Dr KALAINGAR GOVERNMENT ARTS COLLEGE

KULITHALAI-639120

NAAN MUTHALVAN-SMART BRIDEG PROJECT

PROJECT TITLE : IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE WITH INTERNAL MARKS

SUBMITTED BY

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TEAM MEMBER 1: MAHIMAI RAJA R(CB20S274112)

TEAM MEMBER 2: NAVANEETHA KANNAN A(CB20S274114)

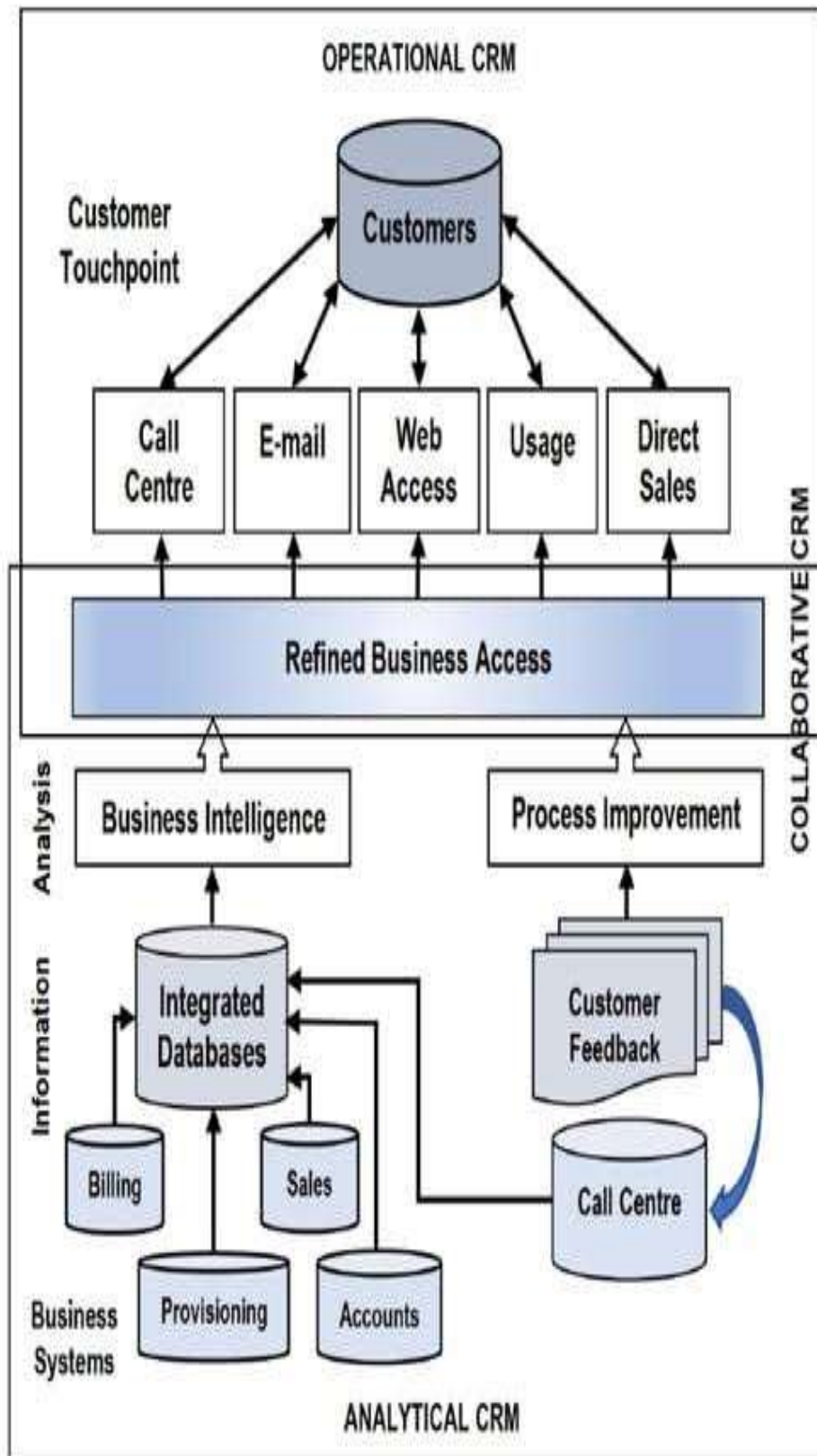TEAM MEMBER 3: PACHAIMUTHU S(CB20S27415)

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1.INTRODUCTION

Student Internal Mark Management System deals with student details, academic relatedreports, college details and course details. It tracks all the details of a student from the day one tothe 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 assignmentdetails, final exam result, etc.

This project leads us to explore all the activities that happen in the college. Even wecan 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 StudentManagement 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
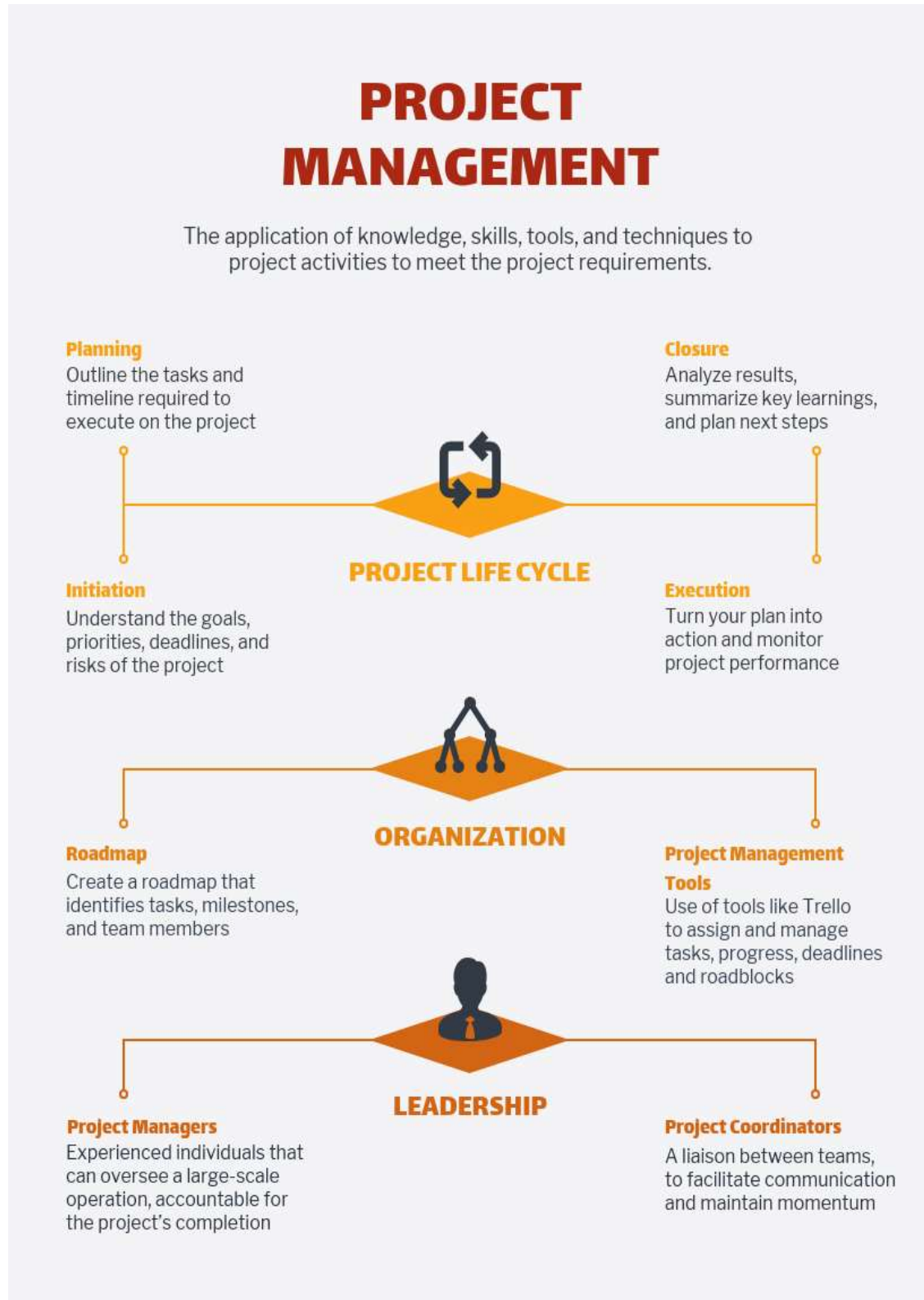
Overview

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,Re-evaluation Can be initialised by Candidate for all Internal Results.Now only dean can update the marks after re- evaluation
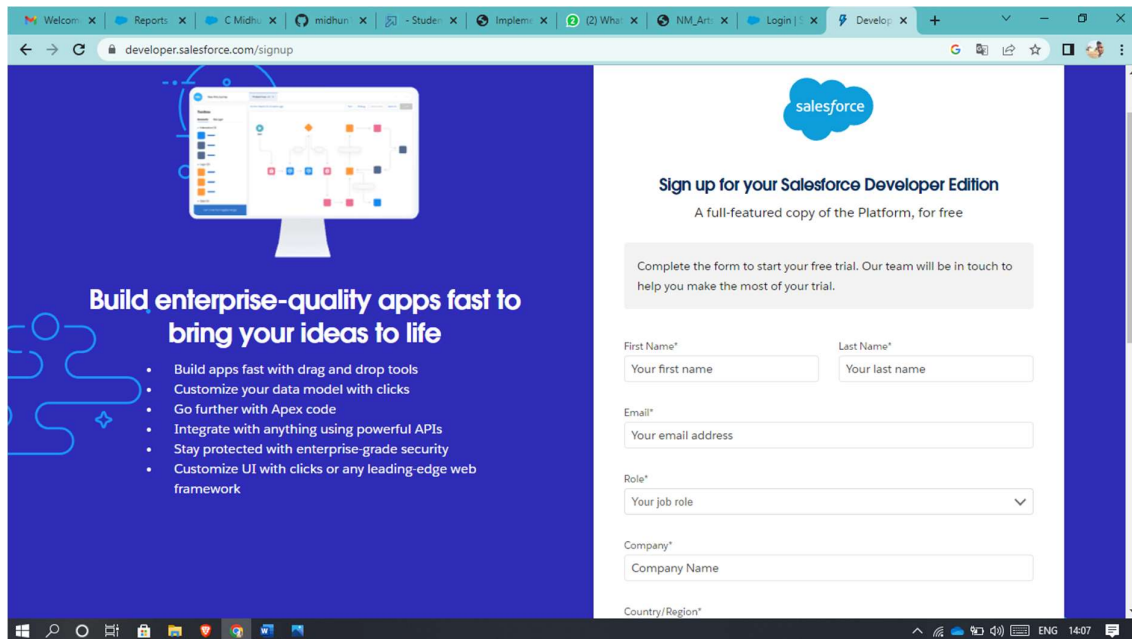
2.1Empathy Map

2.2 Brainstorming Map

PROJECT MANAGEMENT

The application of knowledge, skills, tools, and techniques to project activities to meet the project requirements.

Planning
Outline the tasks and timeline required to execute on the project

Closure
Analyze results, summarize key learnings, and plan next steps

PROJECT LIFE CYCLE

Initiation
Understand the goals, priorities, deadlines, and risks of the project

Execution
Turn your plan into action and monitor project performance

ORGANIZATION

Roadmap
Create a roadmap that identifies tasks, milestones, and team members

Project Management Tools
Use of tools like Trello to assign and manage tasks, progress, deadlines and roadblocks

LEADERSHIP

Project Managers
Experienced individuals that can oversee a large-scale operation, accountable for the project's completion

Project Coordinators
A liaison between teams, to facilitate communication and maintain momentum

3.Activity & Screenshot

Milestone 1:Creation Salesforce Org:
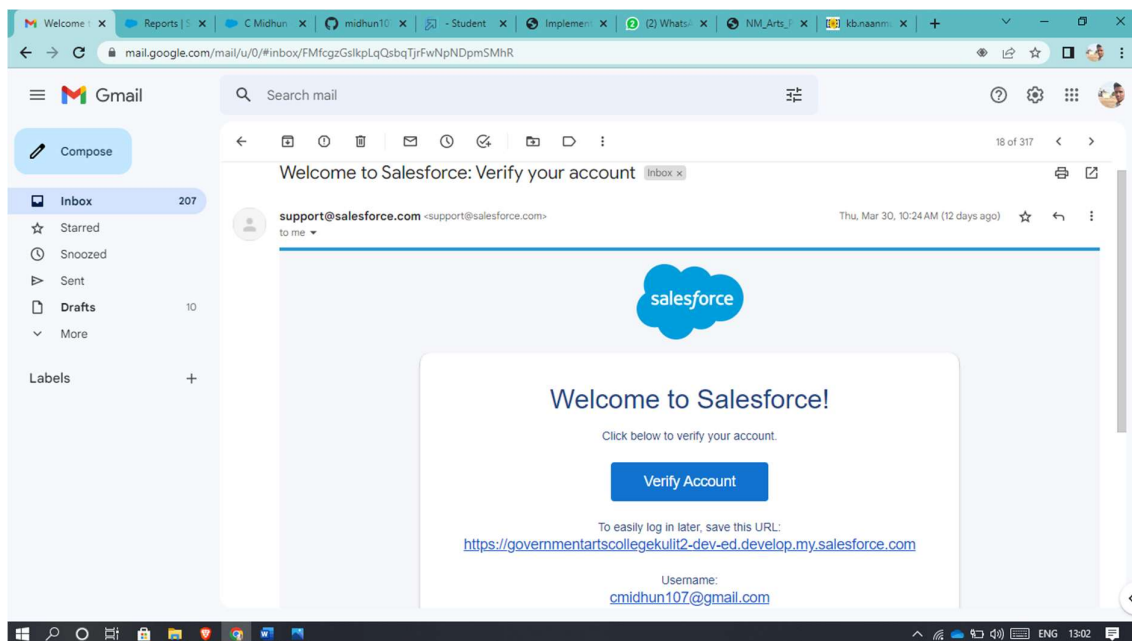
Activity 1:

Creating Developer Account

Account Activation

Login To Your Salesforce Account
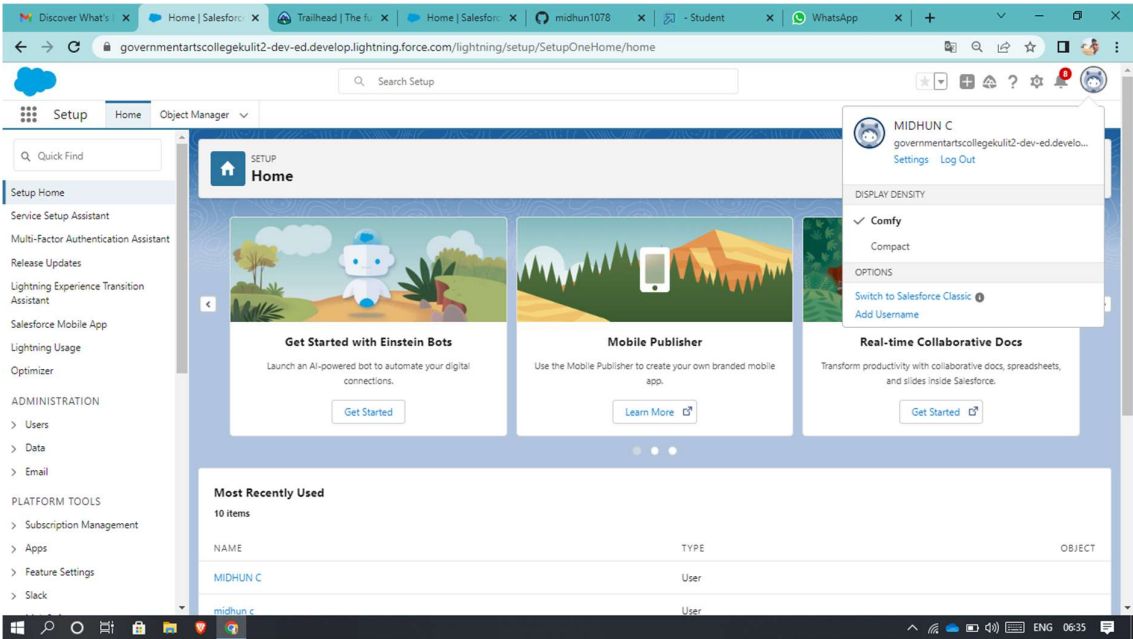
Milestone-2:Object
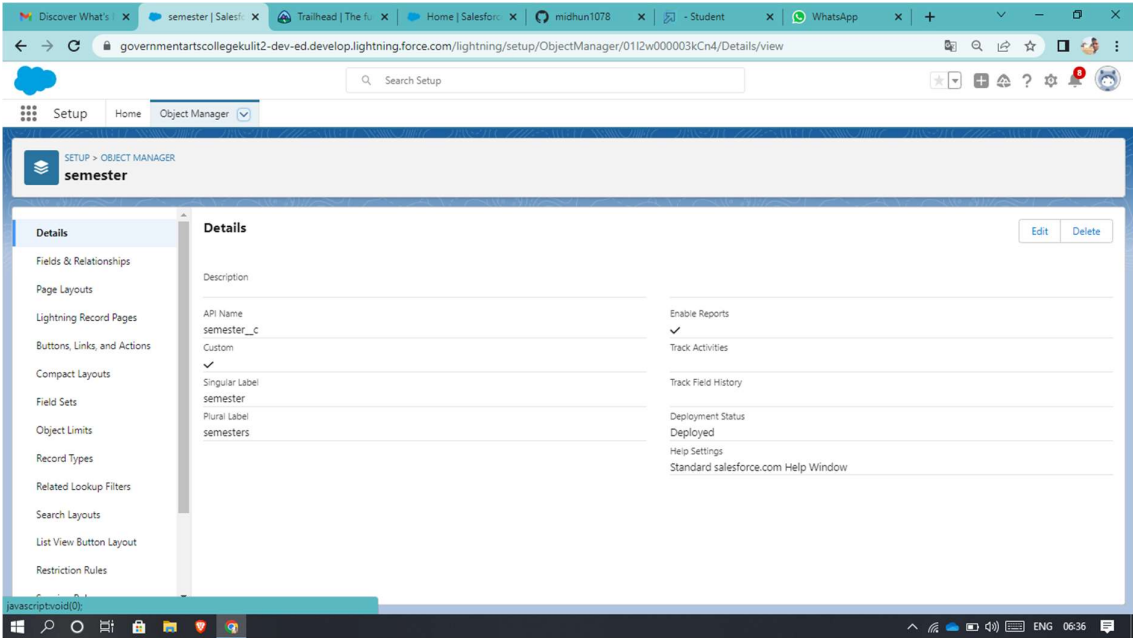
1.Semester
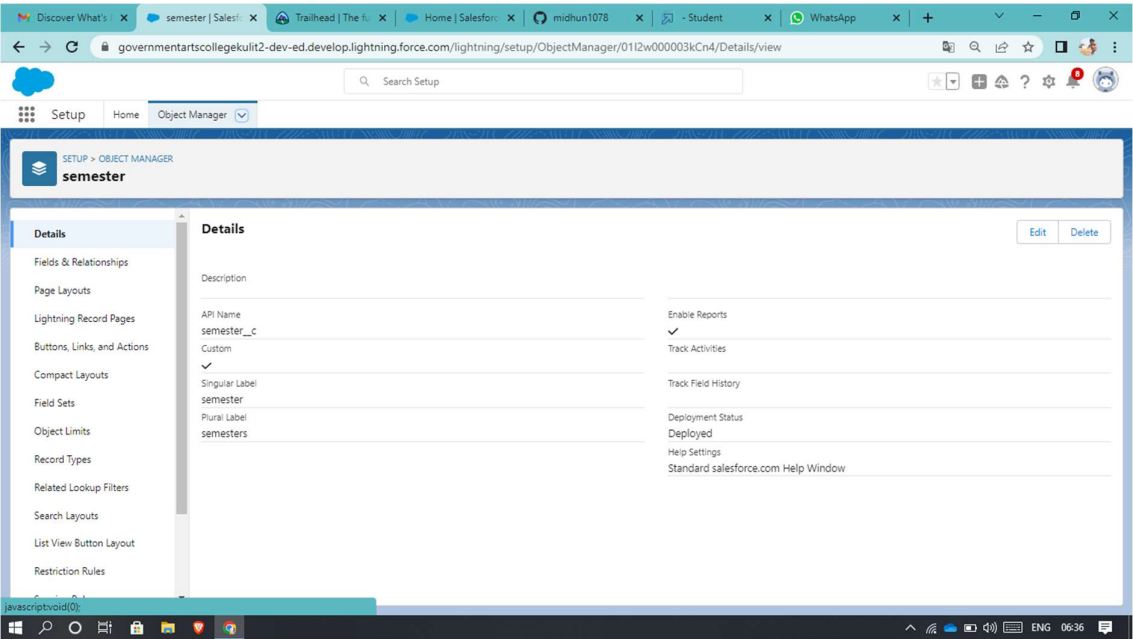
2.Candidate
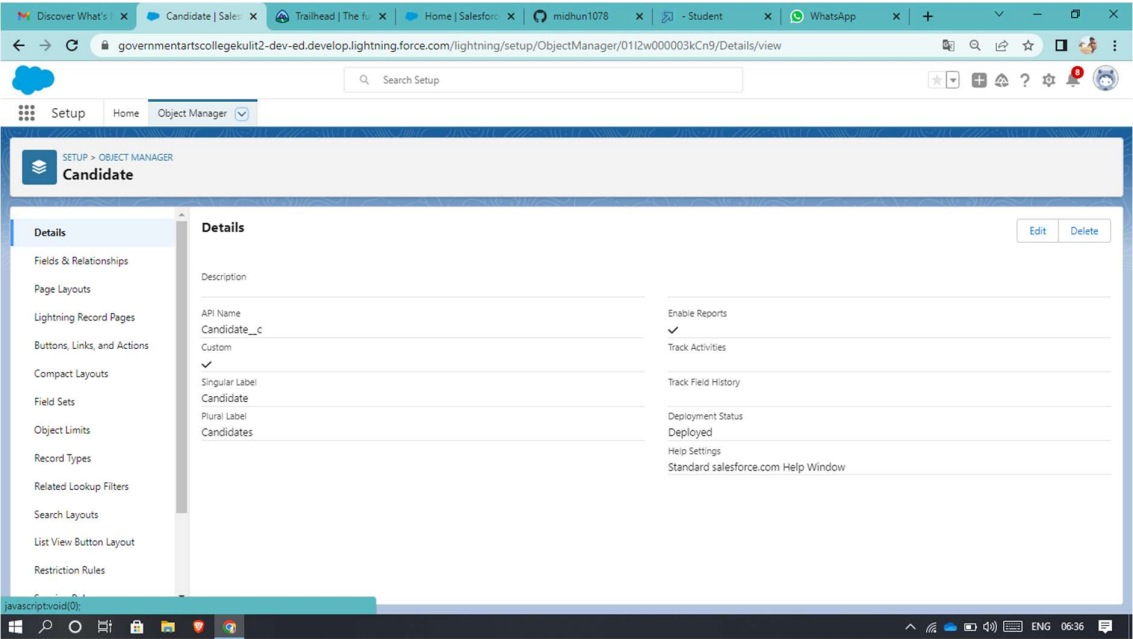
3.Course Details
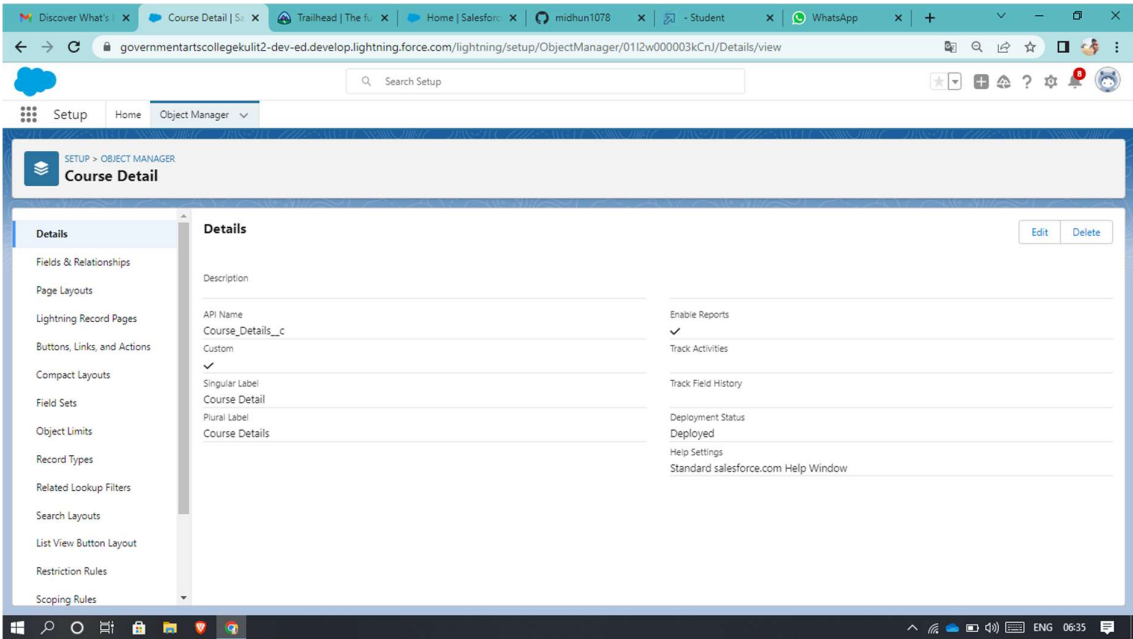
4.Lecturer Details
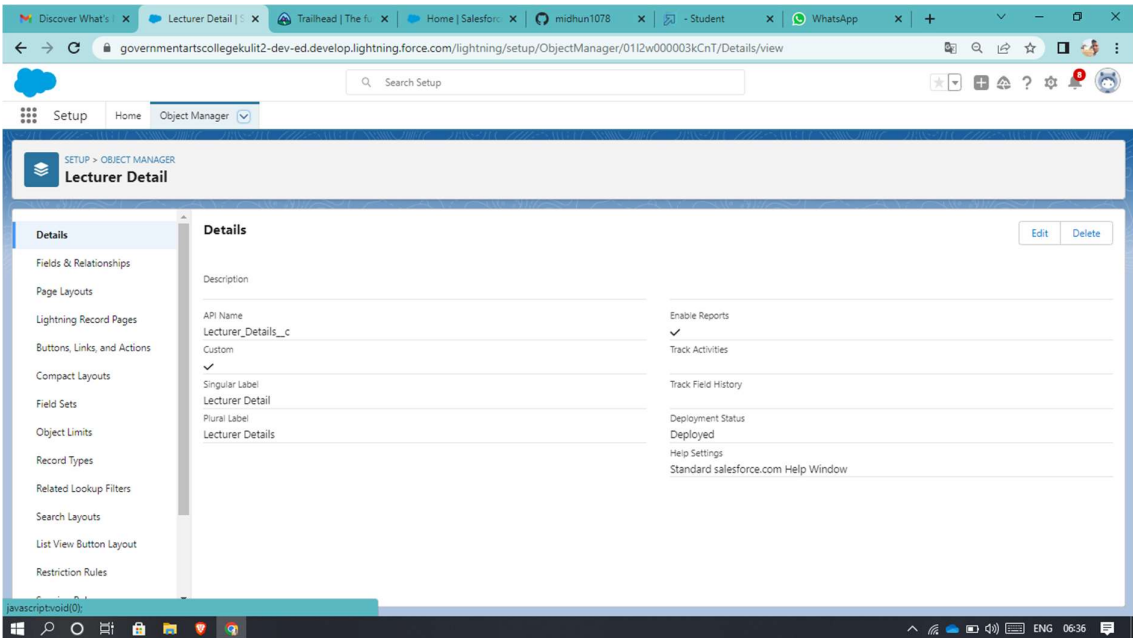
5.Internal results
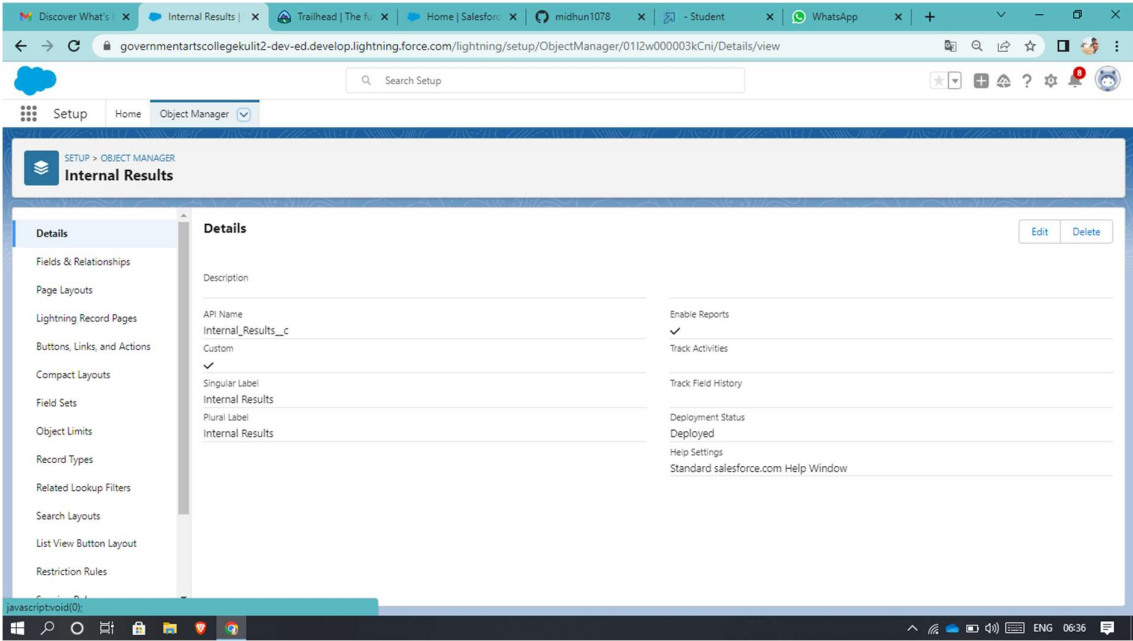
Milestone -2:Fields and Relationship

Activity-1:

Creation of fields
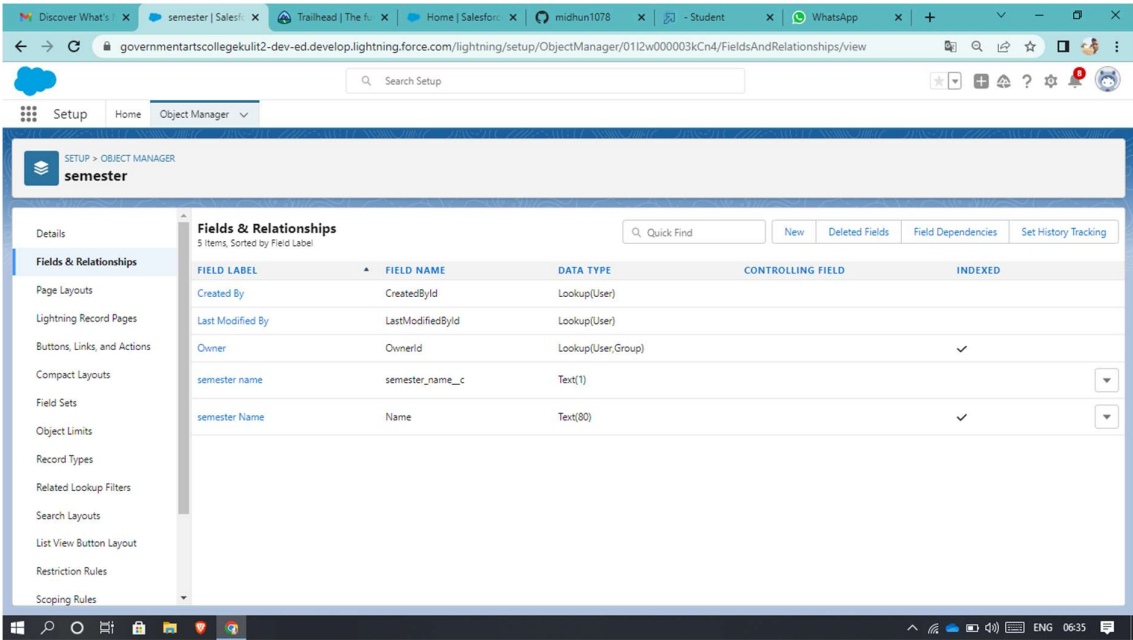
Activity-2:

Similarly Create Following Fields according to the objects

Semester:	Candidate:	Course Details:	Lecturer Details:	Internal results
Semester Name	Candidate Name	Course Name	Lecturer Role	Candidate ID
Course(lookup)	Candidate Id	Course ID	Lecturer Name	Course ID
	Semester Name		Course ID	Marks
	Internal results(lookup)		Course(lookup)	

Milestone-3:Lightning App
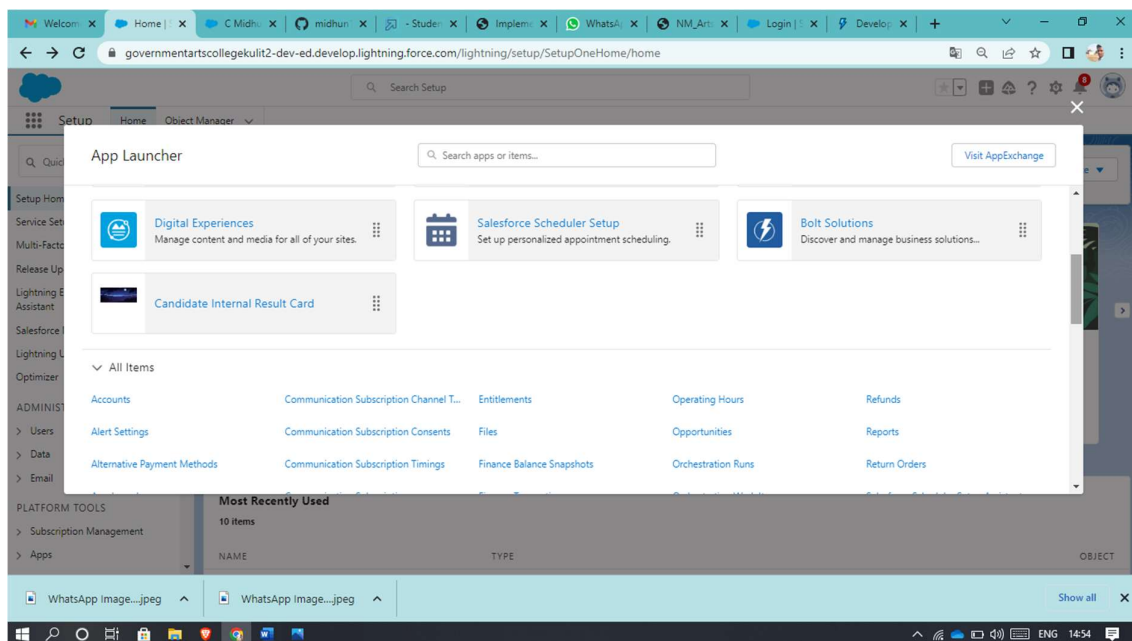
Milestone-4: Users
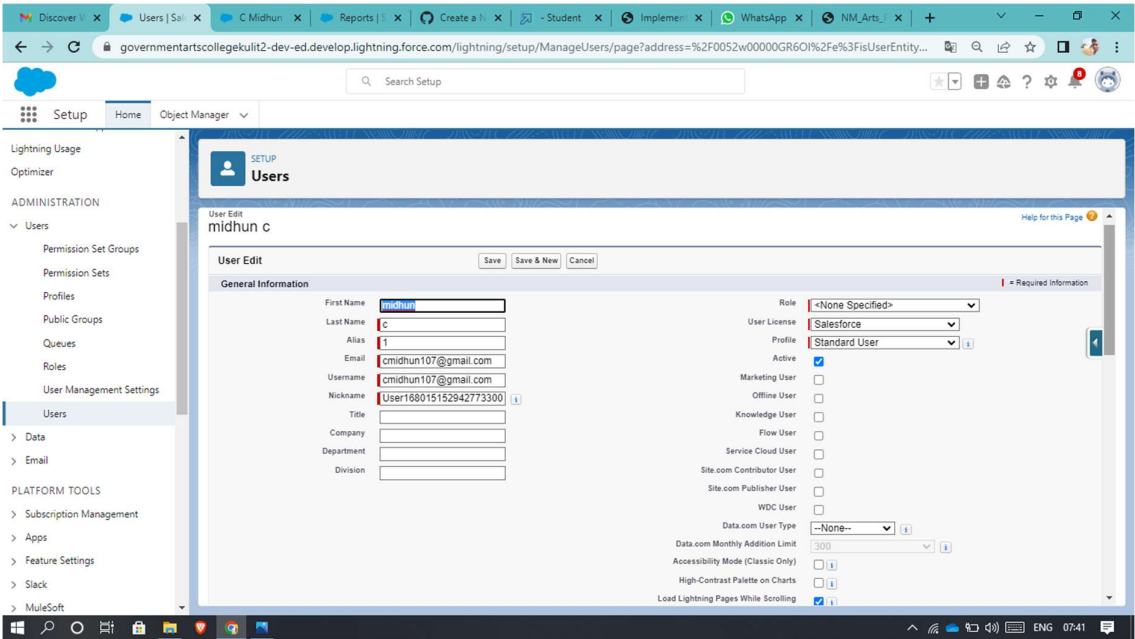
Milestone-5:Reports
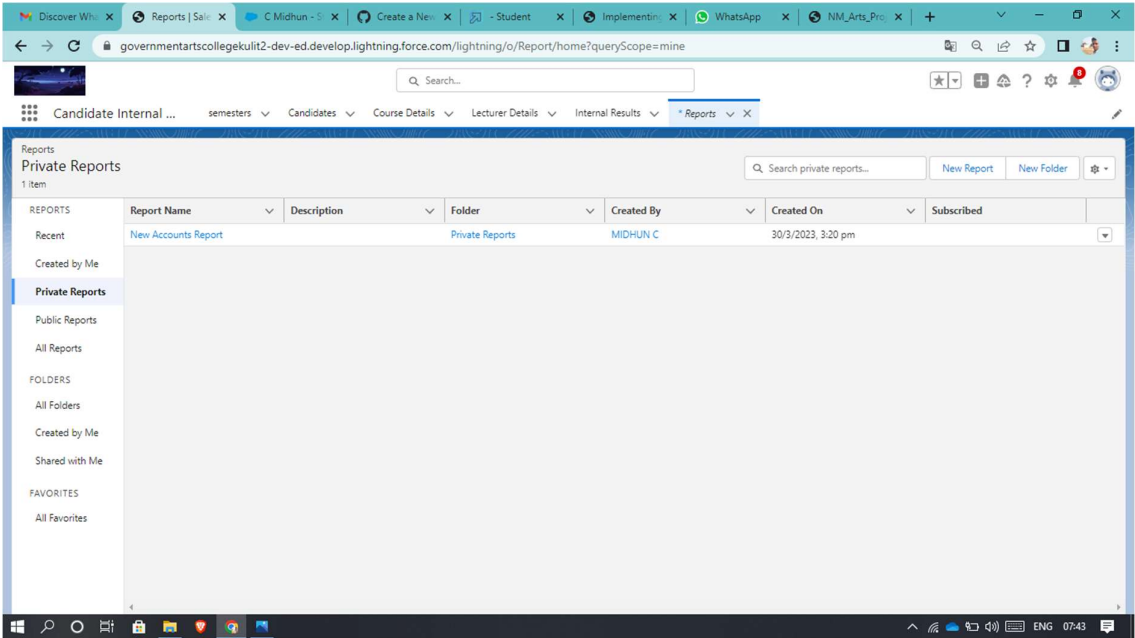
4.Trailhead Profile Public URL

Team Lead – **MIDHUN C-** https://trailblazer.me/id/cmidhun

Team Member 1 – **MAHIMAI RAJA R-** https://trailblazer.me/id/mahir88

Team Member 2 – **NAVANEETHA KANNAN A-**

https://trailblazer.me/id/navaneethakannan1277a

Team Member 3 - **PACHAIMUTHU S-** https://trailblazer.me/id/pachaimuthu85

5.ADVANTAGES & DISADVANTAGE

1.Advantages

Having huge amounts of data on **customer interactions** enables an organisation to build up a clearer picture of its customers. It allows for deep insights to identify what the company is doing right as well as where it's weak when it comes to managing its customers. With a CRM system, the most profitable customers can be identified, with the view to more time being spent targeting them. The CRM software also lets a business tailor its marketing communications to achieve more effective results and, hence, a greater return on investment in sales and marketing

A CRM system integrated within a marketing campaign allows insights into the interests of prospective customers. Once the client enters the sales funnel, qualification and conversion can be full or partly automated making it much faster. This, whilst enhancing the sales experience, also frees up the sales team's time, enabling them to focus on closing high probability and/or high-value deals

Quaint as it may seem, paperwork is still a significant part of many businesses' day-to-day operations. A lot of that paperwork could be

eliminated with a CRM system. Cutting down on wasted time increases the ability of the employee to get on with the kind of work that brings real value to the organisation. Slashing busy-work means that profit per employee rises, all the while increasing morale as staff feels that their work is more essential and rewarding. All of this fits neatly in with the kind of lean management practices that high-performing businesses utilize

2.Disadvantages

If staff come to rely too heavily on **CRM software**, it reduces their flexibility in dealing with customer queries. They often become helpless in the face of questions from clients where the information isn't on the system and which requires lateral thinking to solve the problem. This has obvious implications for the customer experience and clients may become frustrated, taking their business to a competitor

There are risks associated with keeping a lot of data in one place. With stringent regulations surrounding data (GDPR, for example), businesses face severe penalties in the event of security breaches. When it comes to CRM software, it is vital that security processes are put in place to protect clients' personal information. This can be a significant expense for a business, but the costs associated with not having such safeguards in place are far higher

To maximize the return on investment (ROI) in a CRM system, it is necessary to have a process-driven sales regime. A CRM can be used simply as a data store that can be mined for insights, assuming that that data is updated consistently. However, the real value comes from using it to manage the sales pipeline, flagging issues early and holding people to account. This reduces lost deals, increases upsell rates and provides much-improved revenue forecasting. Where no formal sales process exists, introducing one can be a massive change for some companies—one which may require extensive investment in people, retraining, a whole philosophical shift in the business' sales approach and quite a lot of short-term expense and pain

6.APPLICATIONS

The "Activities" tab regroups all past and planned activities linked to a candidate. These can either fall into a "General" category or be linked to a job for which the candidate is being considered

Activities in the "General" category are visible to all users. Activities linked to a job can be seen by all users that are in the "Team" of that job or "Organization" (client/department). When creating an activity linked to a position, you have the option to share its visibility with "Guest Accounts"

Humans are not built for repetitive tasks. We make mistakes. We get bored. It's why we invented machines in the first place. Operational CRM relegates to computers those boring, repetitive, clerical tasks that sales, marketing and customer service representatives dislike so much, so they can focus on what they do best and enjoy.

In most cases, businesses will rely on more than one type of CRM. In fact, you might be able to create synergies by implementing more than one type of CRM. Insights mined from an analytical CRM can be integrated into an operational CRM to send targeted communications to customers based on specific conditions.

The right CRM recipe for you is a function of your objectives and goals. Fortunately, CRM platforms are not purpose-built—some of the best CRM software offer multiple types in one package, or via á la carte add-ons. When you decide which type(s) of CRM that you want to deploy, you have the freedom to choose the solutions that work for you without overpaying for features that you'll never use.

7. CONCLUSION

The "History" tab displays all actions that were taken by users on this candidate's profile. These can either fall into a "General" category or into a job for which the candidate is being considered, but only if the actions pertain to that specific job

Actions in the "General" category are visible to all users. Actions linked to a job can be seen by all users that are in the "Team" of that job or "Organization"

Customer Relationship management is a business strategy that enables a business organization tomaximize revenue, customer satisfaction, profitability through strategic mobilization, organization, and management of customer's interests and desires. BWM has traversed numerousbusiness challenges that made it establish a CRM that will foster customer relationship as a baseline for market strengthening and diversification. BMW has diversified its market in various global markets through the initiation of the CRM systems. The system has significantly contributed to the company's financial, operational, managerial and development initiatives with a robust customer relationship that has fostered great sale of its product.

Mercedes Benz operates a similar customer relationship management system just BMW and due to market power, the company has greatly diversified is customer roots to various market bases. Mercedes has majored in a customer-dealership business relationship. This has provided the company with strategic mechanization of customer retention, satisfaction and purchase behavior enhancing the company's profitability through an increased purchase command. The two companies are among the leading CRM implementers in the automotive15industries and

established to outdo other manufacturing companies due to their high-profile customer base.

From the discussion, you can realize, CRM in the automotive industry is strategically useda model mechanism for brand promotion and customer attraction. The technology comes with imperative customer analysis measures using technological systems for business organization, automation, and synchronization of the business sales, customer services, marketing, and technical support. CRM has been used to promote local and internal customer interaction elevating the marketing initiative. Through CRM information, BMW has been able to identify the target customer base and competitive marketing strategies for customer strengthening and retention.

8.FUTURE SCOPE

The Candidate Reference is an ID unique to each candidate and which allows to differentiate candidates with similar or identical names. Candidate reference can be filtered in your candidates menu using the filter function.

The future of CRM is bright. CRM will continue to report key data and give insight for future action, however, leading experts see CRM evolving to measure and inform sales enablement and customer engagement while playing a tremendous role in the success of future business.

At this session of Dreamforce, led by John Taschek Senior Vice President of Market Strategy at Salesforce, panelists Paul Greenberg, Denis Pombriant, and Ray Wang weigh in on important considerations for the future of sales, marketing, and customer engagement. These leading CRM experts recommend the following measures for future-proofing your company's sales: