Smart Internz

IMPLENTING CRM FOR RESULT TRACKING OF A CANDIADTE WITH INTERNAL MARKS

1. INTRODUCTION:

1.1 Overview

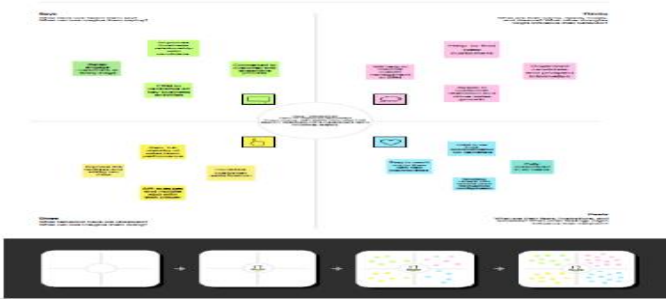
Customer relationship management (CRM) is an approach to manage a company's interaction with current and potential customers. As per franics Buttle, world first professor of CRM, it is the core business strategy that integrates internal processes and functions, and external networks, to create and deliver 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

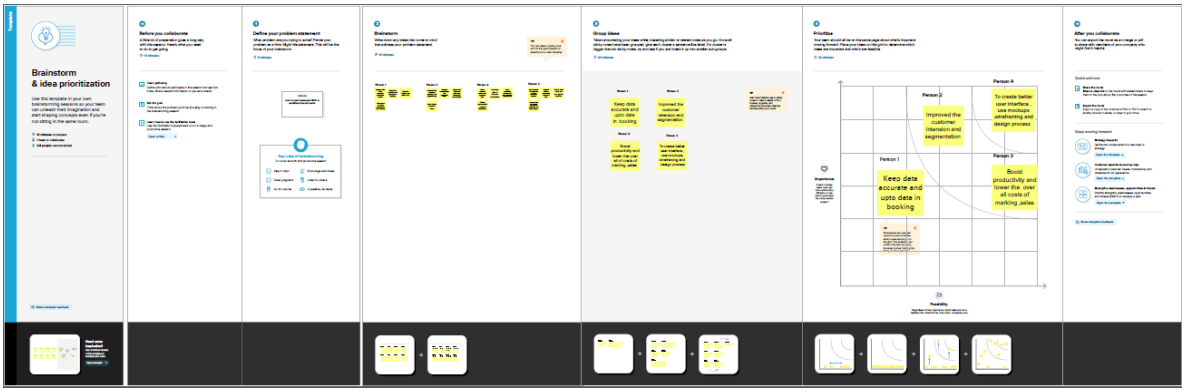
Customer relationship management (CRM) is s technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve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

2. Problem Definition & Design Thinking

2.1 empathy map:



2.2 **idea &brainstorming**



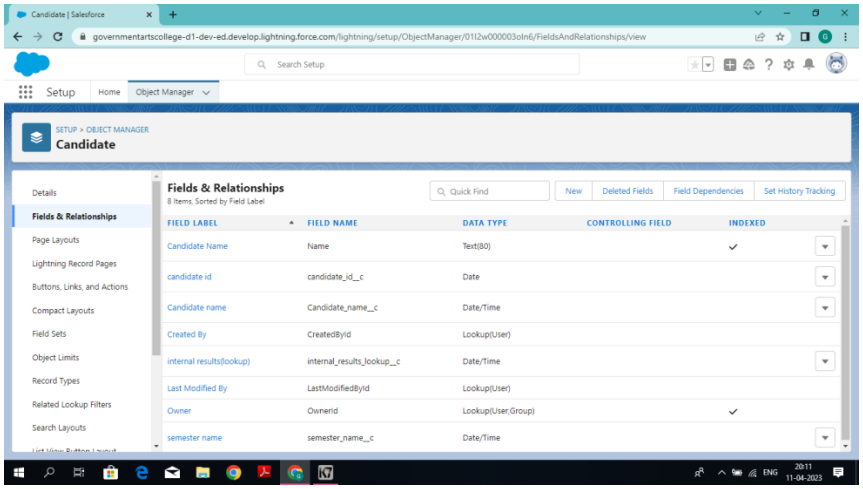
3 RESULT

3.1 Data Model:

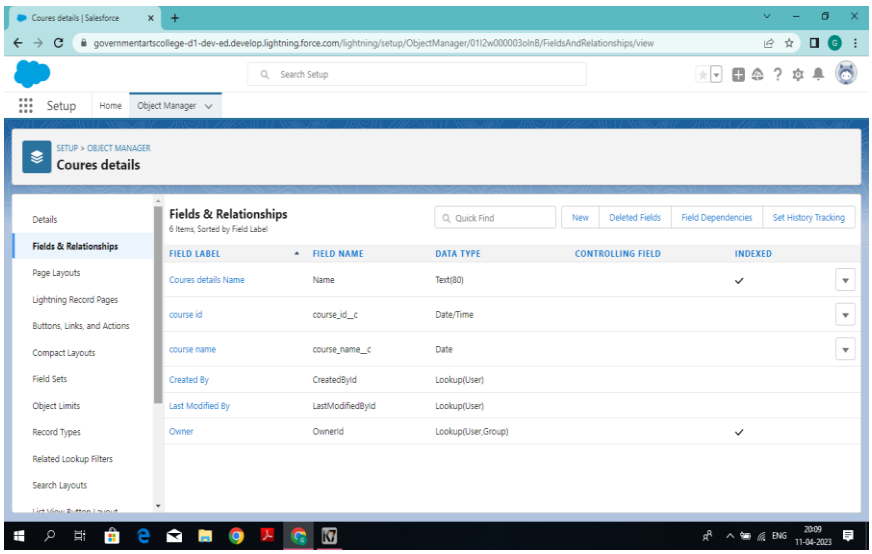
Object Name	Fields in the Object	
Semester	Field label	Data type
	Even semester	date
	Course(look up)	Date/time
Internal result	Field label	Data type
	Candidate ID	date
	Course ID	time
	marks	Date/time
Course details	Field label	Data type
	Course name	date
	Course ID	Date/time
Lecturer details	Field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

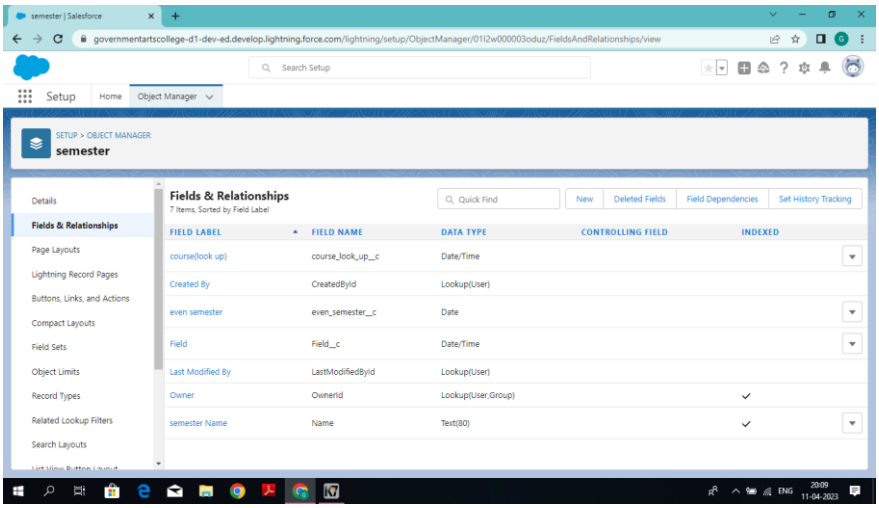
Candidate :



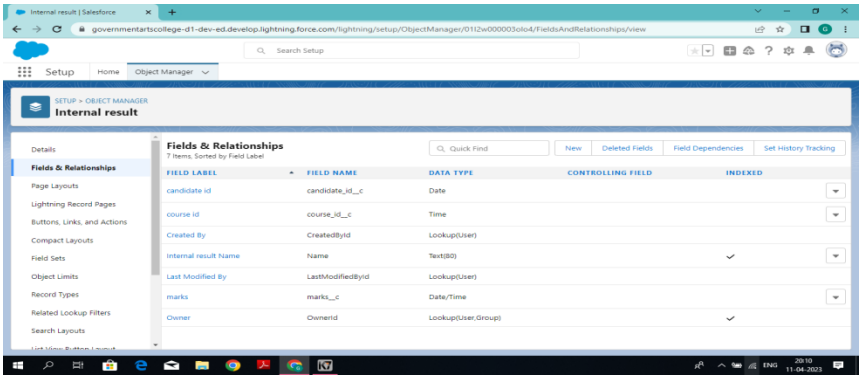
Course details:



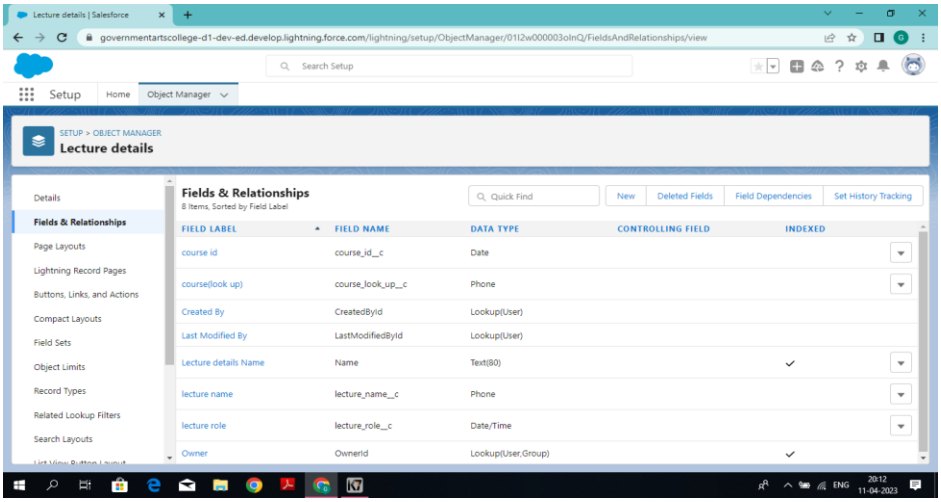
Semester:



Internal results:



Lecturer details:



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