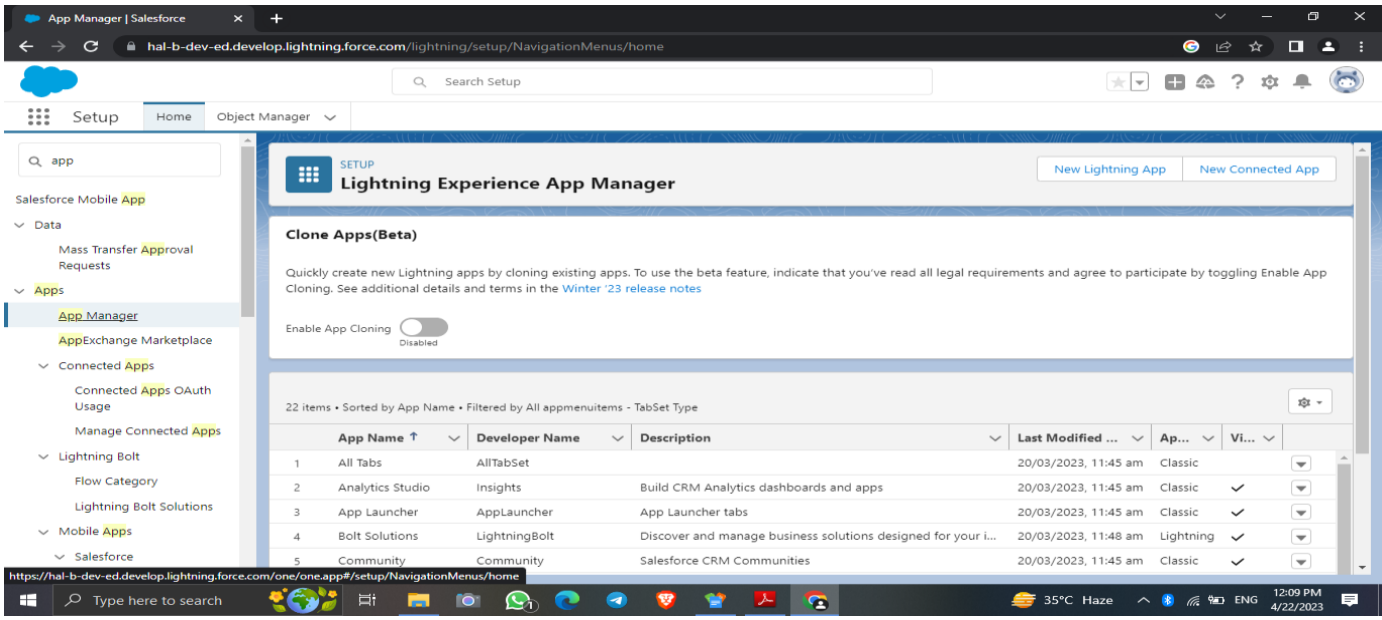


Activity -3: Creation of Parent Object:



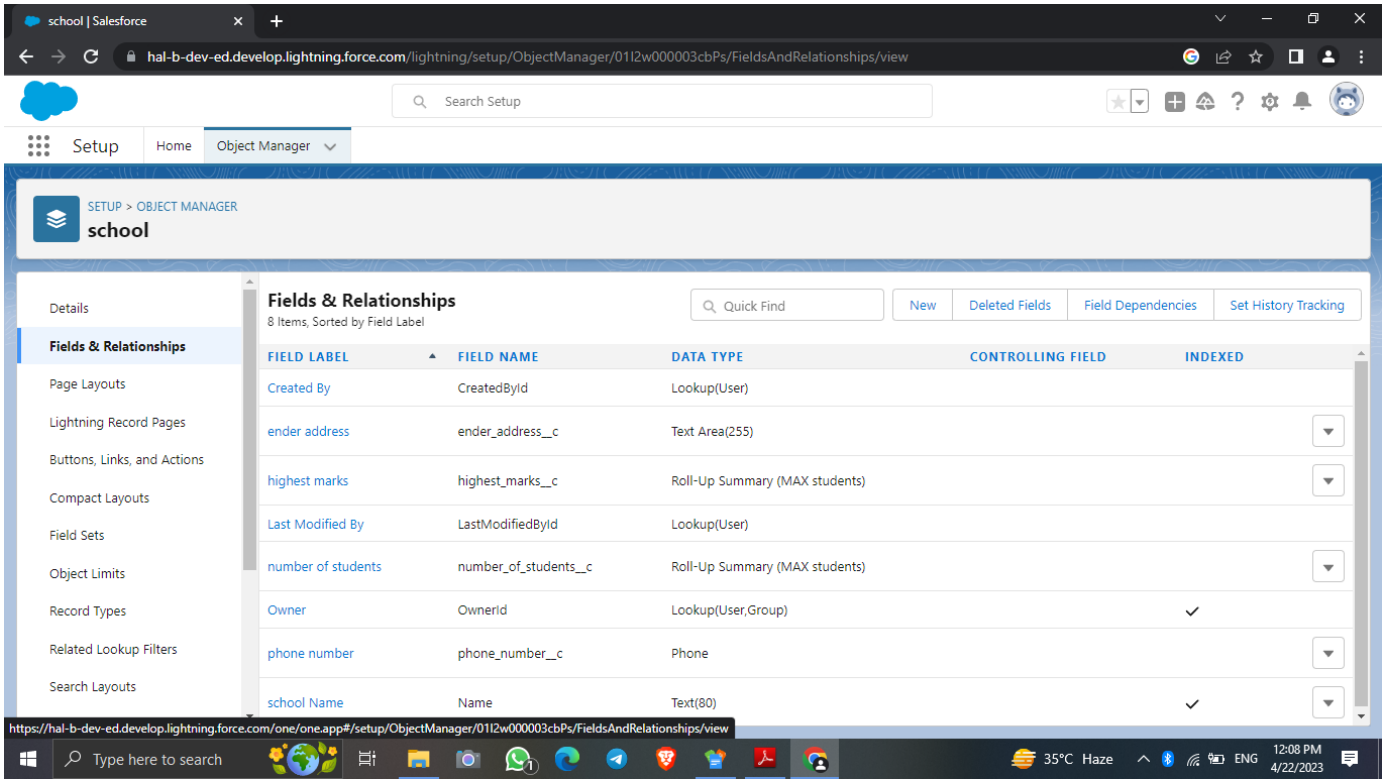


Milestone-3: Lightning App

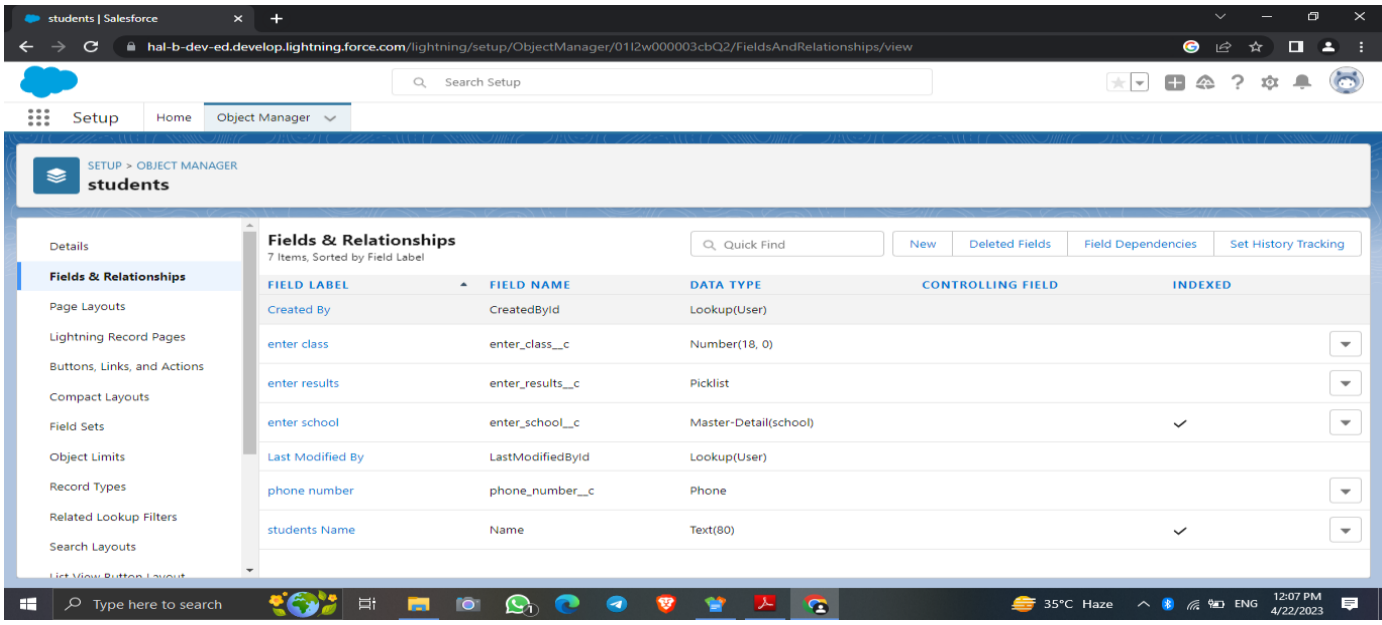


Milestone -4 Fields and Relationships

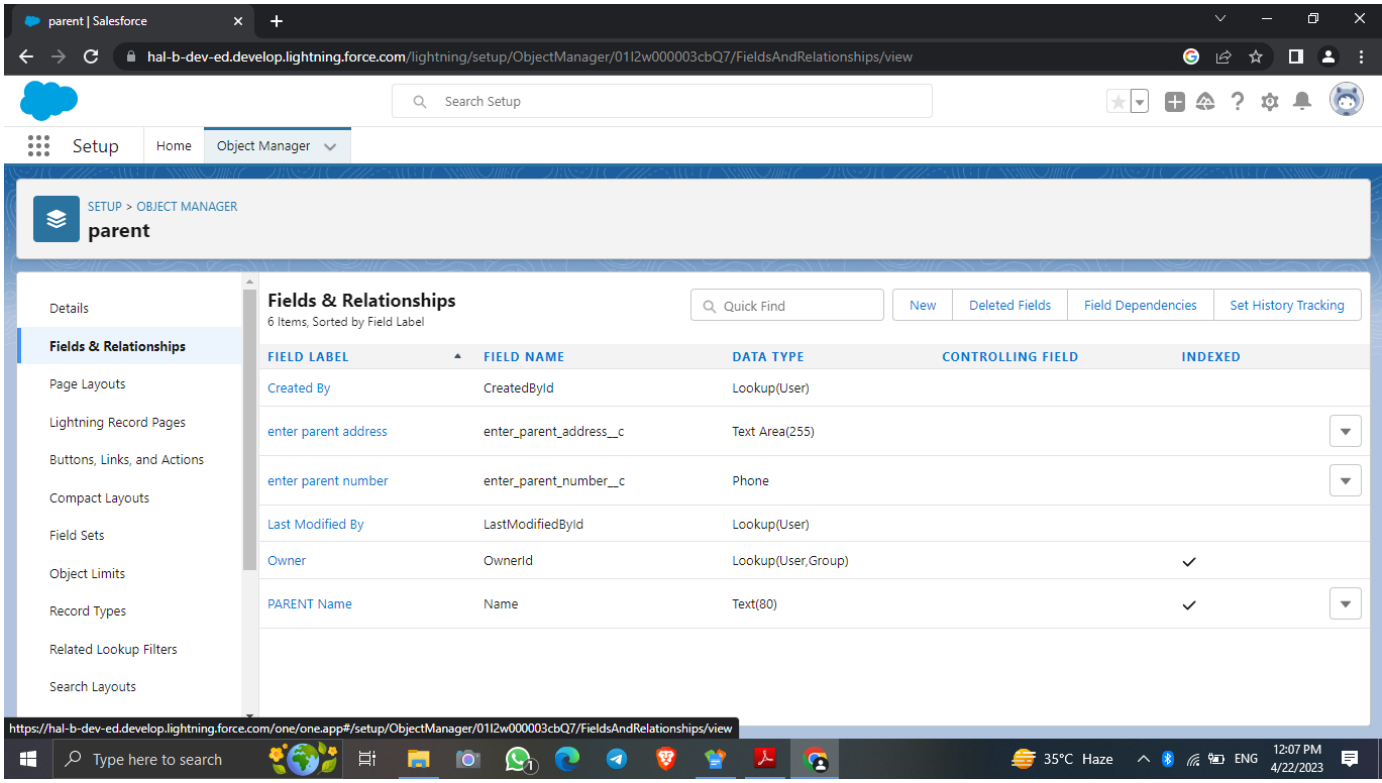
Activity-1: Creation of fields for the School objects:



Activity -2: Creation of fields for the Student objects:

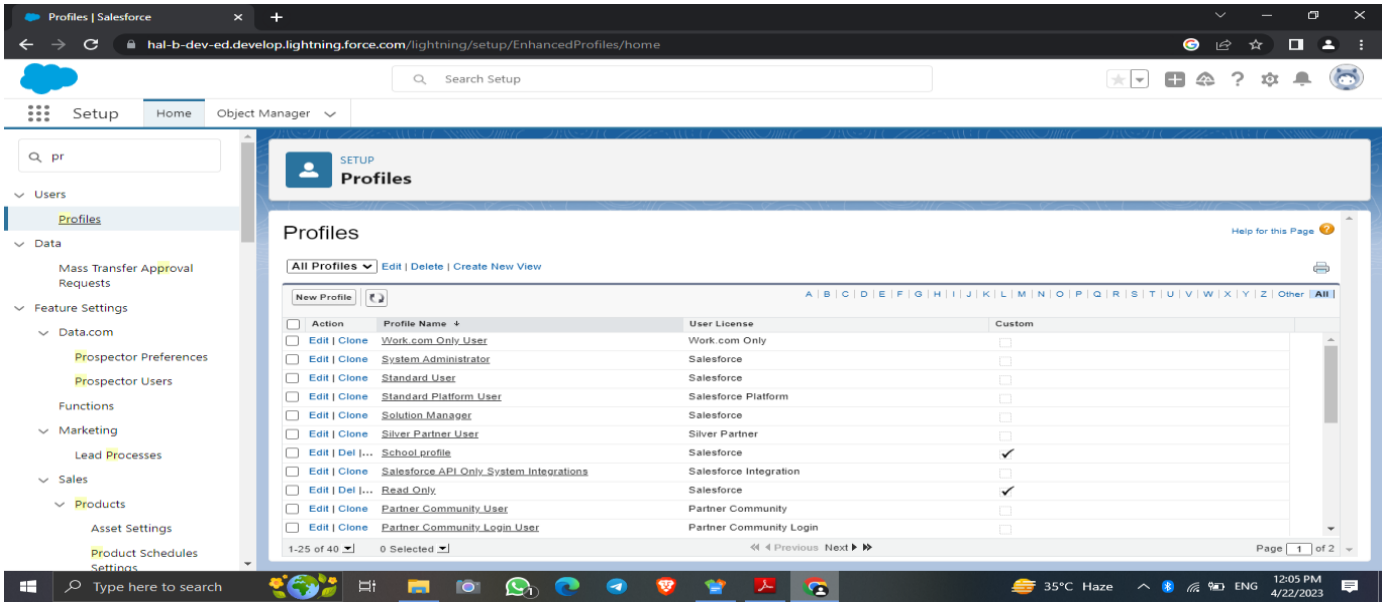


Activity -3: Creation of fields for the Parent objects:



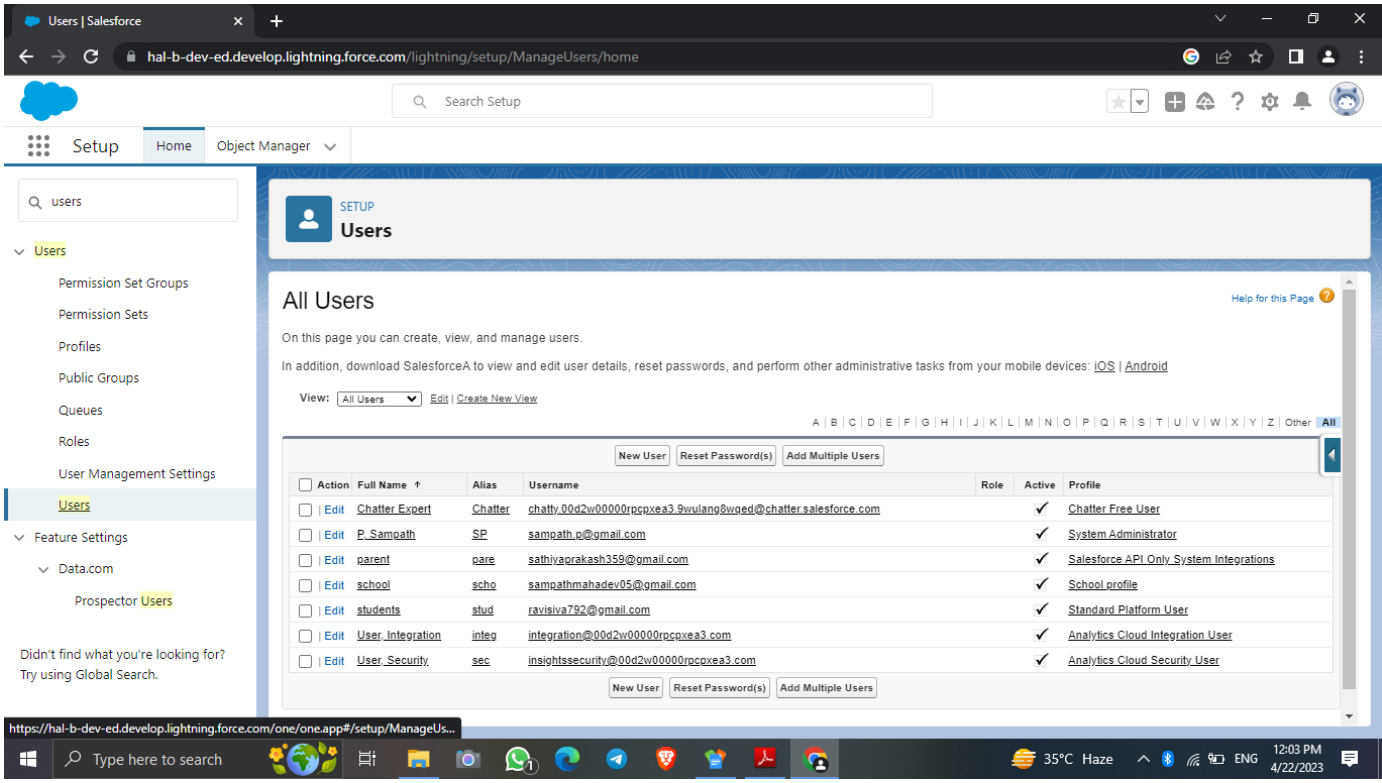
Milestone -5: Profile

Activity : Creation on Profile :



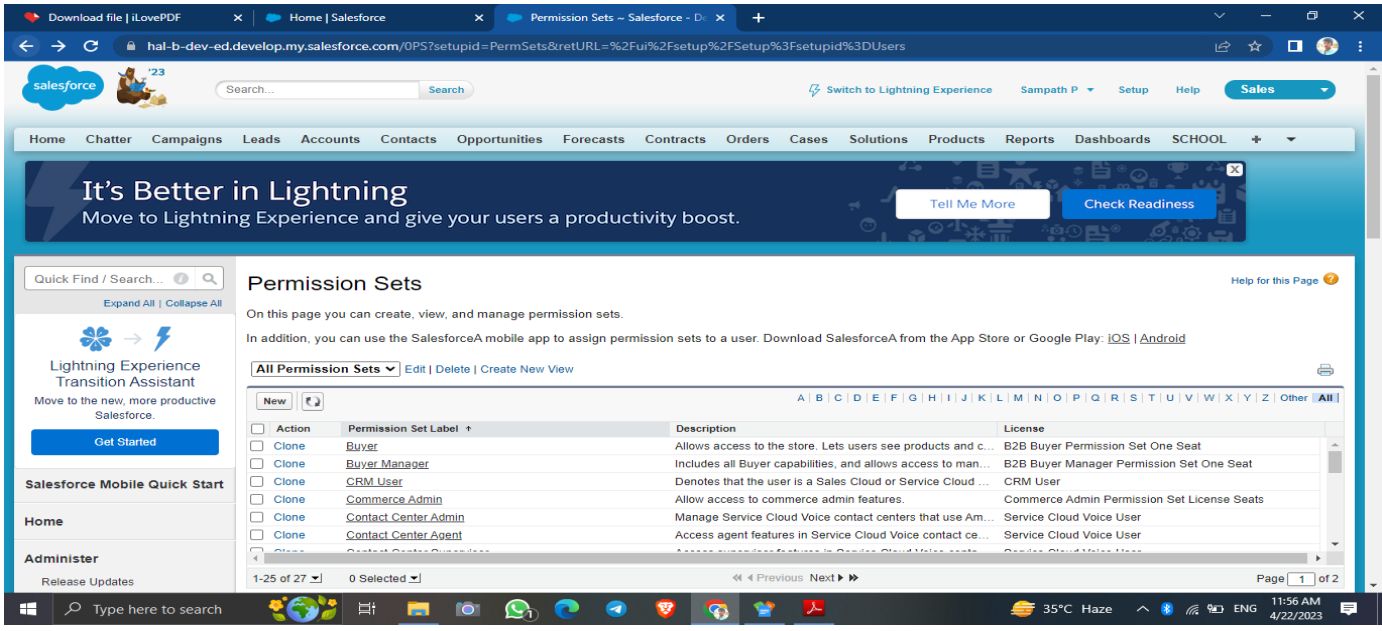
Milestone -6: Users

Activity : Creating a Users

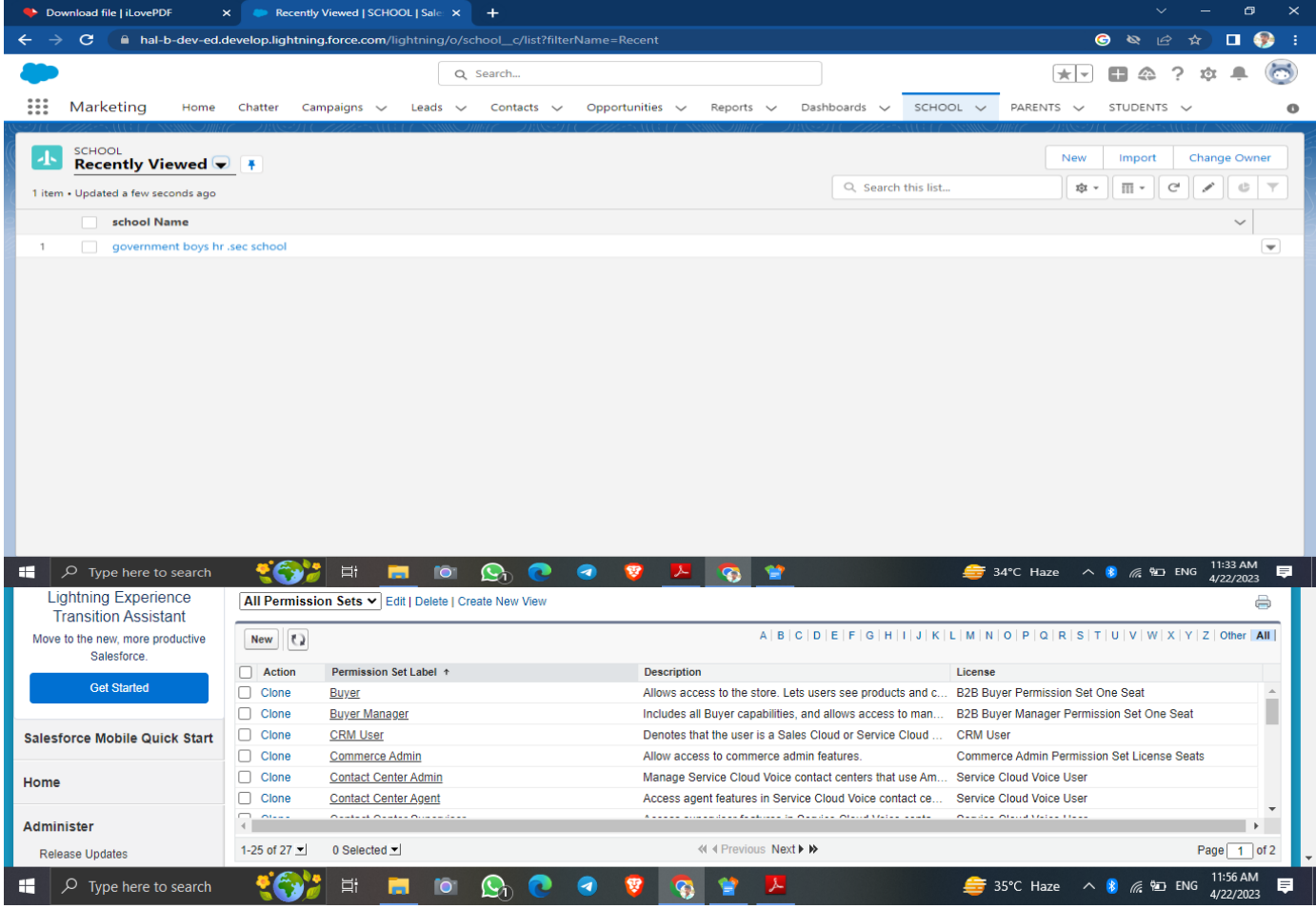


Milestone -7: Permission sets

Activity -1: Permission sets 1:

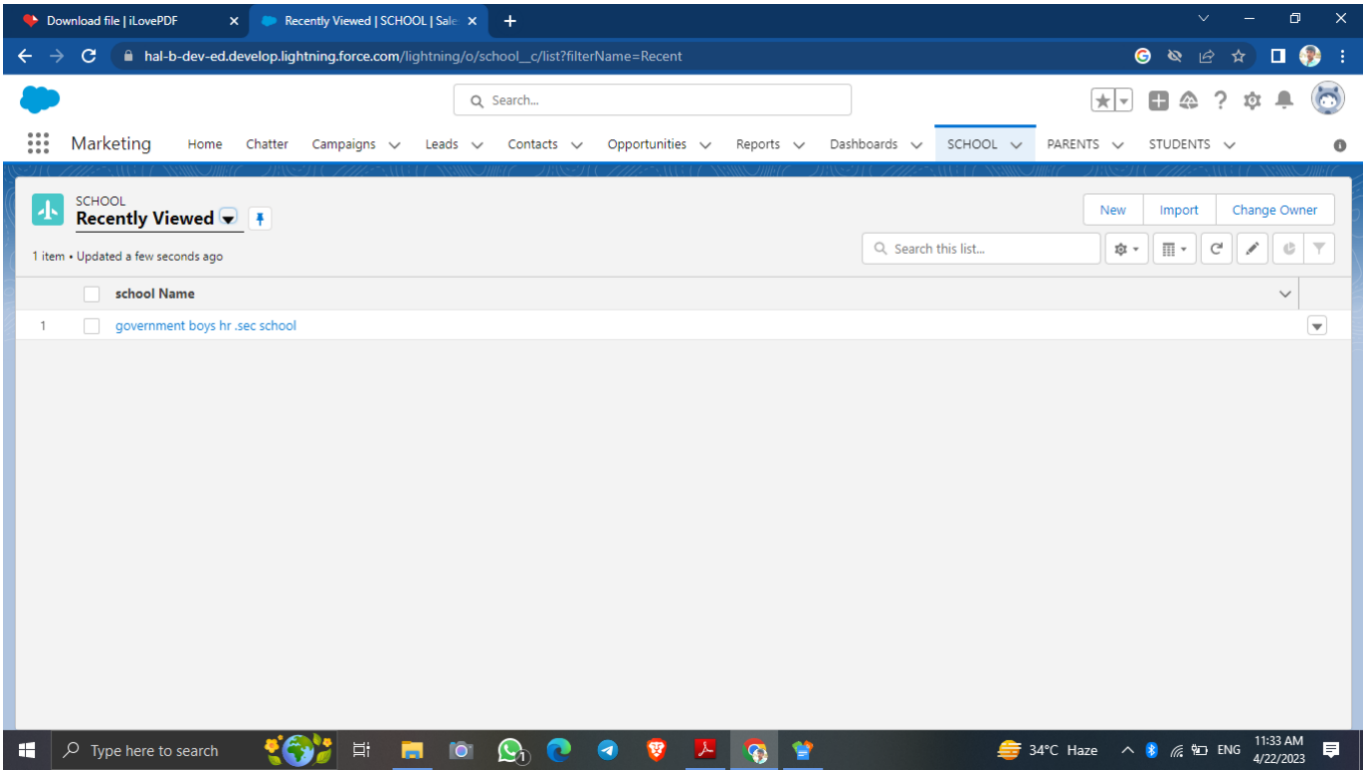


Activity -2: Permission sets 2 :

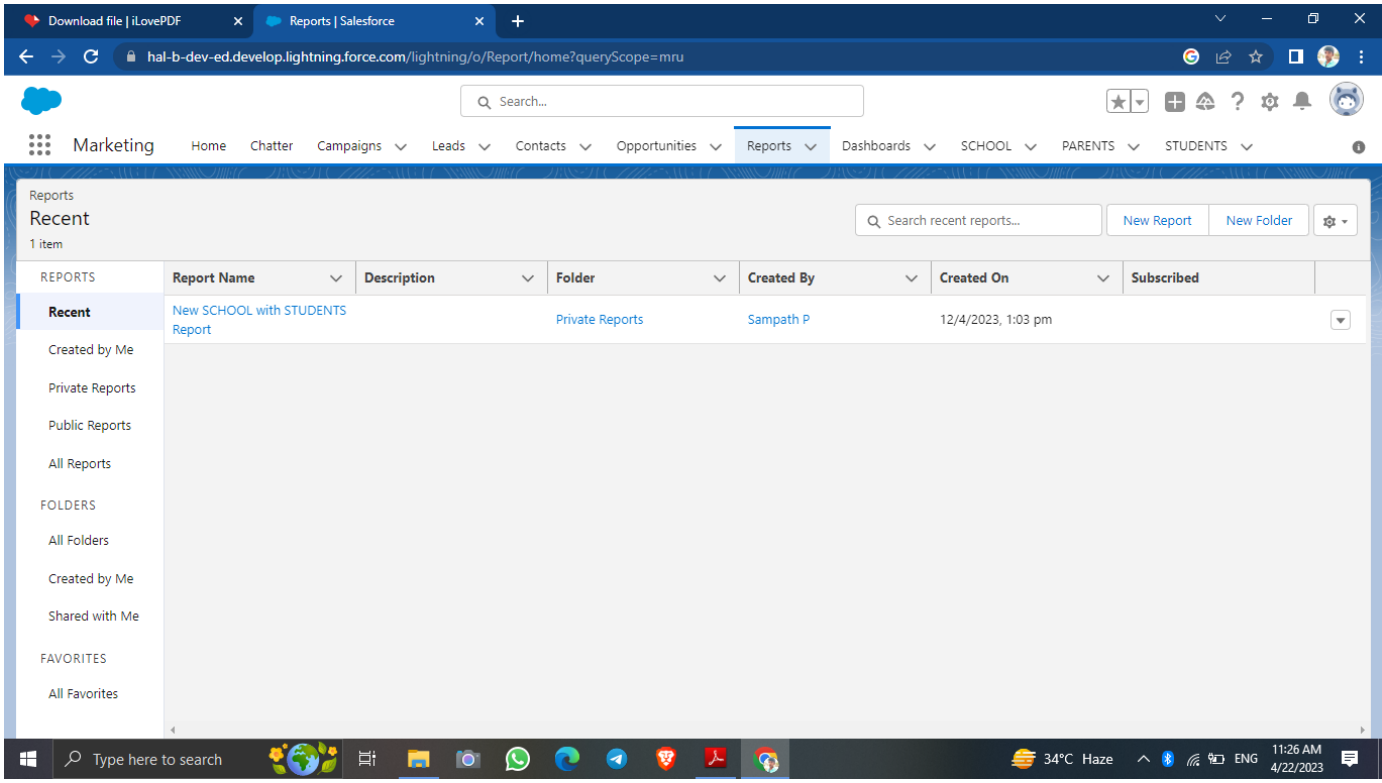


Milestone -8: Reports

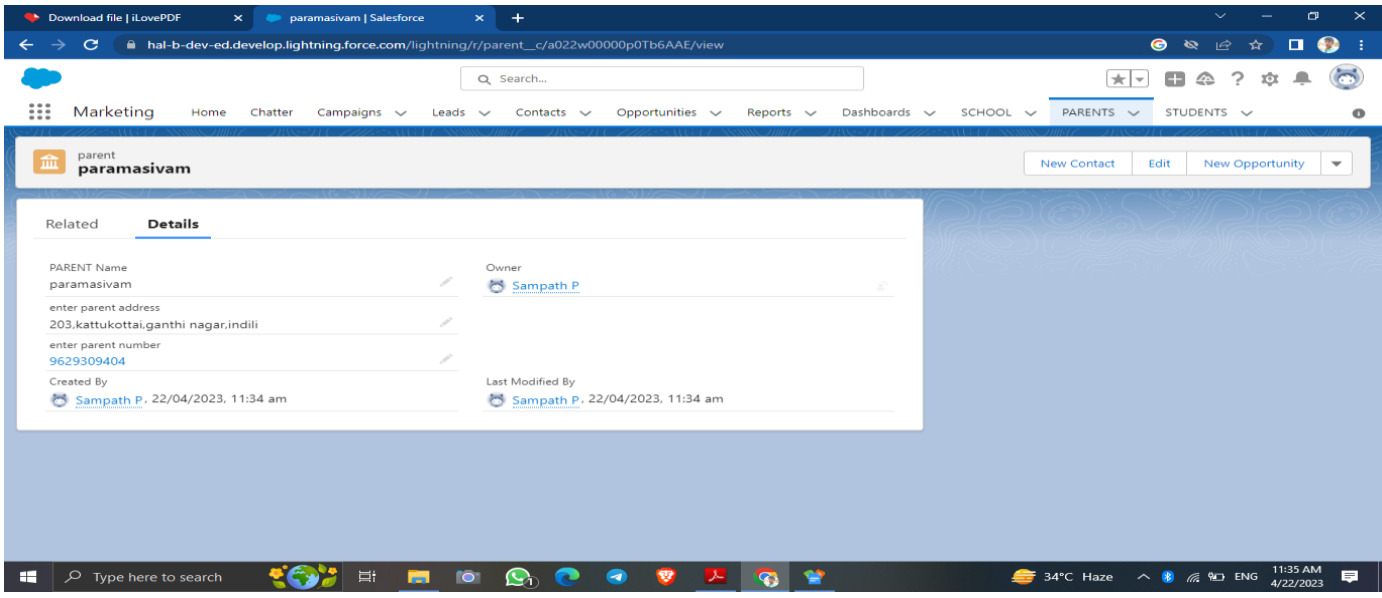
Activity -1: School Report



Activity -2: Students Report :



Activity -3: Parents Report :



4. Trailhead Profile Public URL :

Team Leader : jabatheyu .S

https://trailblazer.me/id/jebatheyu

Team Member :kevin . G

https://trailblazer.me/id/keving

anesan

Team Member :majnu .K

https://trailblazer.me/id/mkanagaraj

7

team member:manoj kumar .v

https://trailblazer.me/id/mkumar28

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5. Advantages and Disadvantages

List of Advantages

- ✓ There are many advantages to using a school management system. Perhaps the most obvious benefit is that it can help tosave time.
- ✓ A school management system can also help to improve efficiency. For example, if you need to track attendance, you can do this easily using a school management system
- ✓ The best part of SMS software is that you can quickly access thedata you want in seconds. All data is at the fingertip of the administration.
- ✓ The student data can be arranged beautifully using such school management platforms.
- ✓ You can assign a unique id to each student, print their id cards, and monitor their grades & performance in exams.

List of Disadvantages

- ✓ CRM costs. one of the greatest challenges to CRM implementation is cost.
- ✓ Business culture. A lack of commitments or ressistance to cultural change from people within the company can cause major difficulties with CRM implementation.
- ✓ Poor communication.
- ✓ Lack of leadership.
- ✓ Good interest connectivity is another major issue that needs to be addressed.
- ✓ It is not actually a disadvantages of student management but instead is necessary for its optimal functioning.
- ✓ An easy to use interface not only increases the acceptance level of the software but also save time and money spent on training the stakeholders to use system.

6. APPLICATION

- ✓ Streamlined admissions and enrollment process.
- ✓ Efficient student management.
- ✓ Effective faculty management.
- ✓ Powerful reporting and analysis.
- ✓ Customizable and scalable solution.
- ✓ Seamless alumni management.

7. Conclusion

- ✓ Customer relationship management (CRM) can play a remarkable role in optimizing relation based operations in organizations. Successful implementation of CRM involves satisfying customers' needs which consequently results in building, managing and retaining effective and long-term relationships with the customers.
- ✓ In area of higher education, CRM can be utilized in order to build and manage relationships between educational institutions and their students who play the role as customers. As a part of higher educational area, Swedish universities can take advantage of CRM capabilities as well in building, managing and retaining long-term relationships with their students.

8. Future Scope