

A CRM application for schools and colleges

1 Introduction:

1.1 Overview:

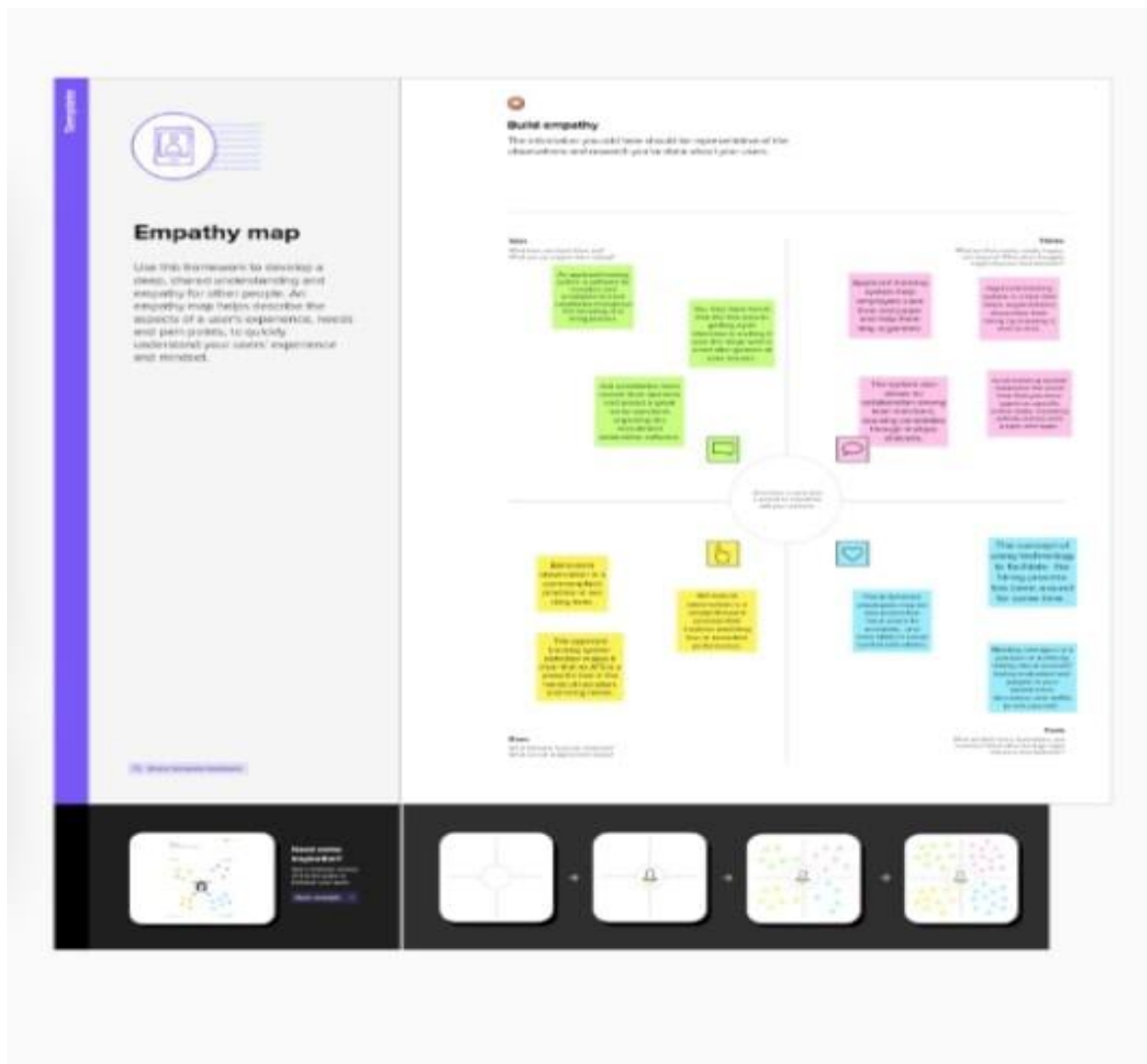
A CRM is a system that helps schools manage the entire life cycle of a potential customer.

1.2 Purpose:

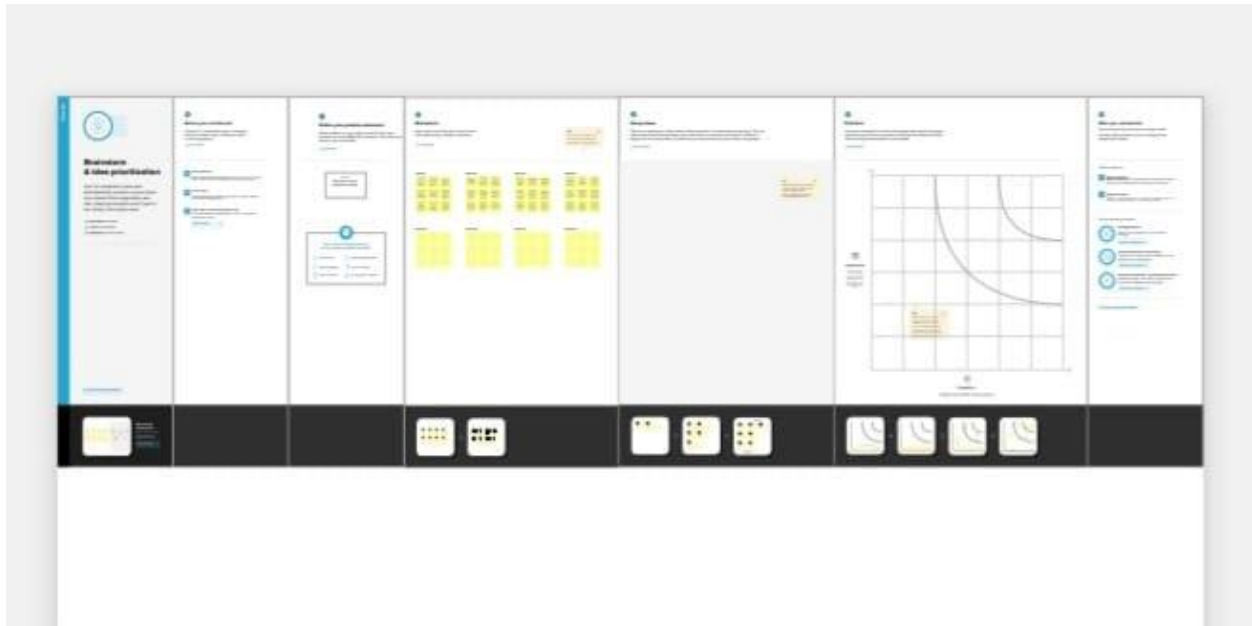
A school CRM software is a specialized tool designed to manage and track student interactions ,data and automate tasks related to student recruitment, enrollment and retention.

2. Problem definition & design Thinking:

2.1. Empathy map:



2.2 Ideation & Brainstorming map:



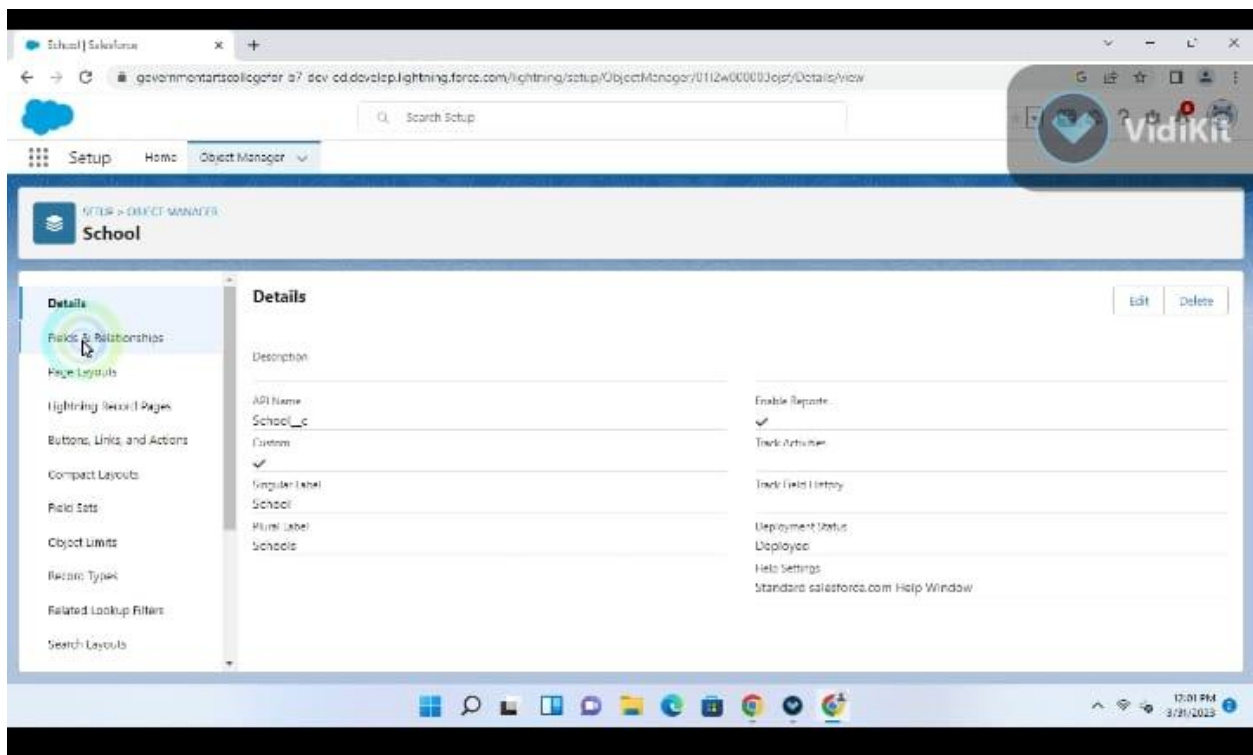
3 RESULT:

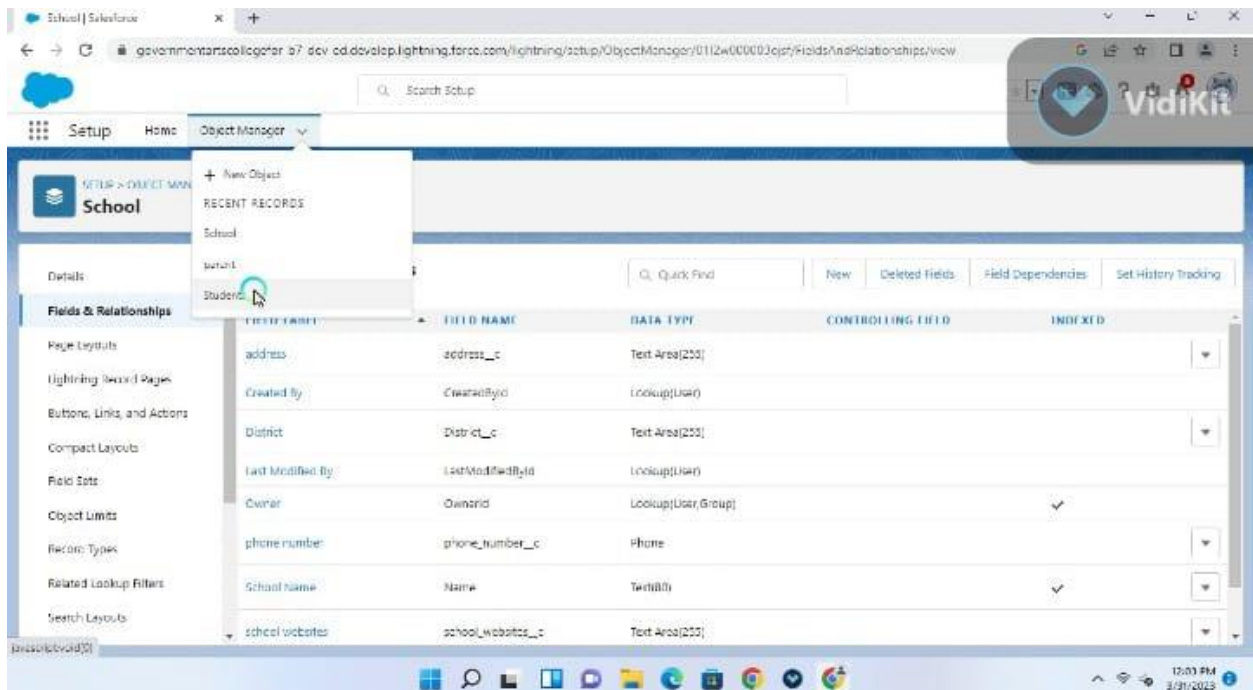
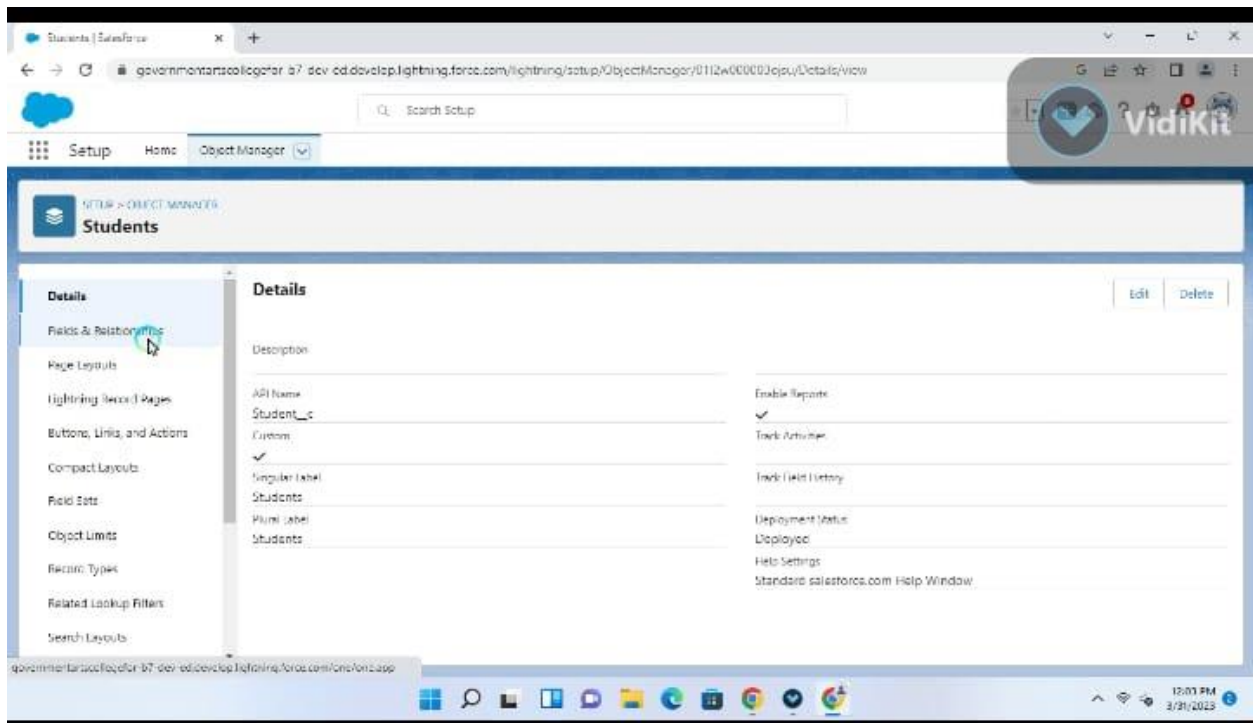
3.1.Data model:

Object name	Fields in the objects		
School	FIELD LABEL	DATA TYPE	
	Address	Text area	
	District	Text area	
	State	Text area	
	School website	Text area	
	Phone number	Phone	
	Number of Students	Roll-up summary	
	Highest mark	Roll up summary	
Student	Phone number	Phone	
	Results	Picklist	

	school	Master Detail relationship	
	Class	Number	
	Marks	Number	
Parent	Parent number	Phone	
	Parent address	Text area	

3.2.Activity & screenshot:





4.Trailhead profile public URL:

Team lead-<https://trailblazer.me/id/pdharshini96>

Team member 1-<https://trailblazer.me/id/nnithiya1>

Team member 2-<https://trailblazer.me/id/ppandiyarajeswari>

Team member 3-<https://trailblazer.me/id/pandiselvi>

5.ADVANTAGES:

- *Reduction in the cost of expenses**
- *Improving the quality of service/product**
- *Improving the organisation management process**
- *History of work with each student**
- *Easy implementation**

DISADVANTAGES:

- **Loss of collected information or records**
- **Not suitable for every business**
- **It eliminates the human element**
- **Having lots of security concerns**

6.APPLICATIONS:

- *Lead centralization**
- *Lead management**
- *Sales management &automation**
- *Field force automation**
- *User management**
- *Marketing communications and automation**

7.CONCLUSIONS:

Customer relationship management enables a company to align it's strategy with the needs of the customer in order to best meet those needs and thus ensure long term customer loyalty.

8.FUTURE COALS:

A CRM let's you track data and analytics from your recruitment and marketing efforts so that it strikes a chord with prospective students.