

**H.H THE RAJAH'S COLLEGE
PUDUKKOTTAI – 622 001**

DEPARTMENT OF MATHEMATICS

NAAN MUDHALVAN – SMART BRIDGE PROJECT

PROJECT TITLE

**IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE
WITH INTERNAL MARKS**

SUBMITTED BY

TEAM LEADER	:	NAVANEETHAKRISHNAN.S	(20MT2270)
TEAM MEMBER 1	:	SABARIKANDH.K	(20MT2276)
TEAM MEMBER 2	:	SAKTHIVEL.E	(20MT2277)
TEAM MEMBER 3	:	SURENDHIRAN.S	(20MT2280)

Faculty Mentor

Dr. K. L. Muruganantha Prasad

Assistant Professor of Mathematics

H. H. The Rajah's College, Pudukkottai – 622 001.

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INTRODUCTION

Customer Relationship Management (CRM) is a tool that helps organizations manage and analyze customer interactions and data throughout the customer lifecycle. In the context of education, implementing a CRM system can be highly beneficial for tracking the academic progress of students, including their internal marks.

Tracking the academic performance of students is crucial for educators and institutions to identify areas of improvement and provide support for struggling students. By implementing a CRM system, institutions can efficiently collect and store data on students' academic progress, including their internal marks, which can be used to track their performance over time and identify any patterns or trends.

Moreover, a CRM system can help institutions to better communicate with students and provide personalized support based on their academic performance. By analyzing the data collected through the CRM system, educators can identify students who may be struggling and provide targeted interventions to help them improve their academic performance.

In summary, implementing a CRM system for tracking the academic progress of students, including their internal marks, can be highly beneficial for both students and institutions. It can provide valuable insights into students' performance and enable institutions to provide personalized support and interventions to help students succeed.

1.1 OVERVIEW

Define the objectives: The first step is to define the objectives of implementing the CRM system. Identify the key metrics that you want to track, such as internal marks, attendance, performance trends, etc. Select the CRM

software: There are several CRM software options available in the market. Choose the one that best meets your requirements and budget.

Customize the CRM: Once you have selected the CRM software, customize it to meet your specific needs. This may include creating custom fields, workflows, and reports. Integrate with other systems: Integrate the CRM system with other systems, such as student information systems (SIS), learning management systems (LMS), and assessment systems, to ensure seamless data exchange.

Train staff: Train staff on how to use the CRM system effectively. This may include training on data entry, reporting, and analysis. Collect and analyze data: Start collecting data on students' academic performance, including their internal marks, and analyze the data to identify patterns and trends.

1.2 PURPOSE

Efficient data collection and management: A CRM system can streamline the data collection and management process for academic performance data, including internal marks. This ensures that accurate and up-to-date data is available for analysis and decision-making.

Personalized support: By tracking internal marks and other academic performance metrics through a CRM system, institutions can provide personalized support to students who may be struggling. This may include targeted interventions, such as tutoring or counseling, to help students improve their performance.

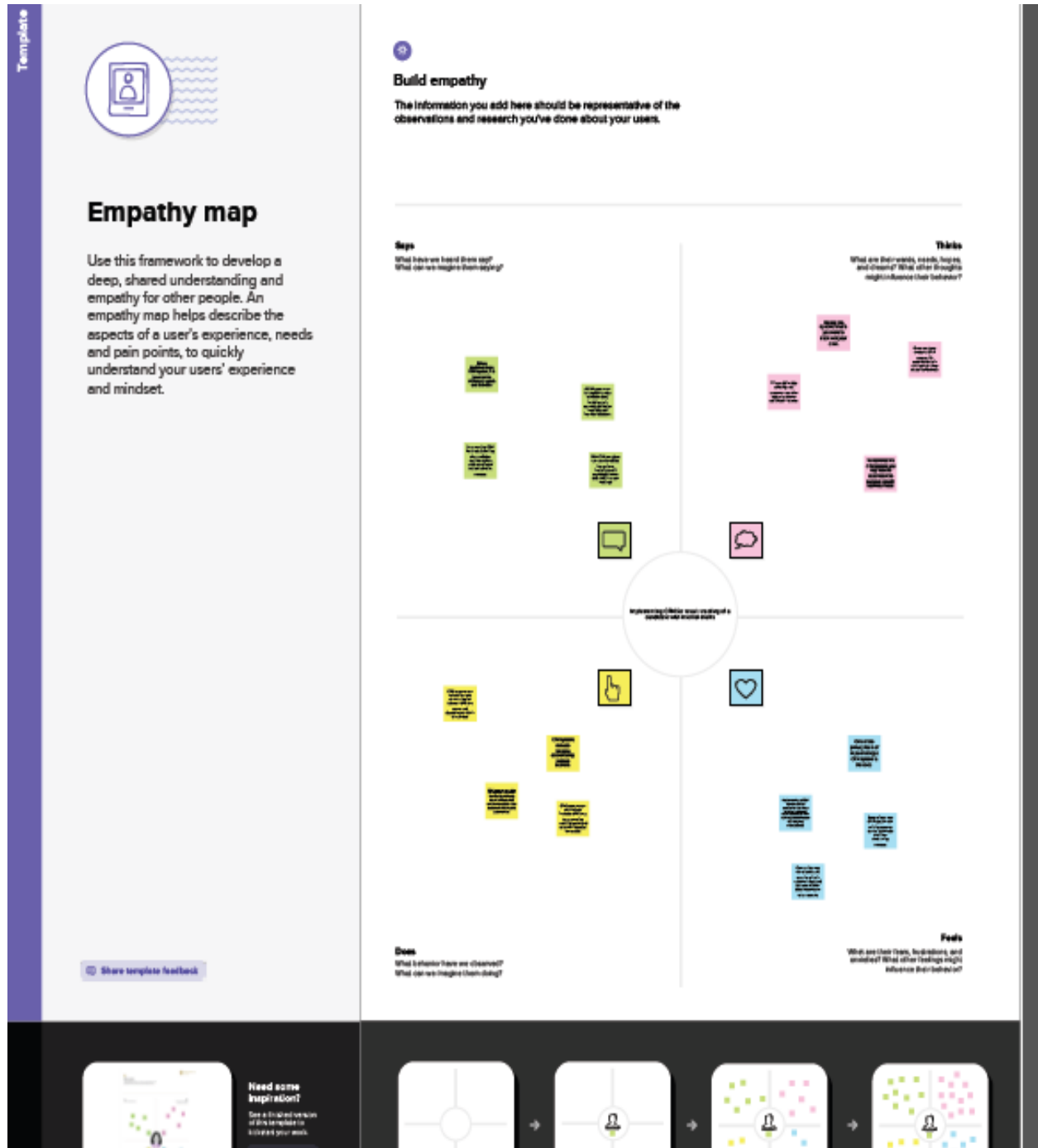
Performance analysis: A CRM system can provide valuable insights into students' academic performance by analyzing data on internal marks and other metrics. This can help institutions identify areas of improvement and provide support where needed. Communication and engagement: A CRM system can facilitate communication and engagement between institutions and students by providing

access to real-time data on academic performance. This can help students stay informed about their progress and take action where necessary to improve their performance.

Continuous improvement: By regularly evaluating the effectiveness of the CRM system and making necessary adjustments, institutions can continuously improve their approach to academic performance tracking and support.

PROBLEM DEFINITION & DESIGN THINKING :

2.1 EMPATHY MAP :



Untitled_2023-04-25_09-04-52.pdf - Adobe Reader

File Edit View Window Help

Open [Icons] 1 / 1 12.5% [Icons]

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

- Before you collaborate**

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

 - Team gathering:** Define who should participate in the session and send an invite. Share relevant information or prework ahead.
 - Set the goal:** Think about the problem you'll be focusing on solving in the brainstorming session.
 - Learn how to use the facilitation tools:** Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)
- Define your problem statement**

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

How might we [your problem statement]?

Key rules of brainstorming

To run an smooth and productive session

 - Stay in topic.
 - Encourage wild ideas.
 - Defer judgment.
 - Listen to others.
 - Go for volume.
 - If possible, be visual.
- Brainstorm**

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP: You can submit a sticky note and hit the pencil button to select color to start drawing!

NIVANETHARISHYAN S	SABARIKANDHAKI	SAKTHIVILE	SURENDRANAILS
Define your goal	Choose the top 3 ideas	Consider all ideas	Share your ideas
Present your ideas	Consider all ideas	Consider all ideas	Consider all ideas
Vote on ideas	Consider all ideas	Consider all ideas	Consider all ideas
Consider all ideas	Consider all ideas	Consider all ideas	Consider all ideas
Consider all ideas	Consider all ideas	Consider all ideas	Consider all ideas
Consider all ideas	Consider all ideas	Consider all ideas	Consider all ideas
Consider all ideas	Consider all ideas	Consider all ideas	Consider all ideas
Consider all ideas	Consider all ideas	Consider all ideas	Consider all ideas
Consider all ideas	Consider all ideas	Consider all ideas	Consider all ideas
Consider all ideas	Consider all ideas	Consider all ideas	Consider all ideas

Person 5 Person 6 Person 7 Person 8

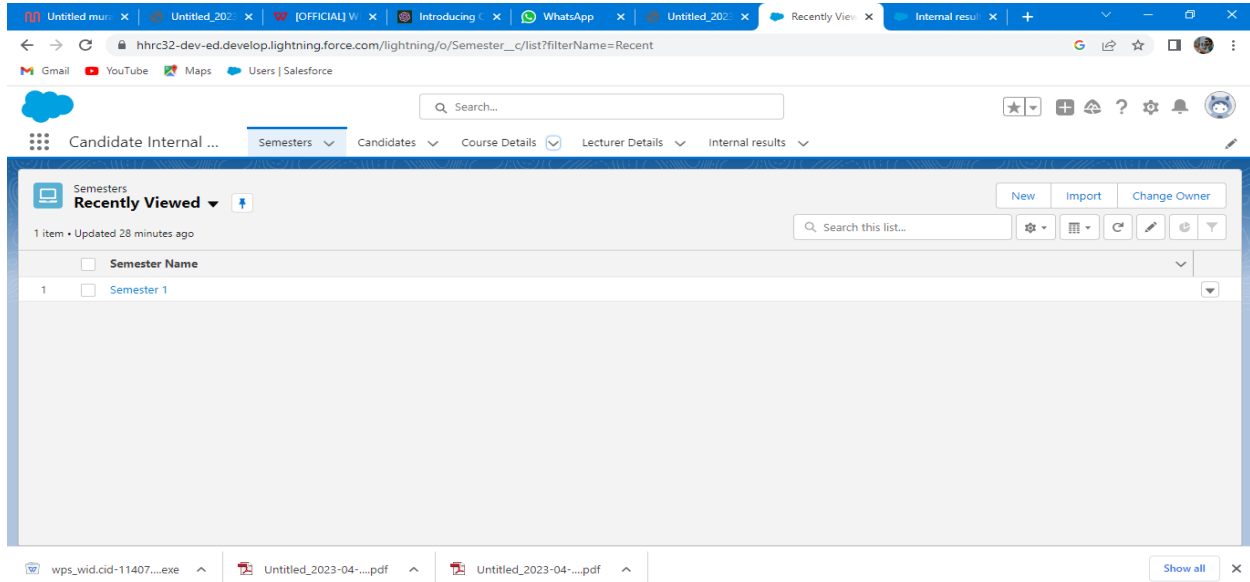
7

3. RESULT :
DATA MODEL :

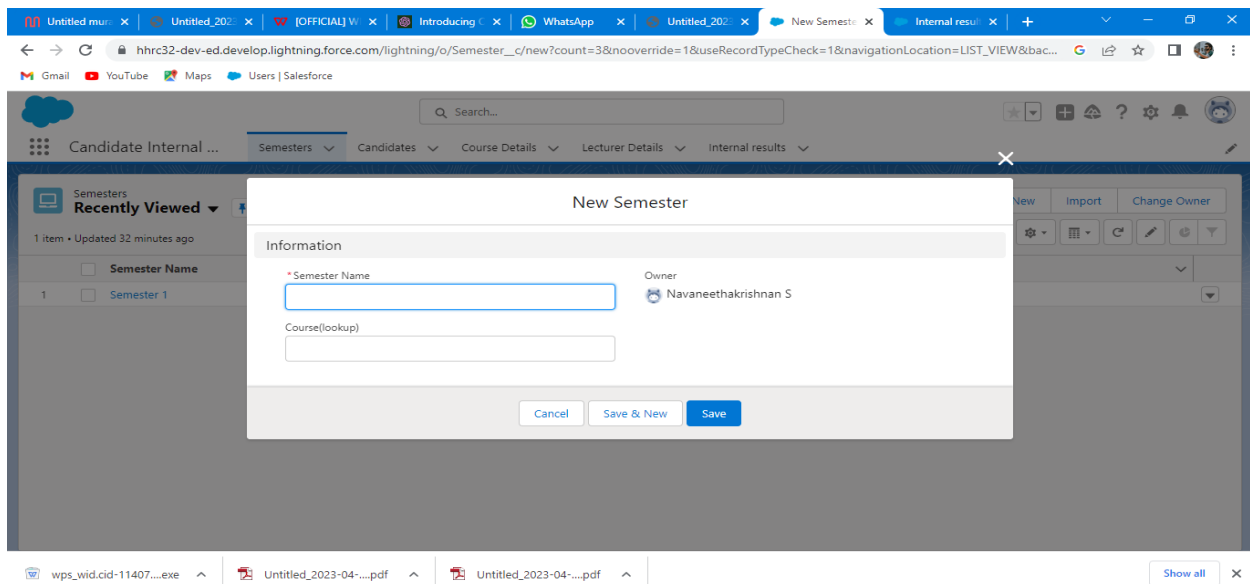
Object Name	Fields in the object	
Semester	Field Label	Data Type
	Semester Name	Text
	Course(lookup)	Text
Candidate	Field Label	Data Type
	Candidate Name	Text
	Candidate Id	Text
	Semester Name	Text
	Internal results(lookup)	Text
Course Details	Field Label	Data Type
	Course Name	Text
	Course ID	Text
Lecturer Details	Field Label	Data Type
	Lecturer Role	Text
	Lecturer Name	Text
	Course ID	Text
	Course(lookup)	Text
Internal results	Field Label	Data Type
	Candidate ID	Text
	Course ID	Text
	Marks	Text

3.2 Activity & Screenshot

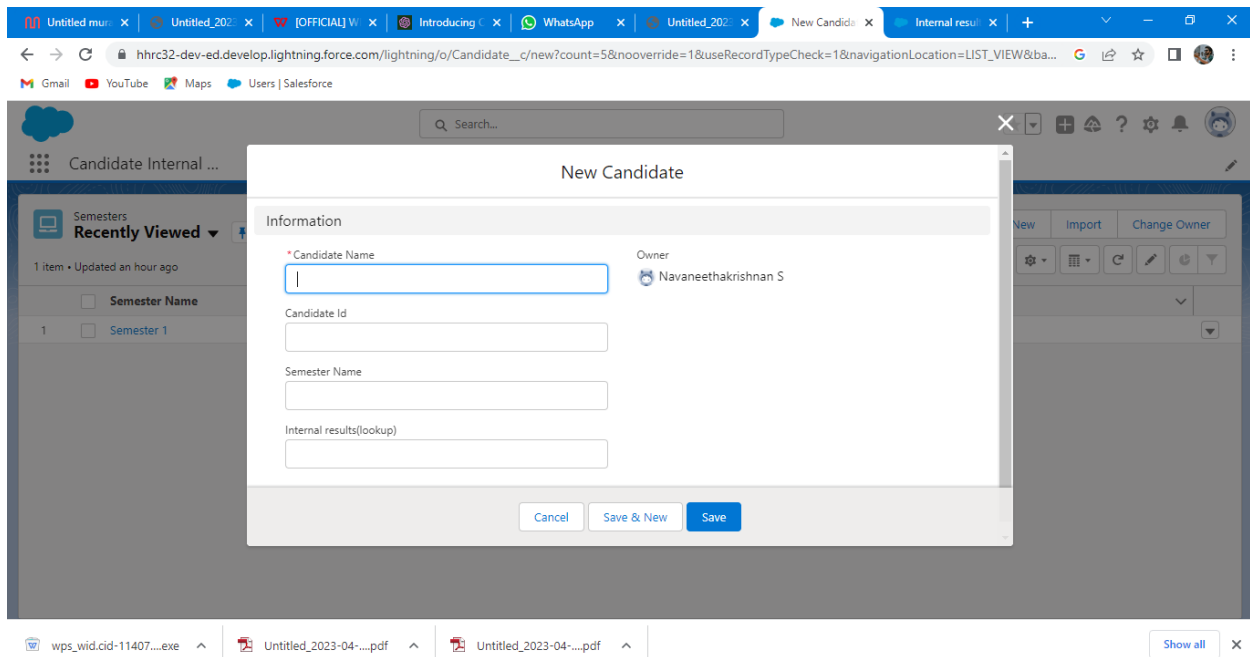
Over all App view :



Semester:

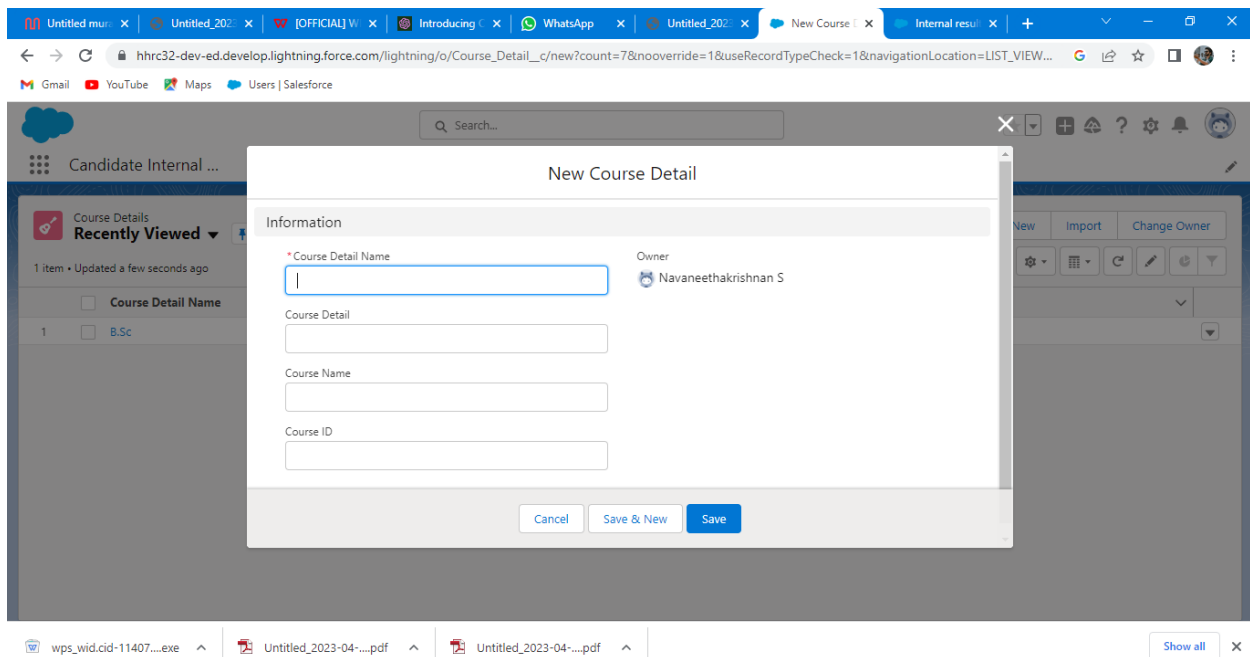


To know the name of the semester examination and the course of the student in it.Candidate:



To know the candidate name,Candidate ID,their semester name and their internal results.

CourseDetails:



To know candidate's course name,course detaill and course ID.

Lecturer Details:

hhr32-dev-ed.develop.lightning.force.com/lightning/o/Lecturer_Detail_c/new?count=8&nooverride=1&useRecordTypeCheck=1&navigationLocation=LIST_VIEW...

Course Details
Recently Viewed

1 item • Updated 11 minutes ago

Course Detail Name

1 B.Sc

New Lecturer Detail

Information

* Lecturer Detail Name
Complete this field.

Owner
Navaneethakrishnan S

Lecturer Role

Lecturer Name

Course ID

Course(lookup)

Cancel Save & New Save

hhr32-dev-ed.develop.lightning.force.com/lightning/o/Lecturer_Detail_c/new?count=8&nooverride=1&useRecordTypeCheck=1&navigationLocation=LIST_VIEW...

Course Details
Recently Viewed

1 item • Updated 13 minutes ago

Course Detail Name

1 B.Sc

New Lecturer Detail

Information

* Lecturer Detail Name
Complete this field.

Owner
Navaneethakrishnan S

Lecturer Role

Lecturer Name

Course ID

Course(lookup)

Cancel Save & New Save

To know the lecturer role, lecturer name, course ID.

Internal results:

The screenshot displays a web browser window with multiple tabs. The active tab is titled 'Internal result' and shows a Salesforce Lightning page. The page header includes a search bar and navigation icons. The main content area is titled 'Candidate Internal ...' and shows a list of internal results. A modal form titled 'New Internal result' is open, displaying the following fields:

- Information**
 - * Internal result Name**: A text input field.
 - Owner**: A dropdown menu showing 'Navaneethakrishnan S'.
 - Candidate ID**: A text input field.
 - Course ID**: A text input field.
 - Marks**: A text input field.

At the bottom of the modal, there are three buttons: 'Cancel', 'Save & New', and 'Save'.

To know the candidate's marks.

4 Trailhead Profile Public URL

Team Lead : <https://trailblazer.me/id/navas23>

Team Member 1 : <https://trailblazer.me/id/svijay298>

Team Member 2 : <https://trailblazer.me/id/sakte21>

Team Member 3 : <https://trailblazer.me/id/sures784>

5 ADVANTAGE & DISADVANTAGE

Advantages:

- **Improved Communication:** CRM enables seamless communication between the institute and the candidates, facilitating prompt sharing of results, updates, and feedback. It can also help to resolve issues and queries related to results.
- **Better Tracking and Analytics:** CRM provides a centralized platform to track the performance of candidates and analyze their progress. It helps to identify areas where the candidate needs improvement and provide timely feedback to enhance their performance.
- **CRM can be used to identify the strengths and weaknesses of candidates,** which can help to design customized learning paths tailored to their specific needs. This can improve learning outcomes and increase candidate satisfaction.
- **Streamlined Administration:** CRM helps to streamline administrative tasks, such as data entry, result processing, and report generation, reducing the workload of administrative staff and enabling them to focus on other important tasks.
- **Increased Efficiency:** By automating many processes, CRM can help to reduce the time and effort required to manage candidate information and results. This can result in increased efficiency and productivity for the institute.

Disadvantages:

- ❖ **Cost:** Implementing a CRM system can be expensive, especially for small institutes or organizations. The cost may include software licensing fees, hardware infrastructure, and ongoing maintenance and support.
- ❖ **Complexity:** CRM systems can be complex to set up and use, especially for non-technical staff. It may require extensive training or hiring of specialized staff to manage the system effectively.
- ❖ **Data Security:** Storing sensitive candidate data on a CRM system can pose a risk to data security and privacy. It is crucial to ensure that the system is secure and complies with data protection regulations.
- ❖ **Dependency on Technology:** A CRM system can become a single point of failure, leading to disruptions in result processing and reporting if the system experiences technical issues or downtime.
- ❖ **Resistance to Change:** Some staff members or candidates may resist the implementation of a CRM system, especially if they are used to the existing processes or if the new system requires a change in the way they work.

APPLICATIONS

- ❖ **Student Data Management:** A CRM system can be used to store and manage data of students, including their internal marks, grades, attendance, and other relevant information. This will allow easy access to information and help track the progress of each student.
- ❖ **Candidate Progress Tracking:** By integrating the CRM system with the institution's learning management system (LMS), instructors can track the progress of each candidate, their grades, and test scores. This will help the instructors identify the candidates who need extra attention and assistance.
- ❖ **Performance Analysis:** The CRM system can also be used to analyze the performance of candidates in various subjects and across different academic terms. The data can be used to identify areas where the candidates need to improve, and instructors can take appropriate measures to ensure the candidates are getting the support they need.
- ❖ **Communication:** The CRM system can be used as a communication tool between the candidates, their parents, and the instructors. It can be used to send alerts and notifications regarding test results, progress reports, and other important updates.
- ❖ **Reporting:** The CRM system can be used to generate reports on candidate performance, including overall performance, subject-wise performance, and progress over time. This data can be shared with parents, instructors, and administrators to help make informed decisions regarding the candidate's education.
- ❖ **Forecasting:** The CRM system can also be used to predict the performance of candidates based on their past performance and other relevant data. This

will help instructors identify the candidates who are at risk of failing and take appropriate measures to ensure they pass.

CONCLUSION

In conclusion, implementing a CRM system for result tracking of a candidate with internal marks can be a game-changer for educational institutions or organizations. It can provide a centralized platform to store and manage data of candidates, track their progress, analyze their performance, and communicate with them and their parents. The system can also generate reports and predictions to help instructors make informed decisions regarding the candidate's education. By leveraging the power of technology, institutions can enhance the quality of education and ensure that every candidate receives the support they need to succeed.

FUTURE SCOPE

- ❖ Increased use of artificial intelligence (AI): AI-powered tools can help automate routine tasks, analyze customer data, and provide personalized recommendations to customers. In the future, we can expect to see more businesses adopting AI-powered CRM systems to improve efficiency and enhance the customer experience.
- ❖ Focus on customer engagement: The future of CRM is likely to place a greater emphasis on engaging customers through various channels, including social media, messaging apps, and chatbots. This will require businesses to adopt a more personalized and interactive approach to customer service.
- ❖ Integration with other systems: As businesses become more data-driven, CRM systems will need to integrate with other systems such as marketing automation, analytics, and e-commerce platforms. This will enable businesses to get a 360-degree view of the customer journey and make more informed decisions.
- ❖ Mobile-first approach: With more customers accessing the internet through their mobile devices, CRM systems will need to be optimized for mobile platforms. This will require businesses to adopt a mobile-first approach to CRM design and development.
- ❖ Greater focus on data security and privacy: As more customer data is collected and stored in CRM systems, businesses will need to prioritize data security and privacy. This will require adopting robust data protection policies and complying with relevant regulations such as GDPR and CCPA.