A CRM Application for Schools/Colleges

1. INTRODUCTION

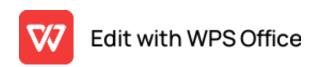
1.1 Overview

Customer Relationship Management (CRM) is a strategy that companies use to manage interactions with customers and potential customers. CRM helps organisations streamline processes, build customer relationships, increase sales, improve customer service, and increase profitability.

1.2 Purpose

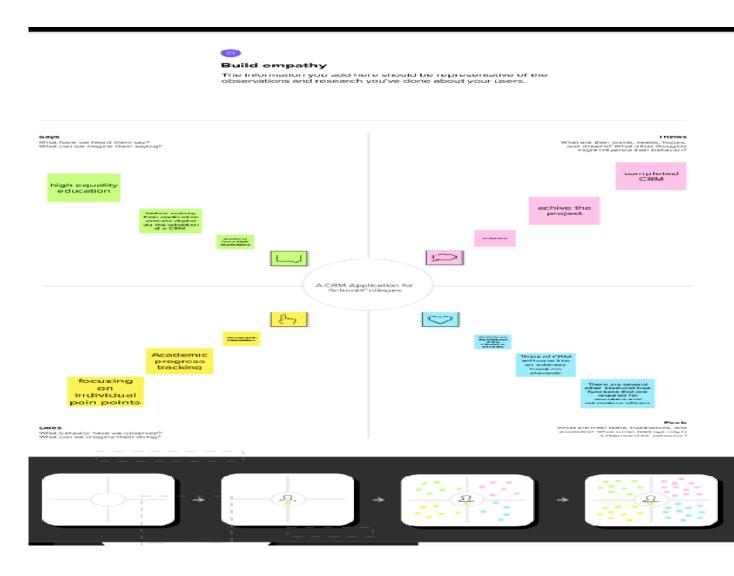
Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve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

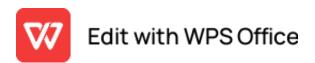
2. Problem Definition & Design



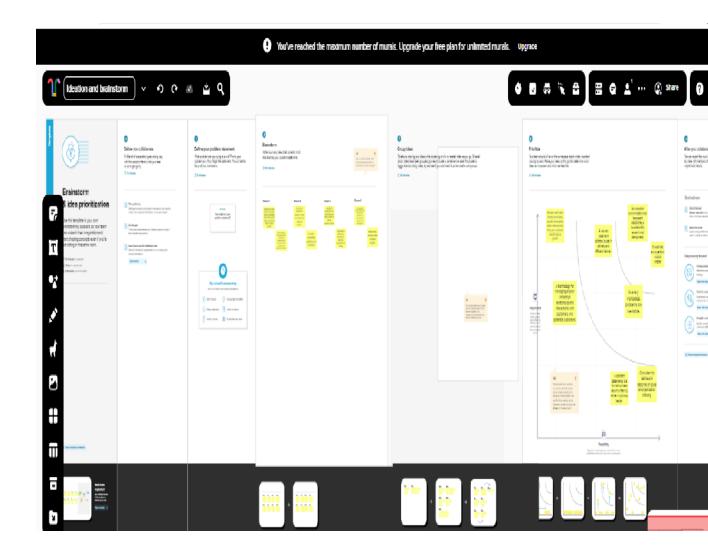
Thinking

2.1 Empathy Map





2.2 Ideation and brainstorming map

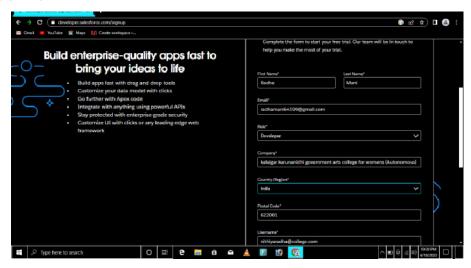


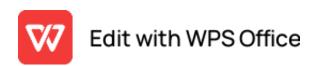
3. Result

3.1 Data Model

	Object name	Field in object
Obj 1	Field name	Data type
	Standard object	Standard field
Obj 2	Field name	Data type
	Custom object	Custom field

3.2 Activity and Screenshot







Username

1 Saved Username

radhanithya@college.com

Password

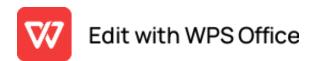
Log In

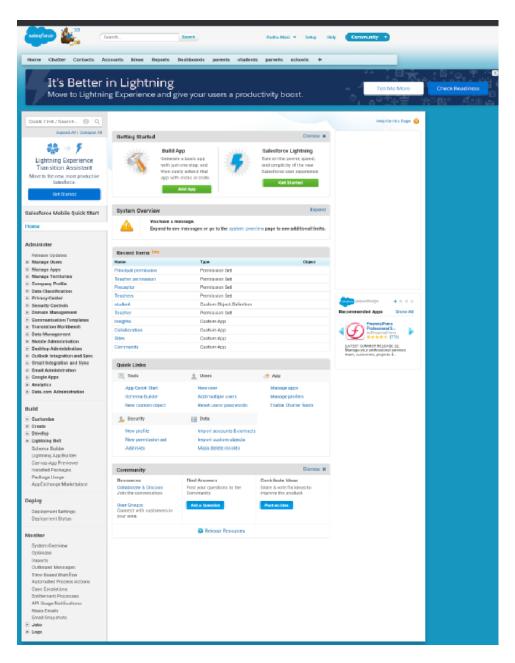
Remember me

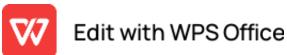
Forgot Your Password?

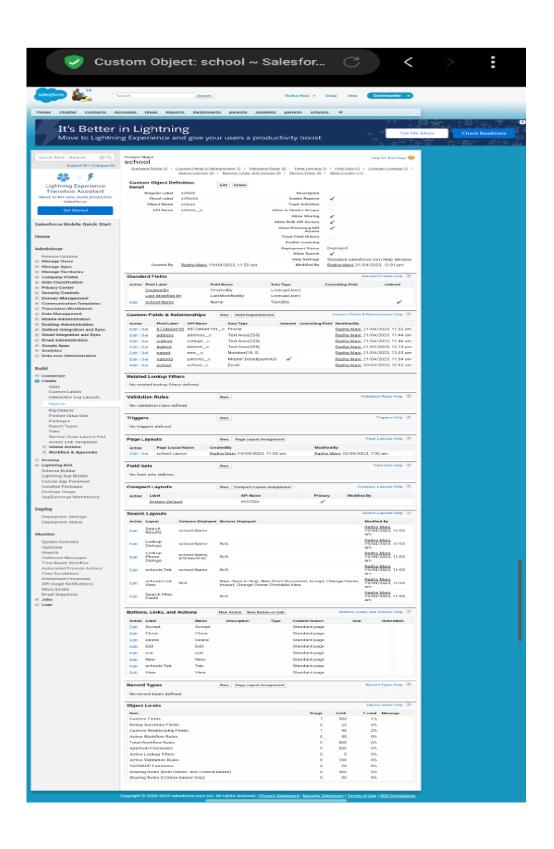
Use Custom Domain

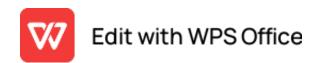
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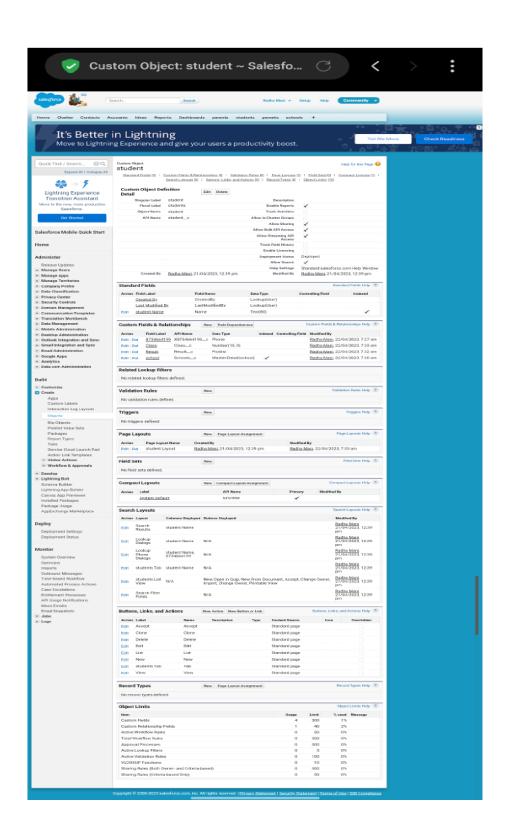


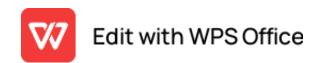


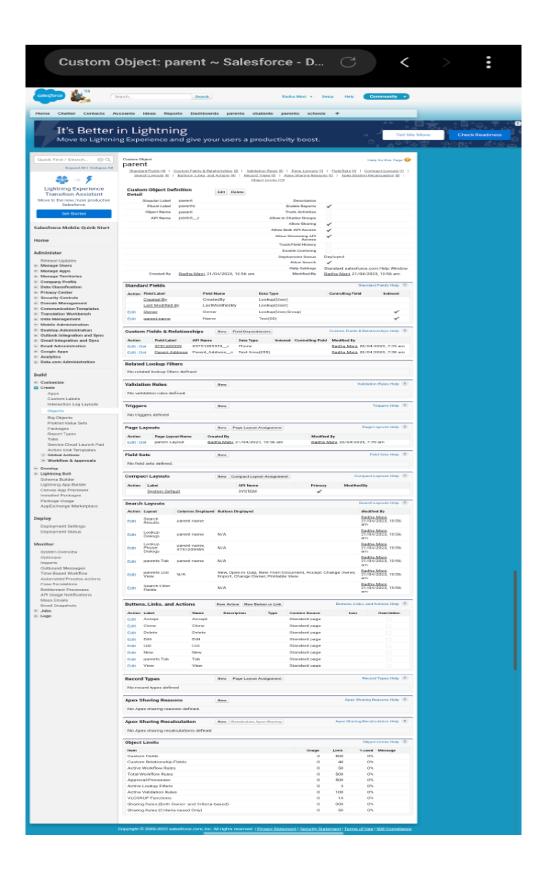


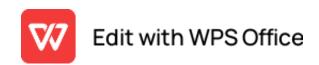


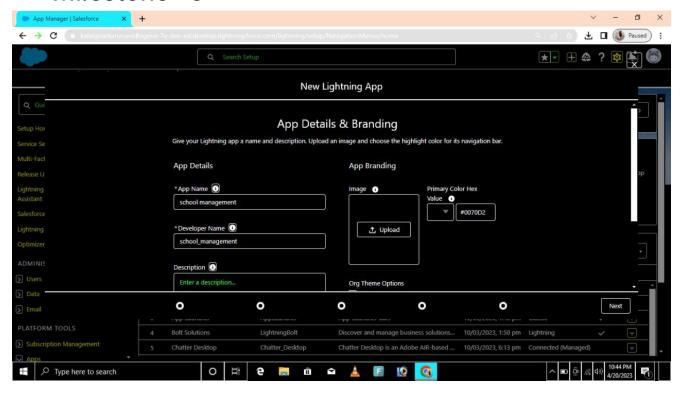


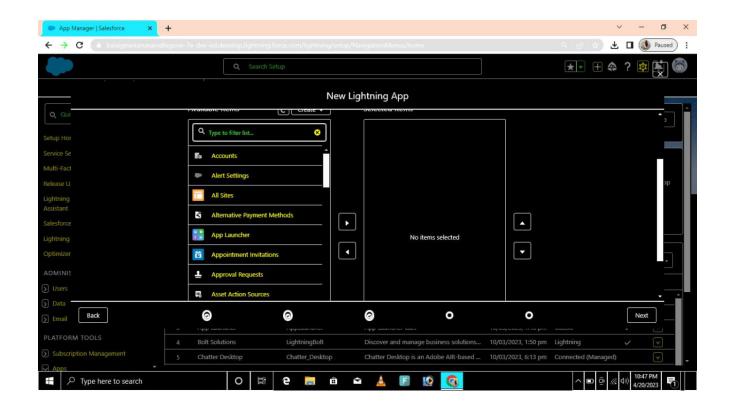


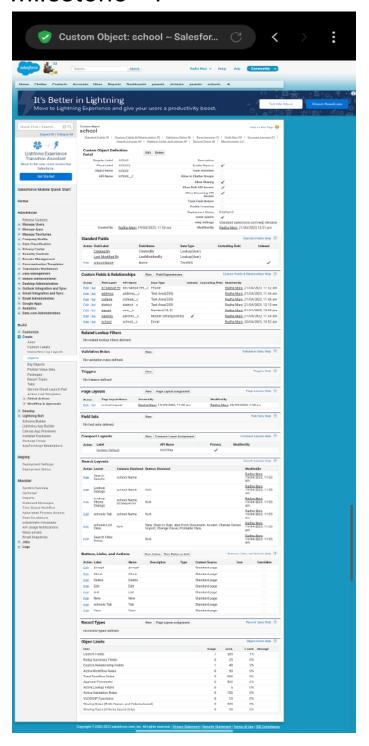


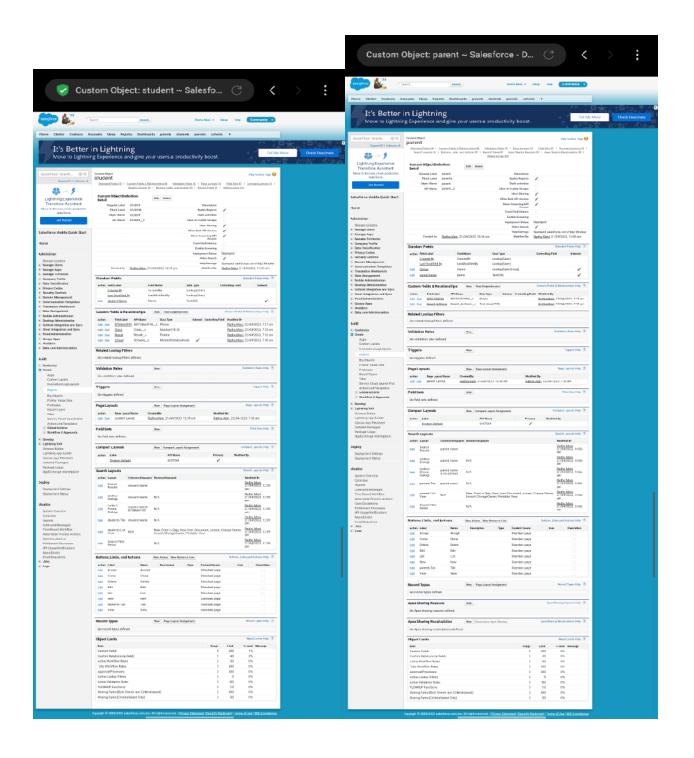


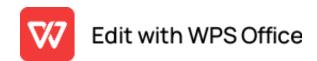


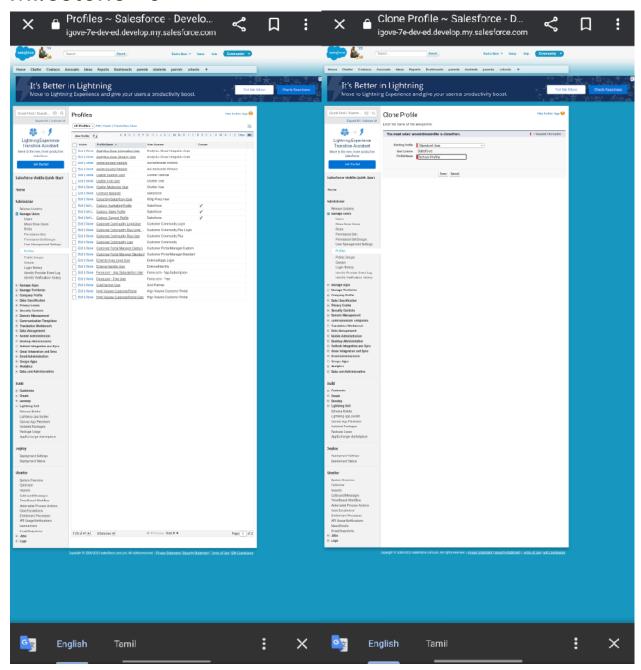




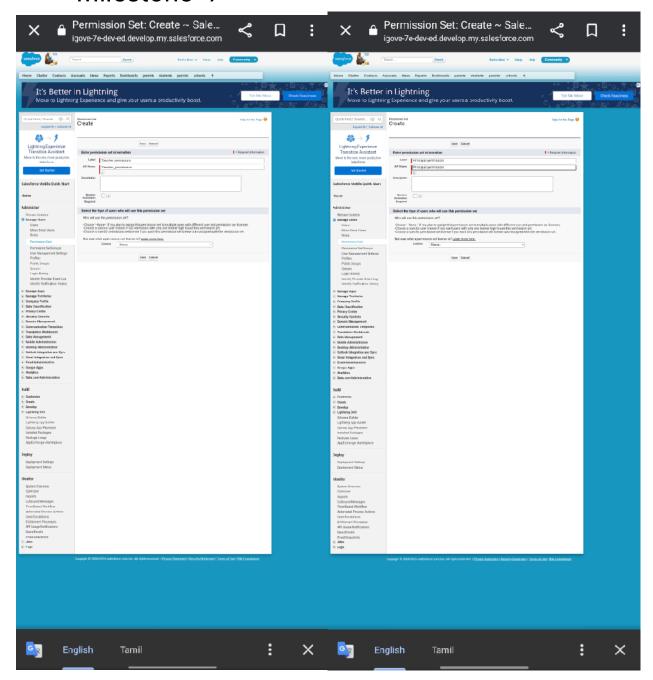


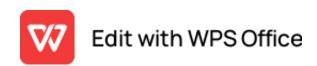


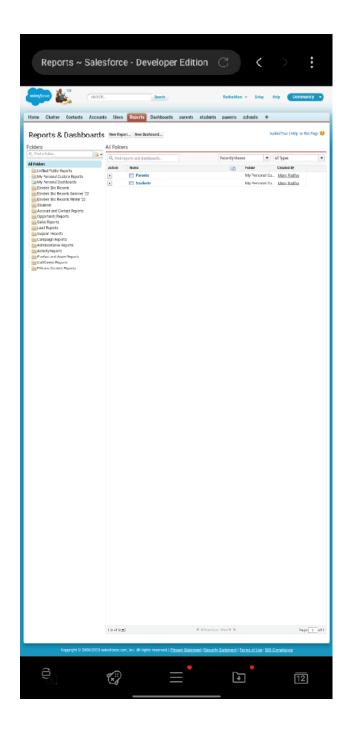


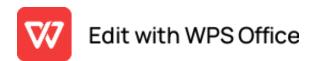












4. Trailhead Profile Public URL

Team lead: M. Radha

https://trailblazer.me/id/rmani185

Team member 1: M.Rubini

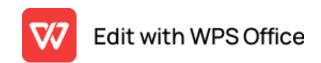
https://trailblazer.me/Id/rmani186

Team member 2: R. Shanthini

https://trailblazer.me/id/shanr57

Team member 3: S.Sathya

https://trailblazer.me/id/ssathya80



5. Advantages and Disadvantages

Advantages	Disadvantages
Data entry can be automated.	Burden some data entry.
An efficient data board streamlines sales activities.	Dependent on proper setup.
Potential to all revenue.	Focused on the wrong pr
Allows for earlier collaboration.	Can be costly.

6. Application

As educational institutions strive to excel in a highly competitive landscape, the need for efficient management and organization has become paramount. From student admissions and enrollment to managing faculty and alumni relations, educational institutions face complex challenges that require a robust Customer Relationship Management (CRM) solution. Among the plethora of CRM applications available, Solid Performers CRM has emerged as the top choice for schools and colleges seeking a comprehensive solution to streamline operations and enhance property.

7. Conclusion

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. However, in order to be successful in these aims, the different company departments have to work together and use measures in a coordinated fashion. This purpose is achieved via a customer database which is analyzed and updated using CRM software. This approach will be of particular interest to companies operating in highly competitive markets where it is difficult to attract new customers.

8. Future scope

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.