BHARATHI WOMEN'S COLLEGE (AUTONOMOUS),

CHENNAI—600108

A PROJECT

ON

IMPLEMENTING CRM FOR RESULT

TRACKING OF A CANDIDATE WITH

INTERNAL MARKS

BY

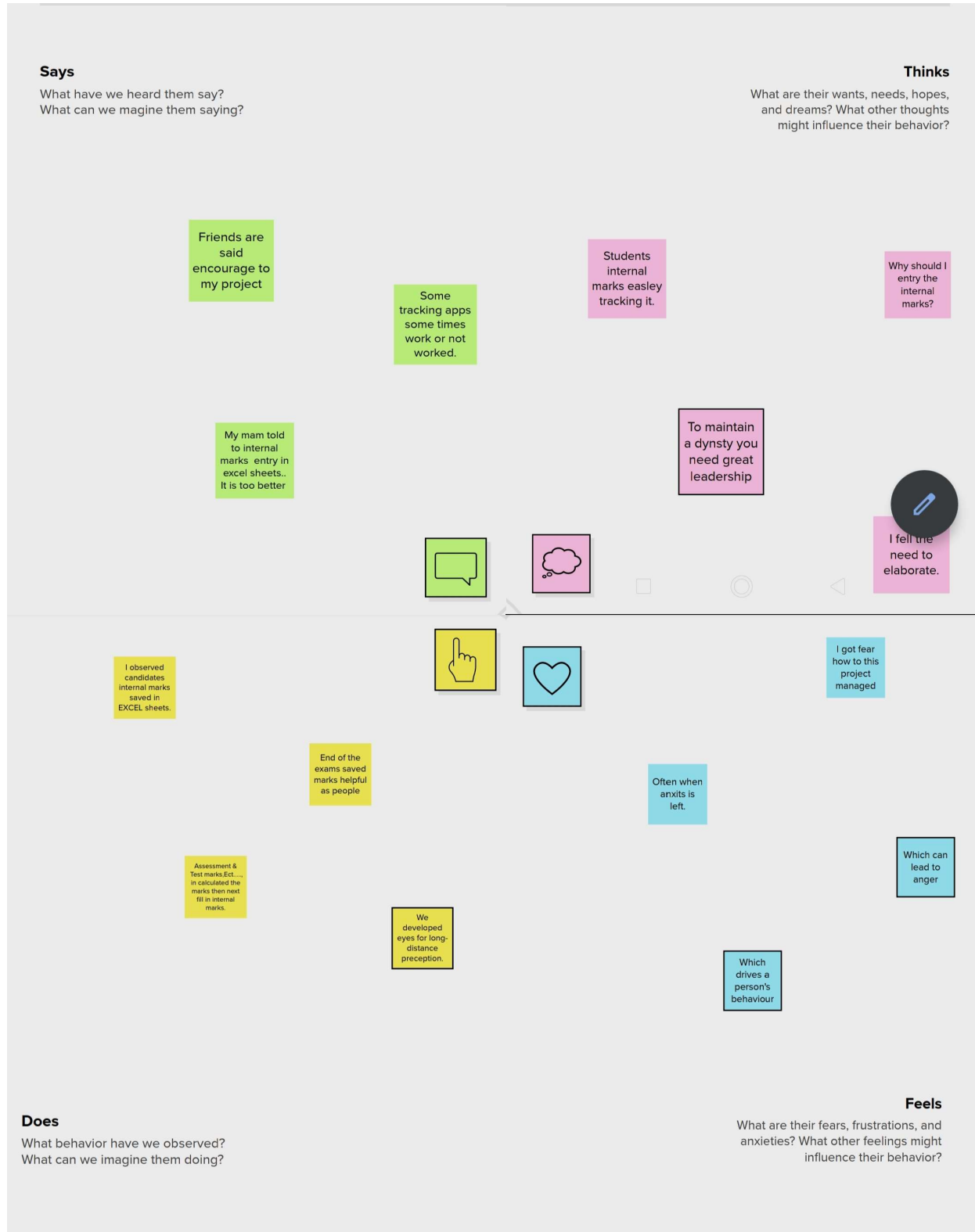| REGISTER NUMBER	ROLE	NAME	EMAIL
2013331011023	Team leader	RITHIKA R.	rithikarenga2002@gmail.com
2013331011011	Team member 1	MAHALAKSHMI M.	lakshmimaha512003@gmail.com
2013331011012	Team member 2	MARIYAMMAL M.	cdtmmariyammal@gmail.com
2013331011013	Team member 3	NADHIYA V.	vnadhiya02@gmail.com

1. INTRODUCTION

1.1 Overview

➢ Administrator should be able to create all base data including students on roll number, internal marks cum external marks in their semester.

➢ Course and Lecturer: the lecturer should have the ability to create internal results.

➢ COE, who is not a lecturer, should be the only one with the ability to upgrade internal results.

➢ Re-evaluation can be initialized by the candidate for all internal results.

➢ Now only COE can update the marks after re-evaluation.

1.2 Purpose

✓ Reduces costs, because the right things are being done.

✓ Increases customer satisfaction, because they are getting exactly what they want.

✓ Maximization of opportunities.

✓ Highlighting poor operational processes' long-term profitability and sustainability.

2. PROBELM DEFINITION & DESIGN THINKING

2.1 Empathy Map

Says

What have we heard them say?
What can we magine them saying?

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Friends are said encourage to my project

Some tracking apps some times work or not worked.

Students internal marks easley tracking it.

Why should I entry the internal marks?

My mam told to internal marks entry in excel sheets.. It is too better

To maintain a dynsty you need great leadership

I fell the need to elaborate.

I observed candidates internal marks saved in EXCEL sheets.

I got fear how to this project managed

End of the exams saved marks helpful as people

Often when anxits is left.

Which can lead to anger

Assessment & Test marks,Ect....., in calculated the marks then next fill in internal marks.

We developed eyes for long-distance preception.

Which drives a person's behaviour

Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

2.2 Ideation & Brainstorming Map:

3. RESULTS

3.1 Data model

Object Name	Fields in the object	
Candidate	**Field label**	**Data type**
	Candidate	Text
	Candidate Name	Text
Course	**Field Label**	**Data type**
	Course	Text
	Course Name	Text

3.2 Activity & Screenshot

Milestone 1: Salesforce

Creating a Developer Account

Login to Your Salesforce Account

Milestone 2: Object

Candidate, Course, Lecturer, Internal

- Student   X   Lecturer | Salesforce   X   +

← → C   🔒 bharathiwomenscollege3-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/01I2w000003jPa7/Details/view

Q Search Setup

Setup   Home   Object Manager ∨

SETUP > OBJECT MANAGER
Lecturer

Details

Edit   Delete

Description

API Name	Enable Reports
Lecturer__c	✓
Custom	Track Activities
✓	
Singular Label	Track Field History
Lecturer	
Plural Label	Deployment Status
Lectures	Deployed
	Help Settings
	Standard salesforce.com Help Window

Sidebar:
Details
Fields & Relationships
Page Layouts
Lightning Record Pages
Buttons, Links, and Actions
Compact Layouts
Field Sets
Object Limits
Record Types
Related Lookup Filters
Search Layouts
List View Button Layout

- Student   X   Internal | Salesforce   X   +

← → C   🔒 bharathiwomenscollege3-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/01I2w000003jPZO/Details/view

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Milestone 3: Fields and Relation

Creation of Fields

- Student   X   Lecturer | Salesforce   X   +

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Search Setup

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SETUP > OBJECT MANAGER
Lecturer

Fields & Relationships
5 Items, Sorted by Field Label

Quick Find   New   Deleted Fields   Field Dependencies   Set History Tracking

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

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Record Types

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List View Button Layout

FIELD LABEL ▲	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED	
Created By	CreatedById	Lookup(User)			
Last Modified By	LastModifiedById	Lookup(User)			
Lecturer	Lecturer__c	Text(8)			▾
Lecturer Name	Name	Text(80)		✓	▾
Owner	OwnerId	Lookup(User,Group)		✓	

- Student   X   Internal | Salesforce   X   +

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FIELD LABEL ▲	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED	
Created By	CreatedById	Lookup(User)			
Internal	Internal__c	Text(8)			▾
Internal Name	Name	Text(80)		✓	▾
Last Modified By	LastModifiedById	Lookup(User)			
Owner	OwnerId	Lookup(User,Group)		✓	

Milestone 4: Lightning App

Create the Candidate Internal Result Card App

Milestone 5: Users

Creating a Users

Milestone 6: Reports

Create a Reports

Milestone 7: Dashboards

Create a Dashboard
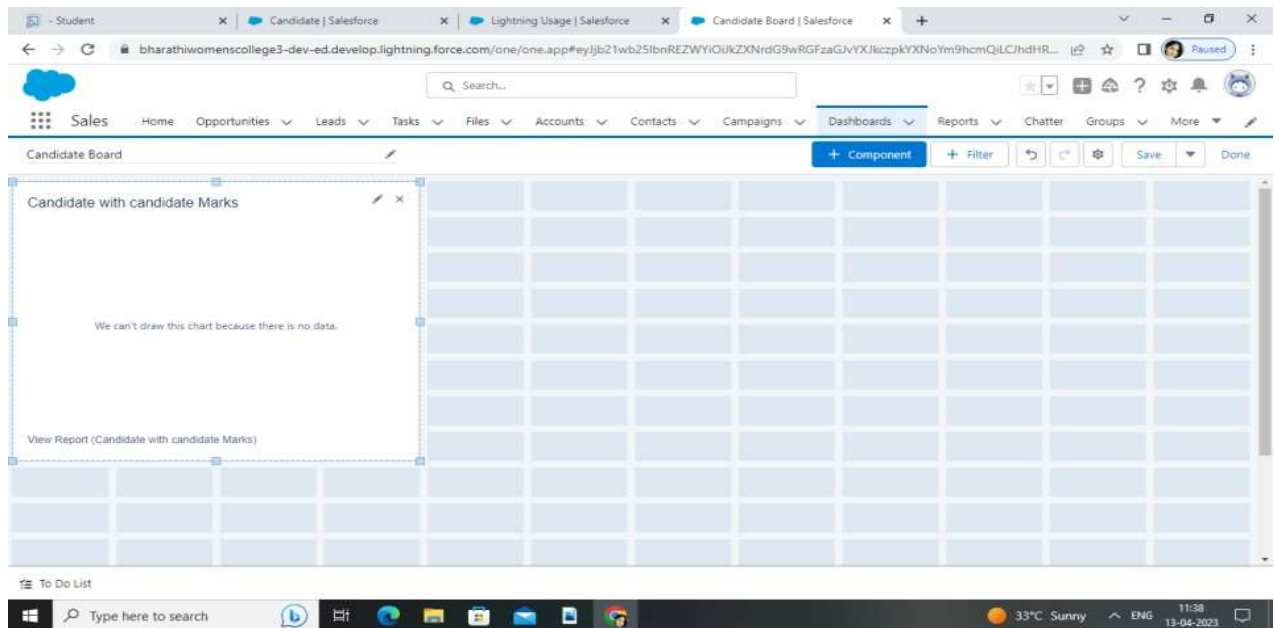
4. **TRAILHEAD PROFILE PUBLIC URL**

Team Lead – https://trailblazer.me/id/rithr4

Team Member 1 – https://trailblazer.me/id/mahasendbox

Team Member 2 – https://trailblazer.me/id/marim102

Team Member 3 – https://trailblazer.me/id/nadhv

5. **ADVANTAGES & DISADVANTAGES**

   ADVANTAGES

   ➢ It allows for more effective sales and marketing.

   ➢ Lowers time costs and boosts morale.

   ➢ It allows geographically dispersed teams to collaborate effectively.

   DISADVANTAGES

   ➢ Lack of leadership

   ➢ Lack of organization-wide use

   ➢ Lack of technology integration

6. APPLICATIONS

- Marketing: Run Campaigns, Generate Leads, Form a Database
- Sales: Assign Leads, Qualify Leads, Convert Leads, Track Opportunities
- Orders: Deliver Products, Produce Invoices
- Support: Manage Cases, Conduct Trainings, Provide Service

7. FUTURE SCOPE

- ❖ Improve Campaign Efficiency
- ❖ Improve Forecast Accuracy and Timeline
- ❖ Increase Knowledge Retention
- ❖ Increase Customer Satisfaction
- ❖ Improve Product and Pricing Models
- ❖ Increase Your Understanding of Your Customers

8. CONCLUSION

Application tracking system for recruiters is a very effective hiring solution that most successful recruiters utilize because, without it, there is agood chance that your process of moving applicants through different stages can become very difficult.