IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE WITH INTERNAL MARKS

INTRODUCTION:

OVER VIEW:

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 initialized by Candidate for all Internal Results. Now only dean can update the marks after re-evaluation.

PURPOSES:

I] It helps you in collating all the customer information at one place and helps you in better customer management.

II] A want is placing certain personal criteria as to how that need must be fulfilled.

III] It is easy way to maintain internal marks.

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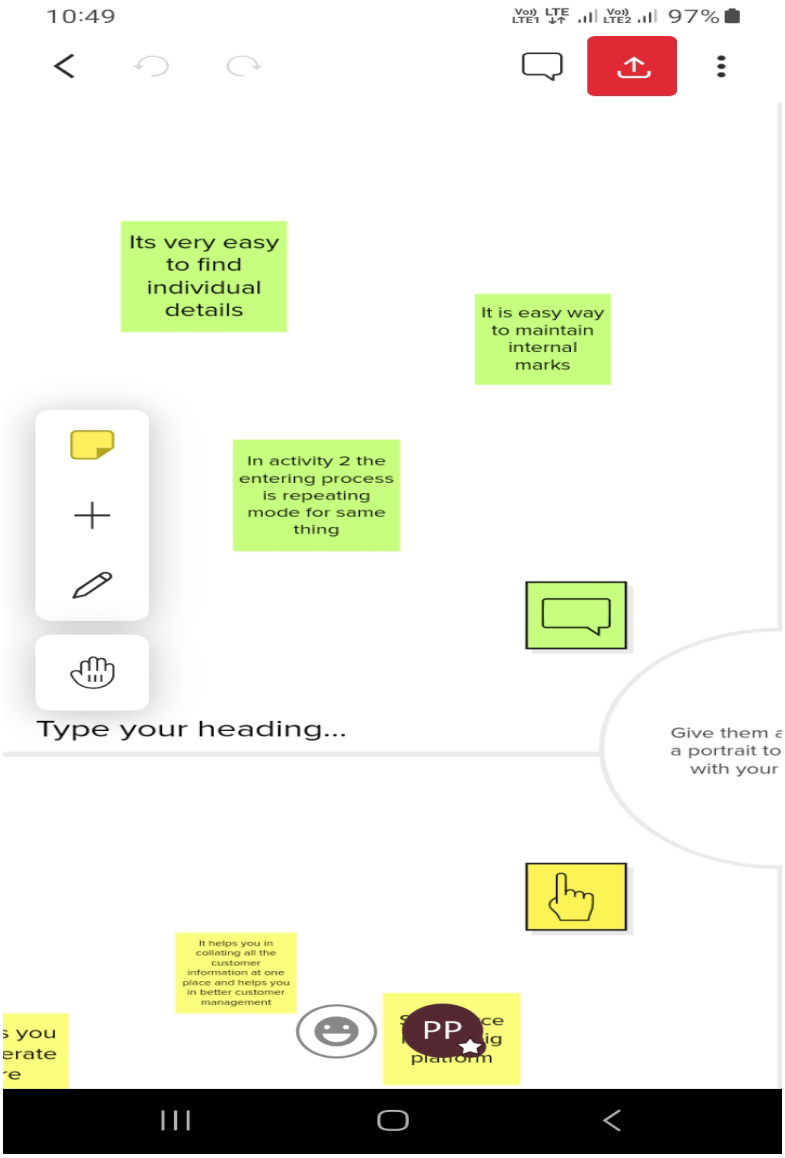
PROBLEM DEFINITION & DESIGN THINKING

EMPATHY MAP:



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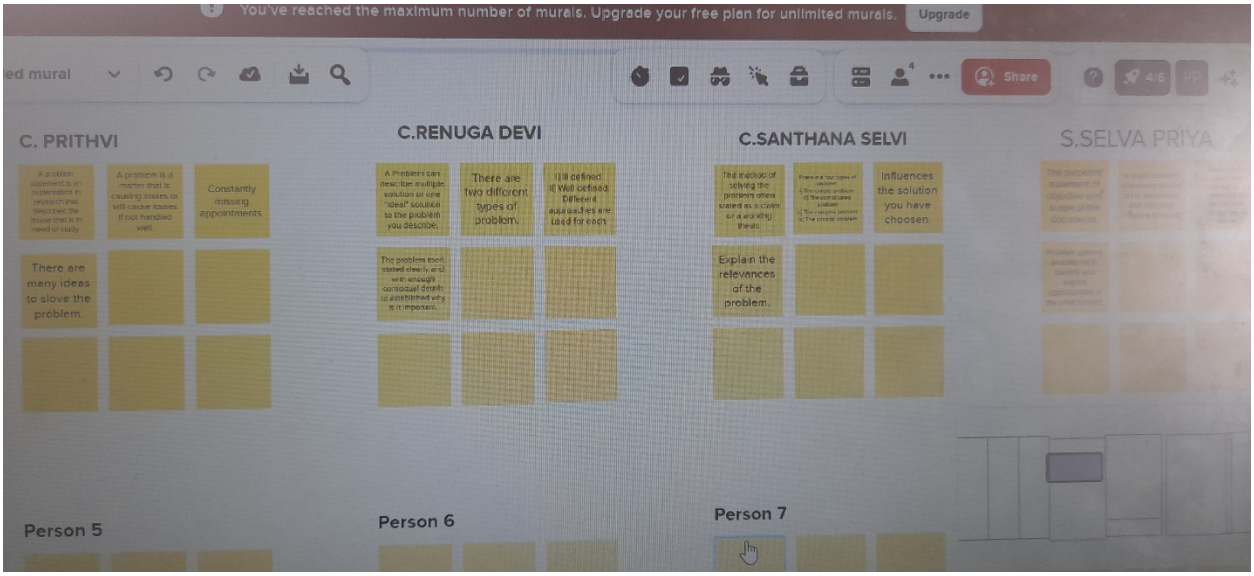
BRAINSTORMING APP:



RESULT

DATA MODEL:

CREATING DEVELOPER ACCOUNT	Username: should be a combination of your name and company.
OBJECTS	Creat a objects for candidate internal

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	result card
FIELDS AND RELATIONSHIP	Similar steps to creat candidate, course detail, lecture details, internal results objects.
LIGTHINING APP	The simplest app usually has just two tab.
USERS	Every user in the salesforce has a user account.

ACTIVITY SCREENSHOT:

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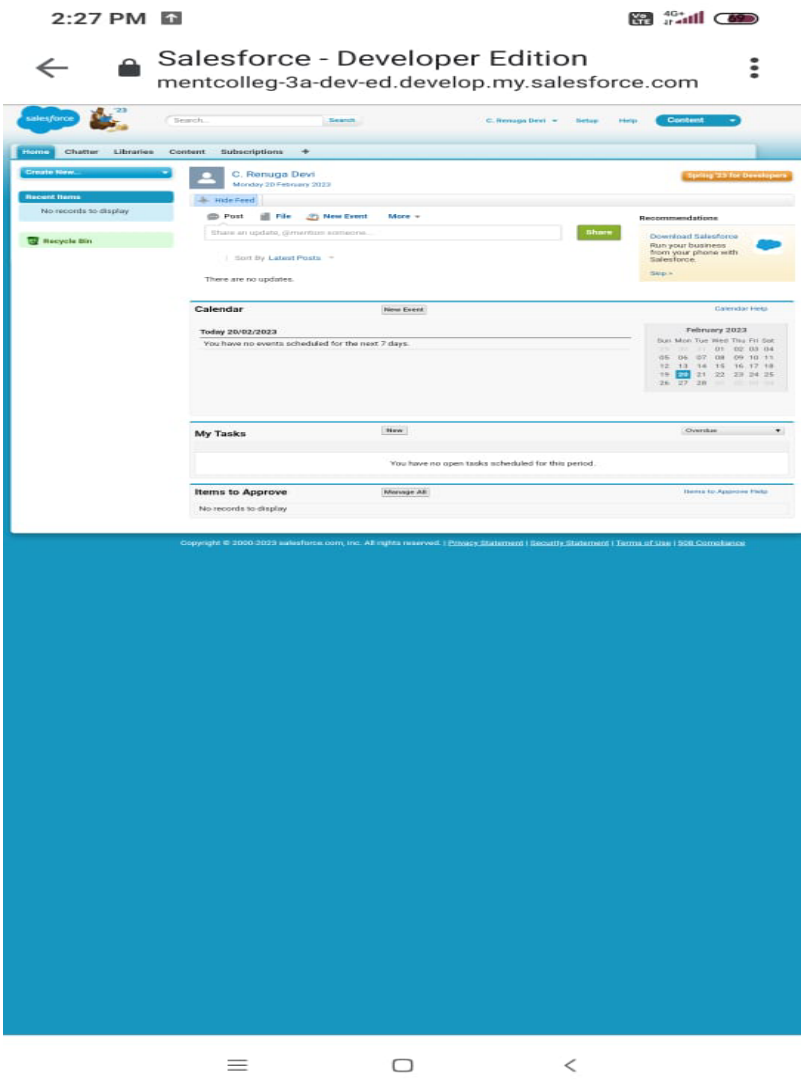

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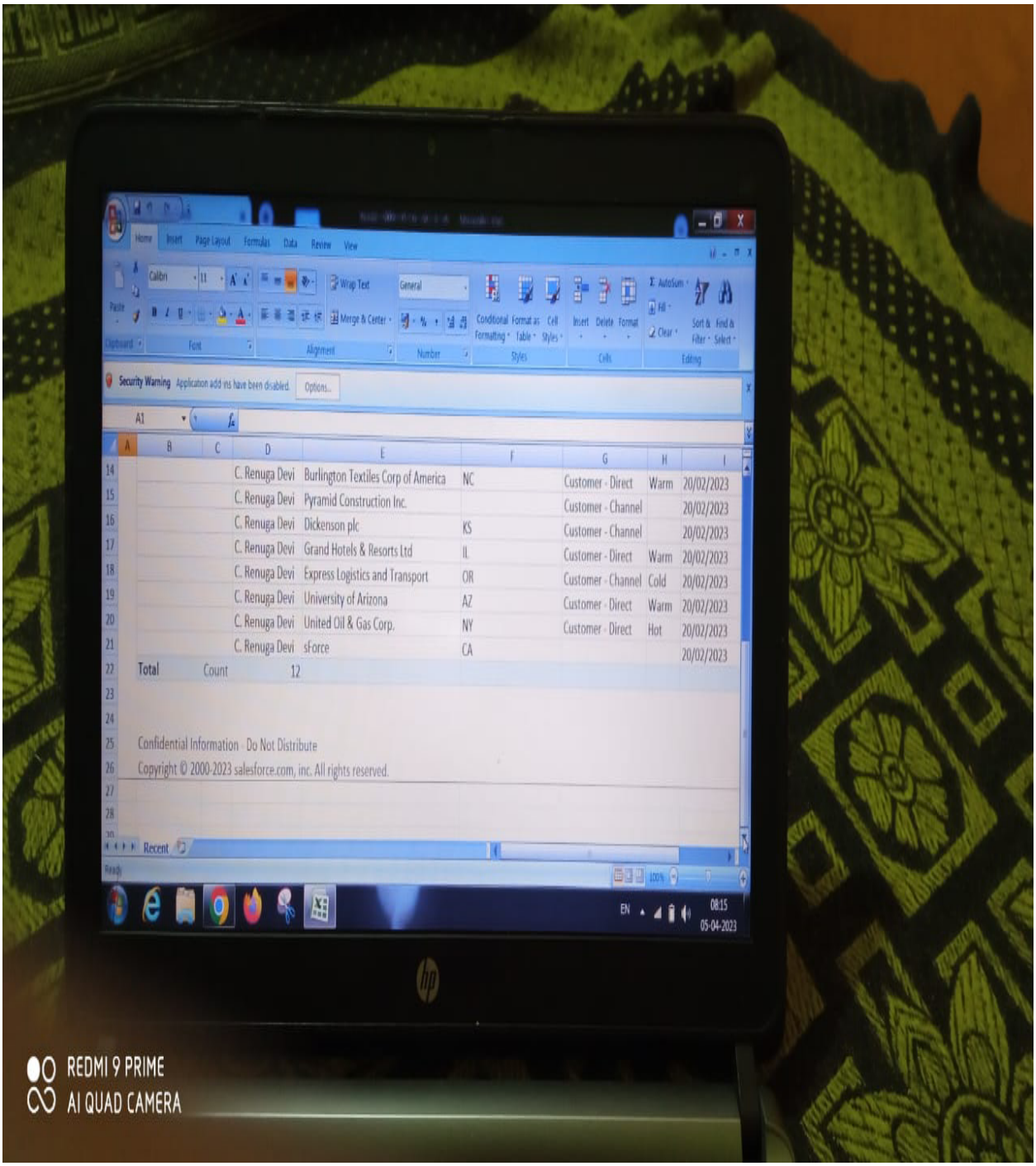

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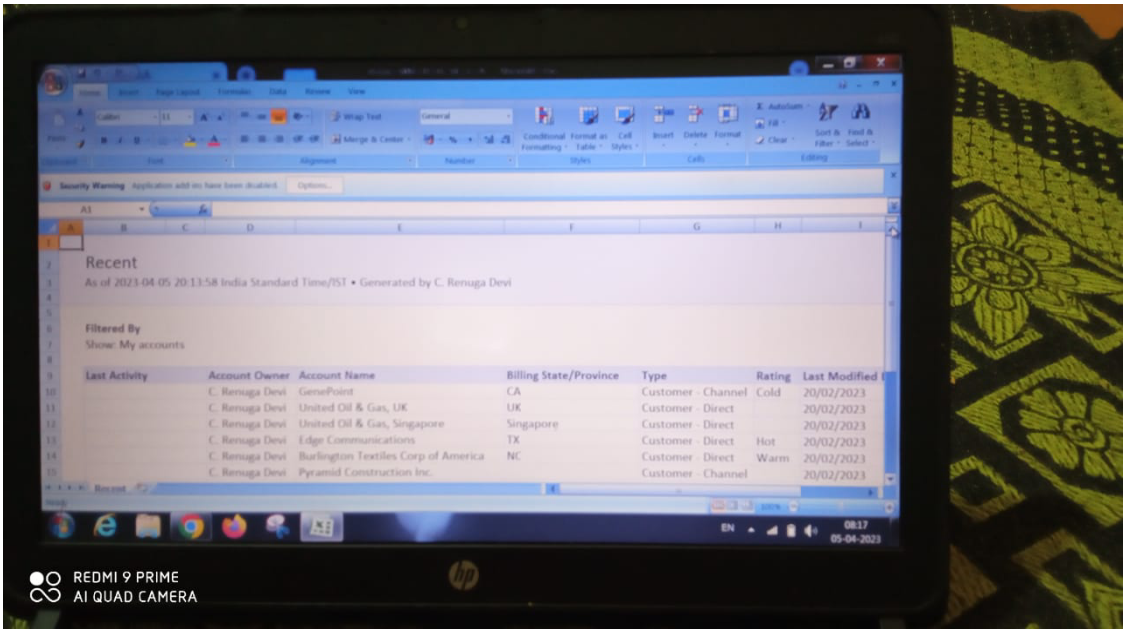

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TRAIL HEAD PUBLIC URL:

TEAM LEAD : http://trailblazer.me/id/pritc16

TEAM MEMBER 1 : http://trailblazer.me/id/cdevi95

TEAM MEMBER 2 : http://trailblazer.me/id/ccsanthanaselvi

TEAM MEMBER 3 : http://trailblazer.me/id/ssselvapriya

PROJECT REPORT TEMPLATE

Advantages:

- CRM software is used to gather customer interactions in one central place to improve customer experience and satisfaction.

- CRM is one of the world's fastest-growing industries, expected to grow at a rate of 14% between 2021 and 2027.

Disadvantage:

Staff over-reliance on CRM may diminish customer loyalty through a bad experience.

Security concerns associated with centralised

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data.

CONCLUSION:

A good CRM help you understand your market and the needs of yours customers.

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