

Date	20 th April 2023
Team ID	NM2023TMID05620
Project Name	Implementing CRM for result tracking of a candidate with internal marks
Team leader	SWATHI .R
Team member	PRADEEPA .S PRABAKARAN. G NIVYASRI. S

## IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE WITH INTERNAL MARKS.

### 1. INTRODUCTION

#### 1.1. Overview

Customers relationship management is a technology for managing all your company's relationships and interactions with customers and potential customers.

#### 1.2. Purpose

Companies can also use a CRM to expand the scope of a job function if needed to support a business goal.

For example your sales team will use a CRM too manage customers better and sell more.

### 2. PROBLEM DEFINITION & DESING THINKING

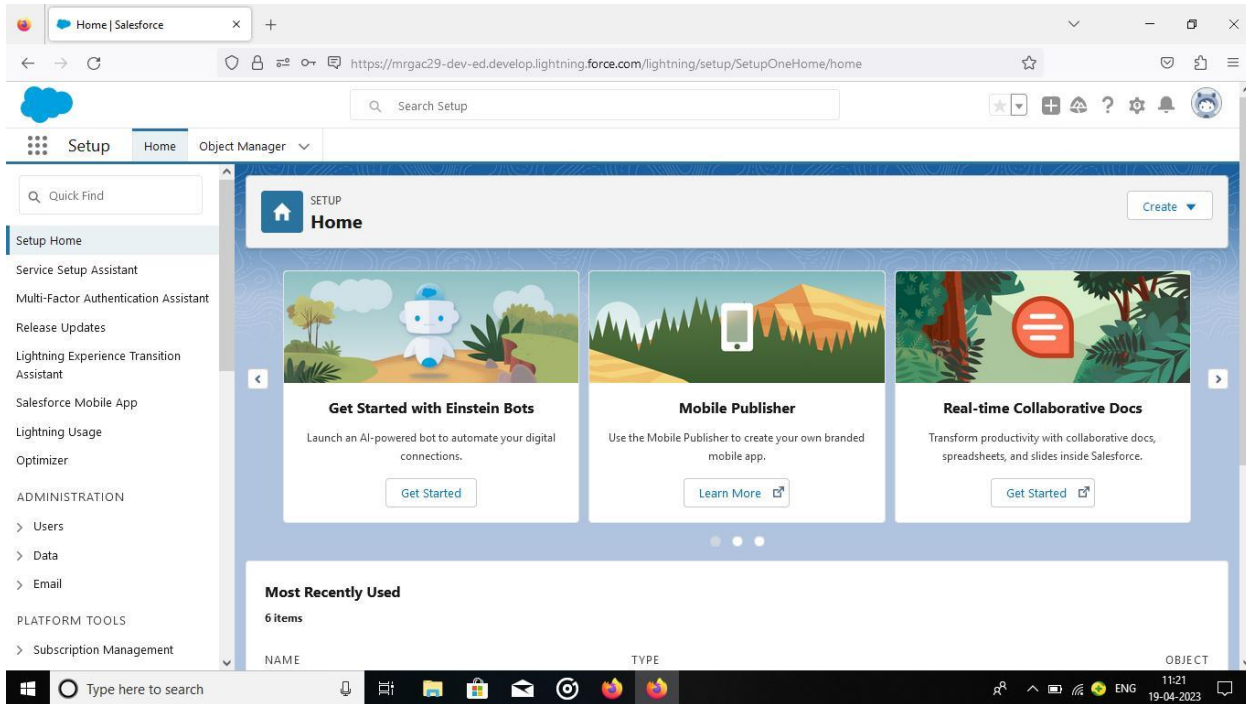
#### 2.1. Empathy Map



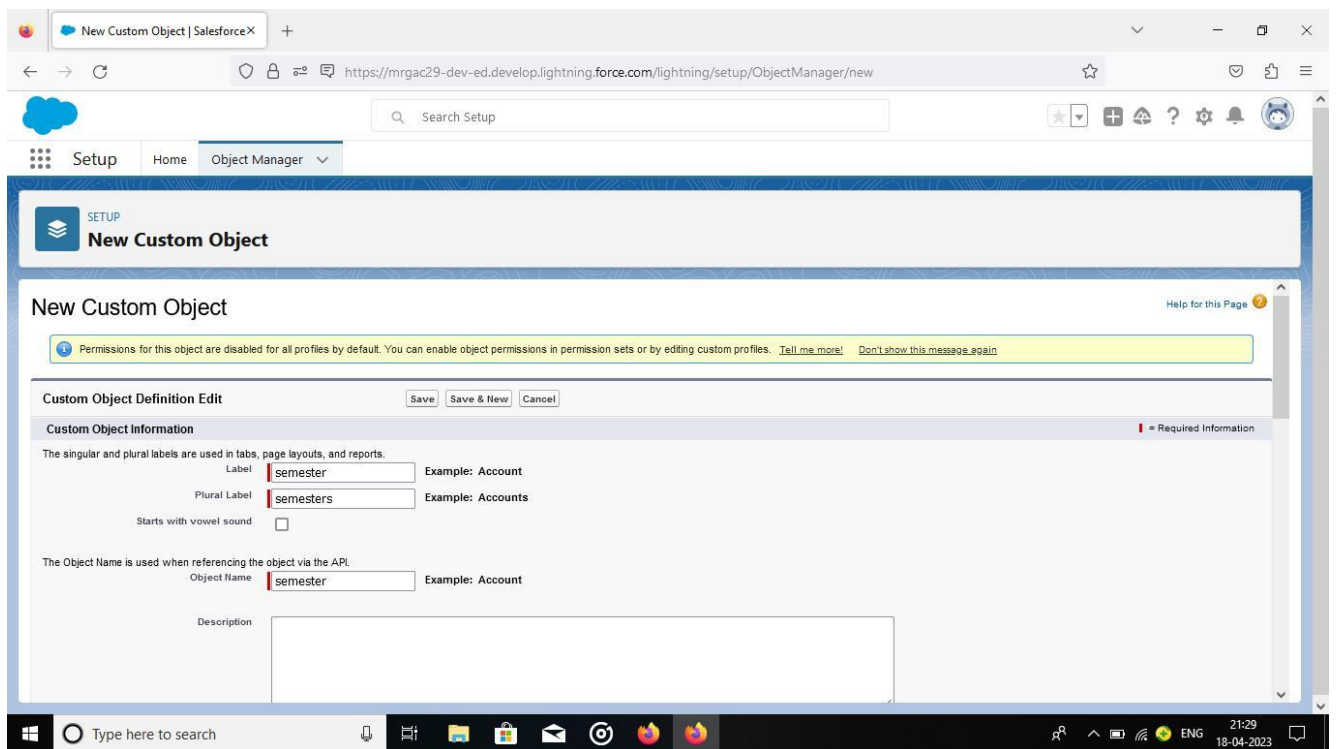
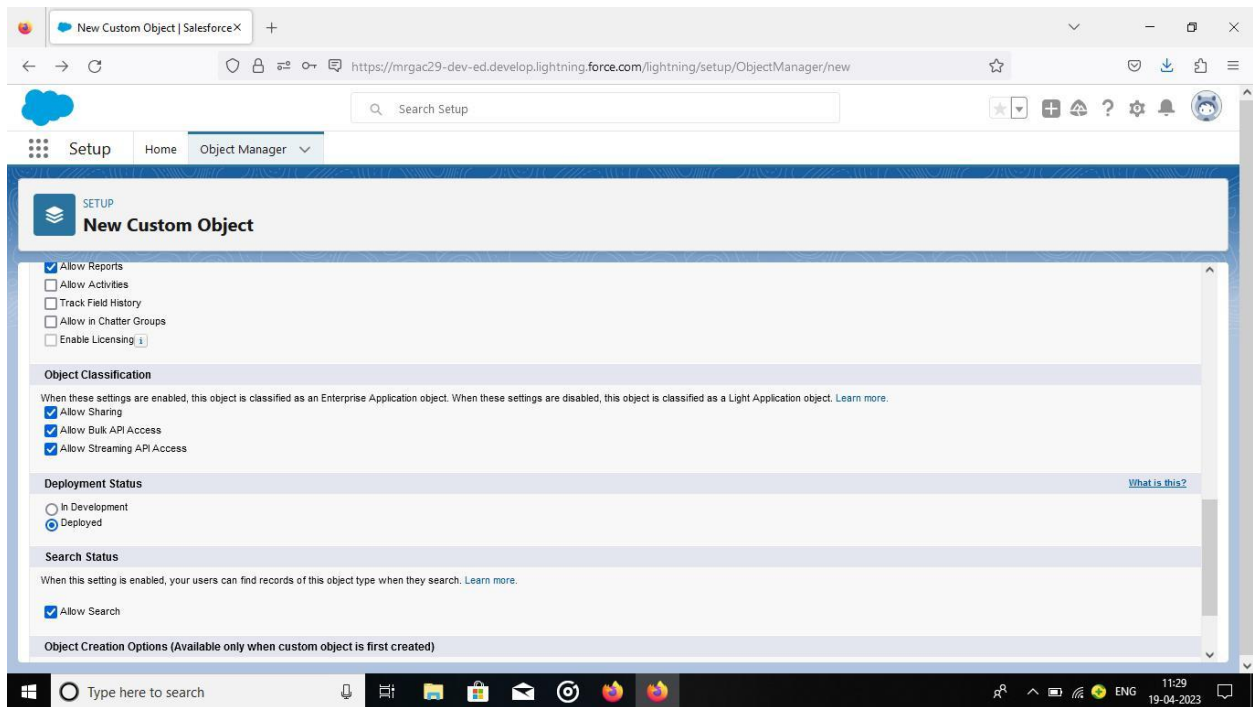
### 3.RESULT

#### 3.2. Activity & Screenshot

## Milestone1:



## Milestone 2:



### Milestone3:

File Edit View History Bookmarks Tools Help

App Manager | Salesforce

https://mrgac29-dev-ed.develop.lightning.force.com/lightning/setup/NavigationMenus/home

## New Lightning App

### App Details & Branding

Give your Lightning app a name and description. Upload an image and choose the highlight color for its navigation bar.

#### App Details

\*App Name ⓘ  
internal marks

\*Developer Name ⓘ  
Enter a developer name...

Description ⓘ

#### App Branding

Image ⓘ  
Upload

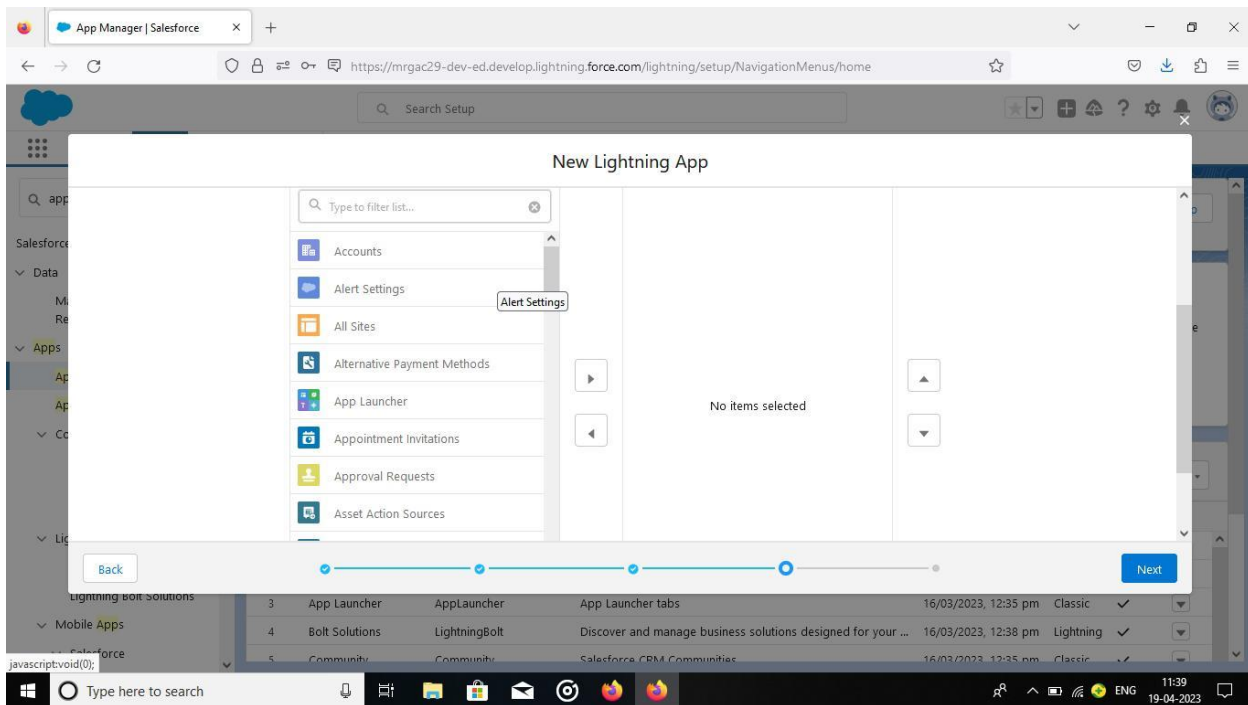
Primary Color Hex Value ⓘ  
#0070D2

Next

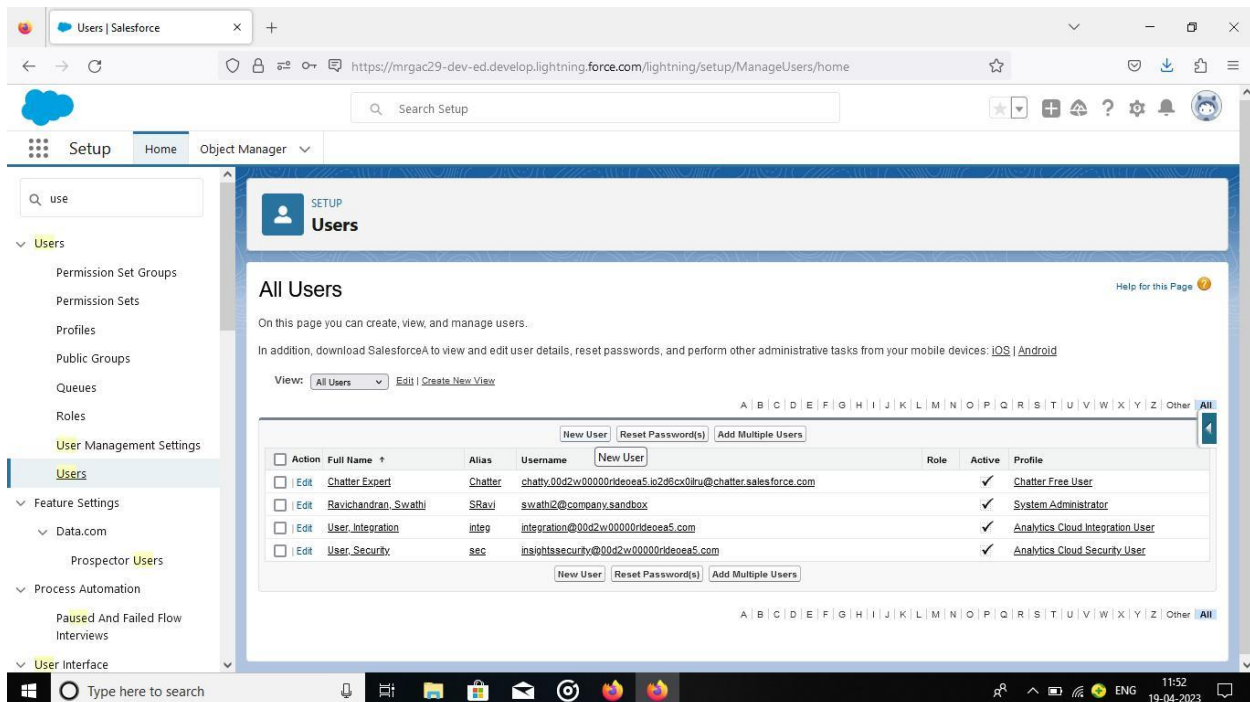
Item	Category	App Name	App Description	Created Date	Version
1	Analytics Studio	Insights	Build CRM Analytics dashboards and apps	16/03/2023, 12:35 pm	Classic
2	App Launcher	AppLauncher	App Launcher tabs	16/03/2023, 12:35 pm	Classic

Type here to search

11:38 19-04-2023

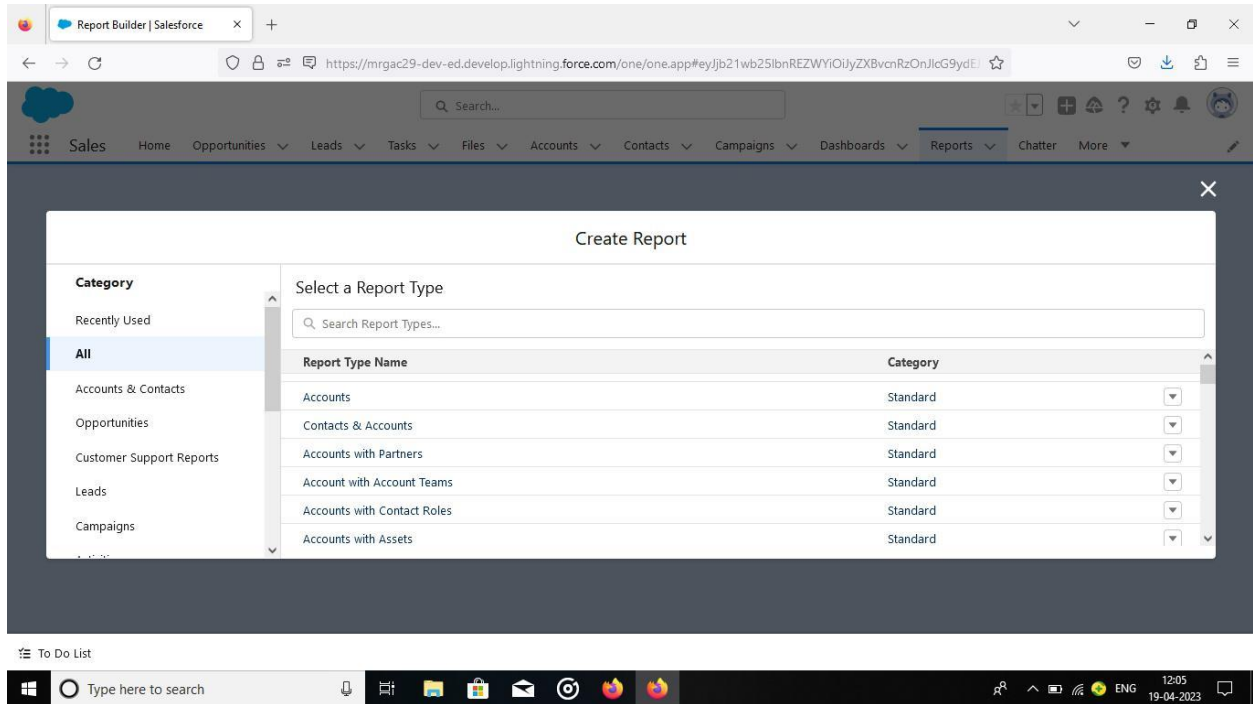


## Milestone 4:





## Milestone 6:



## Milestone 7:



Report Builder | Salesforce

Search...

Sales Home Opportunities Leads Tasks Files Accounts Contacts Campaigns Dashboards Reports Chatter More

REPORT

New semesters Report semesters

Previewing a limited number of records. Run the report to see everything. Update Preview Automatically

Outline Filters 1

Groups

GROUP ROWS

Add group...

semester: semester Name

GROUP COLUMNS

Add group...

semester: Owner Name

Columns

Add column...

Details (0 Rows) Click an intersection in the table above to filter details.

Row Counts Detail Rows Grand Total Stacked Summaries Conditional Formatting

Your report returned no records.

To Do List

Type here to search

ENG 12:09 19-04-2023

## Milestone 8:

swathi | Salesforce

Search...

Sales Home Opportunities Leads Tasks Files Accounts Contacts Campaigns Dashboards Reports Chatter More

swathi

+ Component + X Save Done

Add Component

Preview

New semesters Report

We can't draw this chart because there is no data.

View Report (New semesters Report)

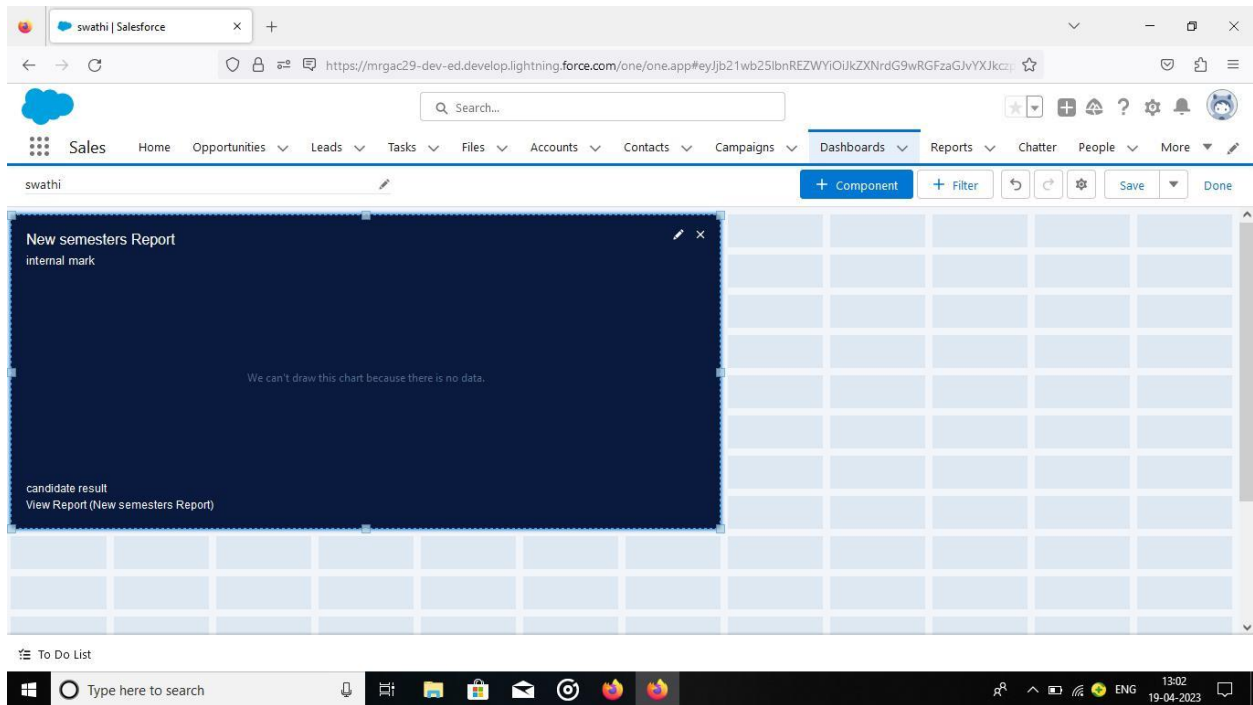
Cancel Add

To Do List

Type here to search

ENG 12:20 19-04-2023

## Milestone 9:



TRAILHEAD PROFILE PUBLIC URL

Team Lead – <https://trailblazer.me/s/ravichandran46>

Team Member 1- <https://trailblazer.me/pdharmaadurai>

Team Member2-<https://trailblazer.me/pgunasekaran>

Team member3- <https://trailblazer.me/nsivanandham>

#### ADAVANDAGE:

1. Develop and maintain new digital channels
2. Attract new prospects.
3. Namely visitors to your site.
4. Retain customers and establish a long term relationship of trust.

#### DISADVANTAGE:

1. Poor communication.
2. Lack of leader ship.
3. One of the greatest challenges to CRM implementation in cost.

#### APPLICATION:

1. Assess the CRM needs and set goals.
2. Choose the correct CRM application.
3. Build an implementation team.
4. Create a change management plan.

#### CONCLUSION:

To improve communication and interaction with real customers and leads and to maximise their impact on the production process and business figures.

#### FUTURE SCOPE:

Companies will be able to pivot to meet the changing needs and trends driven by customer expectations.