

IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE WITH INTERNAL MARKS

1. INTRODUCTION:

1.1 Overview

Customer relationship management (CRM) is an approach to manage a company's interaction with current and potential customers. As per Francis Buttle, world first professor of CRM, it is the core business strategy that integrates internal processes and functions, and external networks, to create and deliver value to a target customer at profit. It is grounded on high quality customer data and information technology. CRM is a strategy and technology that is used to build stronger relationships between organizations and their clients. An organization will store information that is related to their clients, and employees will analyze it to use it in forecasting and making reports.

1.2 Purpose

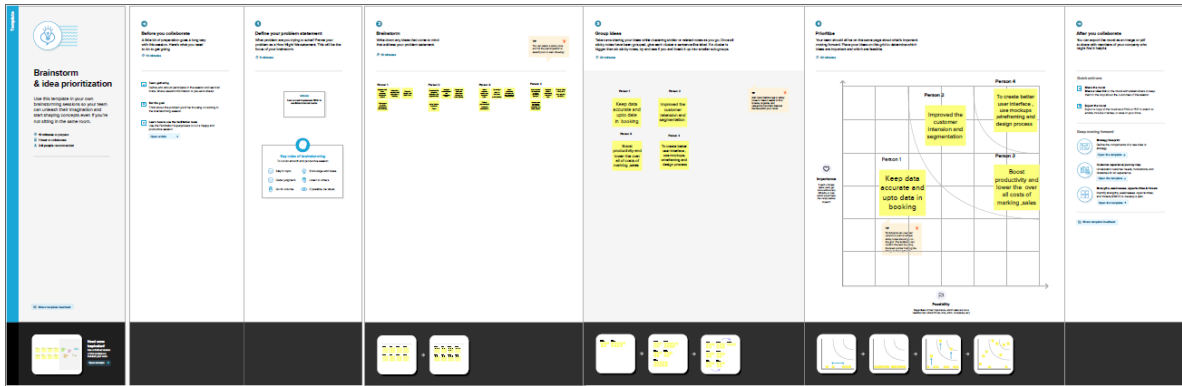
Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability. To engage with its customers and improve the customer experience.

2. Problem Definition & Design Thinking

2.1 empathy map:



2.2 idea & brainstorming



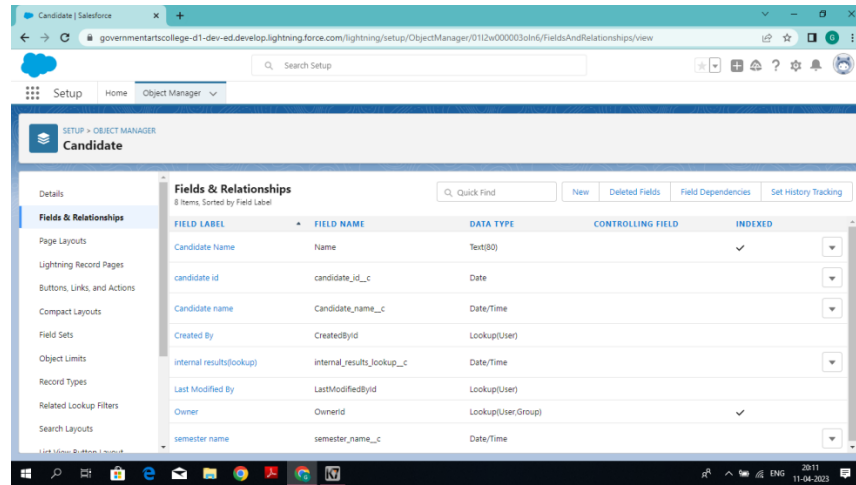
3 RESULT

3.1 Data Model:

Object Name	Fields in the Object	
Semester	Field label	Data type
	Even semester	date
	Course(look up)	Date/time
Internal result	Field label	Data type
	Candidate ID	date
	Course ID	time
	marks	Date/time
Course details	Field label	Data type
	Course name	date
	Course ID	Date/time
Lecturer details	Field label	Data type
	Lecturer role	Date/time
	Lecturer name	phone
	Course ID	date
	Course(look up)	phone
Candidate	Field label	Data type
	Candidate name	Date/time
	Candidate ID	date
	Semester name	Date/time
	Internal results(look up)	Date/time

3.2 Activity & Screenshot:

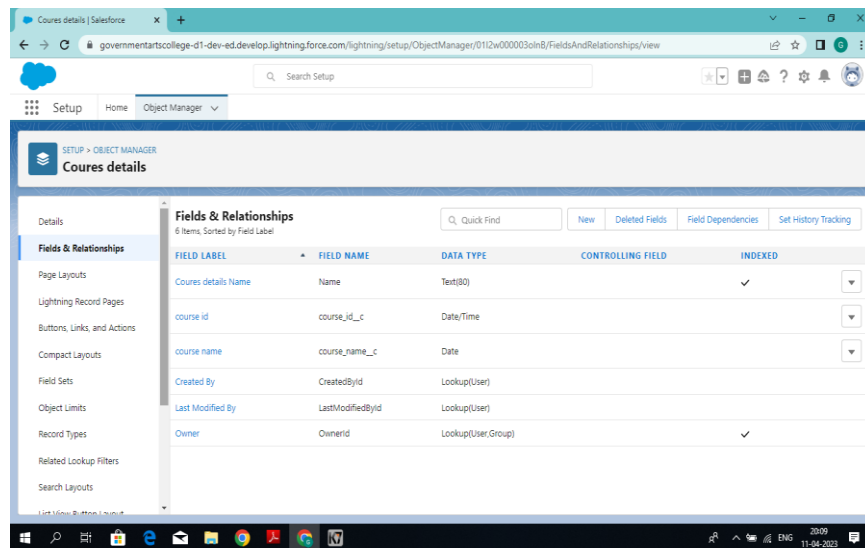
Candidate :



The screenshot shows the Salesforce Object Manager interface for the 'Candidate' object. The 'Fields & Relationships' tab is selected, displaying a list of 8 fields. The fields are sorted by Field Label. The table below represents the data shown in the screenshot.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Candidate Name	Name	Text(80)		✓
candidate id	candidate_id_c	Date		
Candidate name	Candidate_name__c	Date/Time		
Created By	CreatedById	Lookup(User)		
internal results(lookup)	internal_results_lookup_c	Date/Time		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User/Group)		✓
semester name	semester_name__c	Date/Time		

Course details:



The screenshot shows the Salesforce Object Manager interface for the 'Cours details' object. The 'Fields & Relationships' tab is selected, displaying a list of 6 fields. The fields are sorted by Field Label. The table below represents the data shown in the screenshot.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Cours details Name	Name	Text(80)		✓
course id	course_id_c	Date/Time		
course name	course_name__c	Date		
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User/Group)		✓

Semester:

Semester | Salesforce

governmentartscollege-d1-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/012w000003oduz/FieldsAndRelationships/view

Setup Home Object Manager

SETUP > OBJECT MANAGER
Semester

Details

Fields & Relationships

7 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(look up)	course_look_up__c	Date/Time		
Created By	CreatedById	Lookup(User)		
even semester	even_semester__c	Date		
Field	Field__c	Date/Time		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
semester Name	Name	Text(30)		✓

Link View Button Layout

20:09 11-04-2023

Internal results:

Internal result | Salesforce

governmentartscollege-d1-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/012w000003col4/FieldsAndRelationships/view

Setup Home Object Manager

SETUP > OBJECT MANAGER
Internal result

Details

Fields & Relationships

7 Items, Sorted by Field Label

Quick Find

New Deleted Fields Field Dependencies Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
candidate id	candidate_id__c	Date		
course id	course_id__c	Time		
Created By	CreatedById	Lookup(User)		
Internal result Name	Name	Text(30)		✓
Last Modified By	LastModifiedById	Lookup(User)		
marks	marks__c	Date/Time		
Owner	OwnerId	Lookup(User,Group)		✓

Link View Button Layout

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Lecturer details:

Lecture details | Salesforce

governmentartscollege-d1-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/012w000003olnQ/FieldsAndRelationships/view

Setup Home Object Manager

SETUP > OBJECT MANAGER
Lecture details

Details

Fields & Relationships

8 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 id	course_id__c	Date		
course(look up)	course_look_up__c	Phone		
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Lecture details Name	Name	Text(30)		✓
lecture name	lecture_name__c	Phone		
lecture role	lecture_role__c	Date/Time		
Owner	OwnerId	Lookup(User,Group)		✓

Link View Button Layout

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4.Trailhead Profile Public URL

Team Lead -

<https://trailblazer.me/id/pgayathri28>

Team Member 1 – <https://trailblazer.me/id/divya54>

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

Team Member 3 – <https://trailblazer.me/id/smohith5>

5. ADVANTAGES & DISADVANTAGE

ADVANTAGES:

- ❖ It facilitates things by giving you and the customer, ease of communication, organized data, and improved customer service.
- ❖ Tracking metrics improves employee Performance.
- ❖ Tracking metrics alert you to problems ahead of time.
- ❖ Managed communication with prospective leads.
- ❖ Improved customer segmentation and increased sales.

DISADVANTAGE:

- ❖ It doesn't guarantee the return on investment is worth it.
- ❖ Software subscription or purchase fees.
- ❖ Premium upgrades, eg add-on marketing or reporting features.
- ❖ Hardware of software requirements.
- ❖ Staff training and upskilling.

6 APPLICATIONS

- ❖ CRM platforms track customer interactions.
- ❖ Collecting data for marketing.
- ❖ Improving interactions and communications.
- ❖ Nurture relationships with their leads and clients.

7 CONCLUSION

The grantees will also develop skills in conducting surveys. Such capacity building should be useful for future evaluations of welfare reform. Customer relationship management enables a company to align its strategy with the needs of the customer in order to best meet those needs and thus ensure long-term customer loyalty. CRM will include users who demand more functionality.

8 FUTURE Scope

Customers will become a company's best sales reps through superior products and services as customer-oriented messaging. CRM will include users who demand more functionality