

PROJECT REPORT
A CRM APPLICATION FOR SCHOOLS/COLLEGES
TEAM ID: NM2023TMID19375

1.INTRODUCTION

1.1 Overview

Customer relationship management (CRM) manages all your institutions interactions with prospective and current student.it also supports managing communications with alumni,employees,donors,and other members of the education sector in your institution.

1.2 purpose

Customer relationship management software is a specialized tool designed to manage and track student interactions,data,and automate task related to student recruitment,enrollment,and retention.

2.PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy map



Empathy map

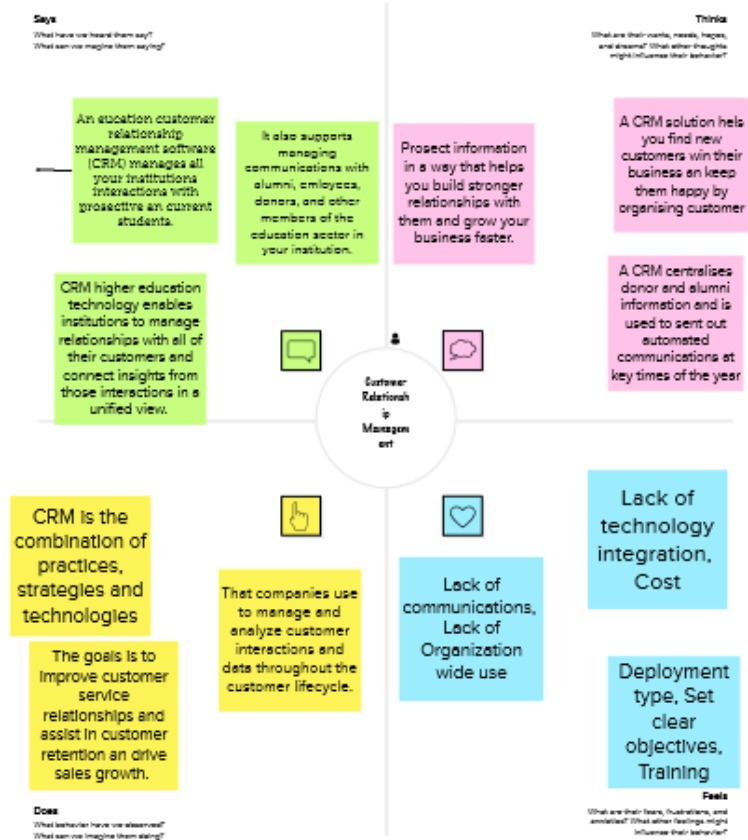
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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6

Build empathy

The information you add here should be representative of the observations and research you've done about your users.



2.2 Brainstorming:

[View sample text](#)

1000

Big idea of biochemistry
 From the macromolecular perspective

- Big picture
- Role of proteins
- Role of lipids
- Role of carbohydrates
- Role of nucleic acids

Abstract

Cultivars

Superficial
Superficial copy of the muscle is a 500m² muscle
which is in the skin or just below it.

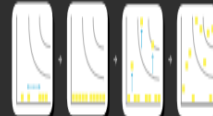
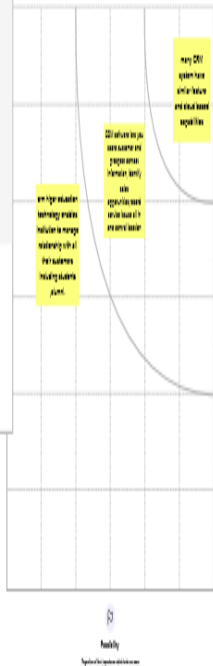
Keep moving forward

Apr 16 (Sat)

[Open the image](#)

[Apply for a loan](#)

1) New people linked



3.Result

3.1 Data model:

Object name	Field label	Data type
School object	Address	Text Area
	Number of students	Roll-up summary
Student object	Phone number	Phone
	Results	Picklist

3.2 Activity & screenshot:

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Lightning Experience Transition Assistant

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Get Started

Custom Objects

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Custom objects are database tables that allow you to store data specific to your organization in Salesforce. You can use custom objects to extend Salesforce functionality or to build new application functionality.

Once you have created a custom object, you can create a custom tab, custom related lists, reports, and dashboards for users to interact with the custom object data. You can also access custom object data through the API.

		New Custom Object	Schema Builder		
Action	Label	Master Object	Deployed	Description	
Edit / Del	parent		✓		
Edit / Del	school	students	✓		
Edit / Del	students		✓		

Salesforce Mobile Quick Start

Home

Administer

- Release Updates
- Manage Users
- Manage Apps
- Manage Territories
- Company Profile
- Data Classification
- Privacy Center
- Security Controls
- Domain Management
- Communication Templates
- Translation Workbench
- Data Management
- Mobile Administration
- Desktop Administration
- Outlook Integration and Sync
- Gmail Integration and Sync
- Email Administration
- Google Apps
- Analytics
- Data.com Administration

Build

- Customize
 - Create
 - Apps
 - Custom Labels
 - Interaction Log Layouts
 - Objects
 - Big Objects
 - Picklist Value Sets
 - Packages
 - Report Types
 - Tabs
 - Service Cloud Launch Pad
 - Action Link Templates
 - Global Actions
 - Workflow & Approvals
- Develop
 - Lightning Bolt
 - Schema Builder
 - Lightning App Builder
 - Canvas App Previewer
 - Installed Packages
 - Package Usage
 - AppExchange Marketplace

Deploy

- Deployment Settings
- Deployment Status

Monitor

- System Overview
- Optimizer
- Imports
- Outbound Messages
- Time-Based Workflow
- Automated Process Actions
- Case Escalations
- Entitlement Processes

4.TRAILHEAD PROFILE PUBLIC URL

Team leader - <https://trailblazer.me/id/rajmohan2002>

Team member 1 - <http://Trailblazer.me/id/pugap2>

Team member 2 - <http://trailblazer.me/id/rajer25>

Team member 3 - <https://trailblazer.me/id/raman1234>

5.Advantages & disadvantages

Advantages:

- ❖ Customer accounting and complete information about the relationship with them;
- ❖ Schedule of classes and information on the educational process by student.
- ❖ Personal accounts of students and teachers with the ability to upload homework and receive feedback.
- ❖ Ability to create tasks,business process and schedule work.
- ❖ Large video training base for a wide range of areas.
- ❖ the ability to connect students and teachers from the different parts of the world
- ❖ The opportunity to purchase online courses.

Disadvantages:

- ❖ One of the greatest challenges to CRM implementation cost is too high.
- ❖ Lost of collected information or records.

- ❖ They don't need a CRM tool forming CRM to make it function properly has to spend a lot of money,including various purpose.
- ❖ CRM is not fully customized.
- ❖ Have poor usability.
- ❖ Poor communication.
- ❖ Lack of leadership.
- ❖ A waste of time when it is used incorrectly.

6.Applications

- ❖ A CRM system can be help eeducational organisations effectively manage and track leads,resulting in improved enrollment numbers.addictionally,by personalizing communication and providing automated follow-up,educational organization can build better relationships with students and leads and keep them engaged over time.
- ❖ Using CRM system provides educational organization with the data they need to make informed decisions about recruitment,marketing,and other areas.
- ❖ A CRM system is an essiantial tool for any educational organization to improve enrollment,leads management and communication.
- ❖ It also allows you to improve student engagement by tracking student interactions and providing personalised communication.

7.CONCLUSION

From the above discussion it is clear that every educational system must adopt CRM system for the record breaking enrollment and for managing their account as well.

8.FUTURE SCOPE

The goal of the future of CRM is to make integrated sales,marketing,service and commerce possible for all companies.the project has a very scope in future.