

IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE WITH INTERNAL MARKS

Project Report

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1. INTRODUCTION

1.1 Overview

Implementing a CRM (Customer Relationship Management) system for result tracking of a candidate with internal marks is a process of utilizing software tools to manage and monitor a candidate's academic progress and results. The system collects and stores data such as personal information, academic records, and internal marks. This data can then be analyzed and reported to provide insights into the candidate's performance and progress.

The CRM system can provide features such as alerts for upcoming exams, notifications for low grades, and automated communication with teachers or counselors. These features help the candidate stay on track and receive support when needed.

1.2 Purpose

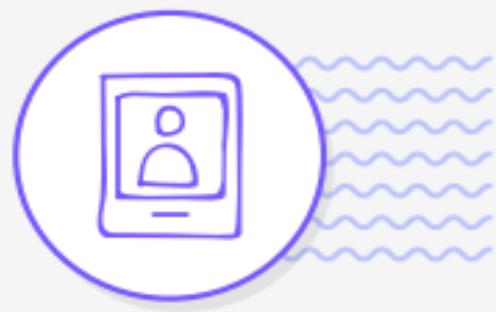
The purpose of implementing a CRM (Customer Relationship Management) system for result tracking of a candidate with internal marks is to streamline the process of managing and monitoring academic progress. The system helps to collect and store data related to the candidate's academic records and internal marks, which can be analyzed to provide insights into their performance and progress.

By implementing a CRM system for result tracking, the candidate's academic progress can be monitored more effectively, facilitating communication between the candidate, teachers, and counselors. The system can also provide features such as alerts for upcoming exams, notifications for low grades, and automated communication with teachers or counselors. This helps to ensure that the candidate stays on track and receives the necessary support to succeed.

2. Problem Definition & Design Thinking

2.1 Empathy Map

Template



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.

Says

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

It is easy to get the candidate result

It also has the feature to update candidate result

It is quick process to get the result card

It is difficult to work for first time

We can track the candidate result at any time

There is any other easy way to track candidate result?

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

If we create candidate result card in this application, Will it work as we expect?

Implementing CRM for result tracking of a candidate with internal marks

Study the procedures before tracking

Check the reviews about the app

Discuss with the management for more details

I expect more features

Is it safe?

What if we can't modify candidate data?

If we made any mistake Can we recharge the details after creating the result card?

It feels reliable

It feels easy to track candidate result comparing with other ways

Feels

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

Does

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



2.2 Ideation & Brainstorming Map



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

⌚ 10 minutes to prepare

⌛ 1 hour to collaborate

👤 2-8 people recommended



Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⌚ 10 minutes

A Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

1

Define your problem statement

1.What are the most common problems when user trying to work on our application?

2.What if, one user can access the another user's data?

3.How can we secure our user's data?

4.What if, the server stuck?

5.How can the user contact us?

6.Can user modify their data?

7.What can we do to make the process more easy?

2

⌚ 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Saravana sowmiya

We can add <u>knowmore</u> features in difficult part	→ So that the user can easily handle the difficult part	We can provide encryption features to secure users data
Create edit option so that the user can edit their details		

Srinithi

Directly interact with users through mail	→ So we know more about the users need	We can create user account &analyse the problems in user poit of view
Provide Contact&mail features so that user can also contact us		

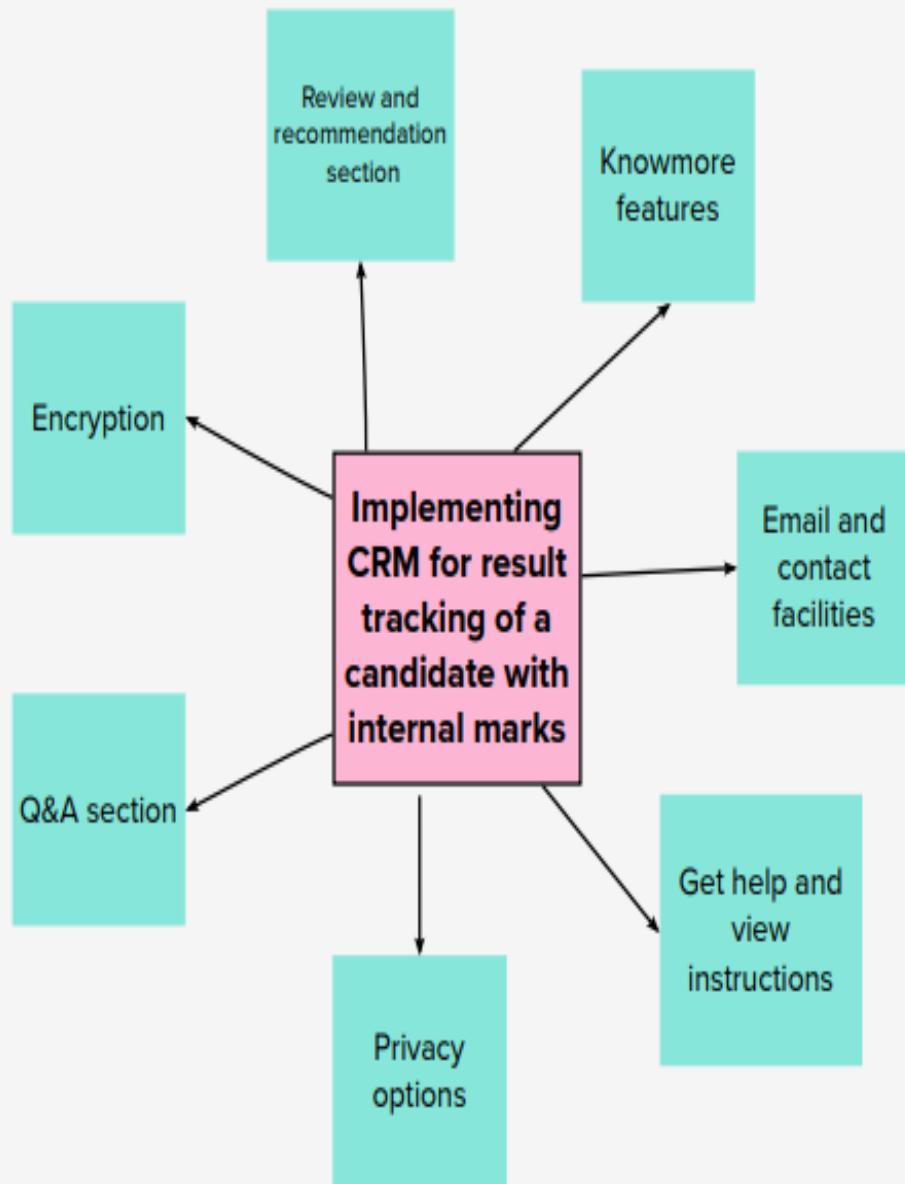
Reshma

Try to improve our server speed	→ We can add View instructions features	So that the user can managed to work on their own
Provide Review and recommendation section .It's helps to improve our application		

Rubini

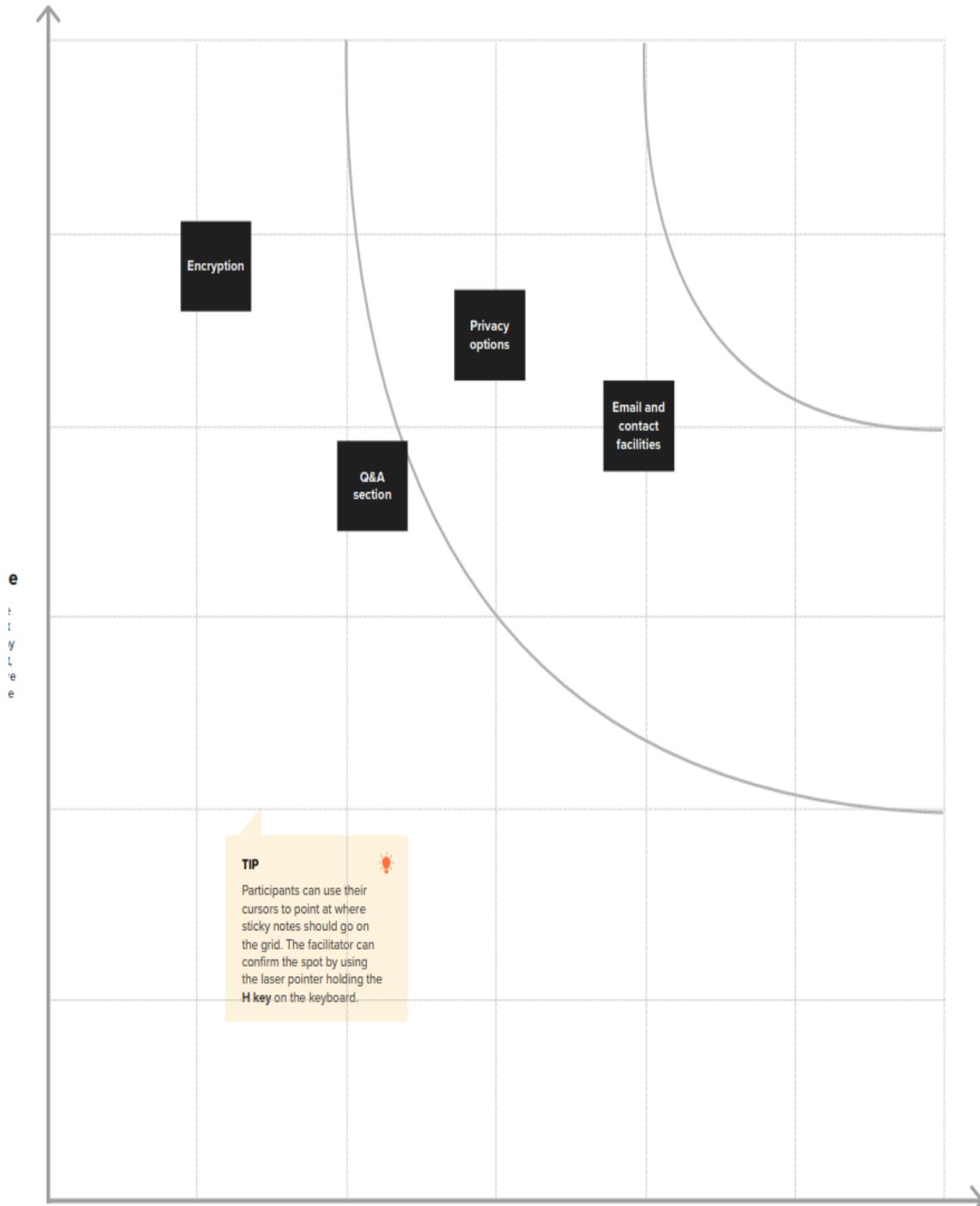
We can provide login&password features for every users separately	→ So that all the user's data will be safe	Providing Q&A features so that the user can clarify their doubts
Provide Get help? section to help users with their work		

Group ideas



4

Prioritize

 Feasibility

3.RESULT

3.1 Data Model:

Object name	Fields in the Object													
Semester	<table border="1"> <thead> <tr> <th data-bbox="657 646 1076 700">Field label</th><th data-bbox="1076 646 1489 700">Data type</th></tr> </thead> <tbody> <tr> <td data-bbox="657 700 1076 754">Created by</td><td data-bbox="1076 700 1489 754">Lookup(User)</td></tr> <tr> <td data-bbox="657 754 1076 808">Last Date modified by</td><td data-bbox="1076 754 1489 808">Lookup(User)</td></tr> <tr> <td data-bbox="657 808 1076 862">Owner</td><td data-bbox="1076 808 1489 862">Lookup(User, Group)</td></tr> <tr> <td data-bbox="657 862 1076 916">Semester Name</td><td data-bbox="1076 862 1489 916">Text(15)</td></tr> <tr> <td data-bbox="657 916 1076 970">Semester Name</td><td data-bbox="1076 916 1489 970">Text(80)</td></tr> </tbody> </table>		Field label	Data type	Created by	Lookup(User)	Last Date modified by	Lookup(User)	Owner	Lookup(User, Group)	Semester Name	Text(15)	Semester Name	Text(80)
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Created by	Lookup(User)													
Last Date modified by	Lookup(User)													
Owner	Lookup(User, Group)													
Semester Name	Text(15)													
Semester Name	Text(80)													
<table border="1"> <thead> <tr> <th data-bbox="657 1096 1076 1149">Field label</th><th data-bbox="1076 1096 1489 1149">Data type</th></tr> </thead> <tbody> <tr> <td data-bbox="657 1149 1076 1203">Candidate Name</td><td data-bbox="1076 1149 1489 1203">Text(15)</td></tr> <tr> <td data-bbox="657 1203 1076 1257">Candidate Name</td><td data-bbox="1076 1203 1489 1257">Text(80)</td></tr> <tr> <td data-bbox="657 1257 1076 1311">Created by</td><td data-bbox="1076 1257 1489 1311">Lookup(User)</td></tr> <tr> <td data-bbox="657 1311 1076 1365">Last Date modified by</td><td data-bbox="1076 1311 1489 1365">Lookup(User)</td></tr> <tr> <td data-bbox="657 1365 1076 1419">Owner</td><td data-bbox="1076 1365 1489 1419">Lookup(User, Group)</td></tr> </tbody> </table>		Field label	Data type	Candidate Name	Text(15)	Candidate Name	Text(80)	Created by	Lookup(User)	Last Date modified by	Lookup(User)	Owner	Lookup(User, Group)	
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Candidate Name	Text(15)													
Candidate Name	Text(80)													
Created by	Lookup(User)													
Last Date modified by	Lookup(User)													
Owner	Lookup(User, Group)													
Course Details	<table border="1"> <thead> <tr> <th data-bbox="657 1551 1076 1605">Field label</th><th data-bbox="1076 1551 1489 1605">Data type</th></tr> </thead> <tbody> <tr> <td data-bbox="657 1605 1076 1659">Course details name</td><td data-bbox="1076 1605 1489 1659">Text(80)</td></tr> <tr> <td data-bbox="657 1659 1076 1713">Course name</td><td data-bbox="1076 1659 1489 1713">Text(15)</td></tr> <tr> <td data-bbox="657 1713 1076 1767">Created by</td><td data-bbox="1076 1713 1489 1767">Lookup(User)</td></tr> <tr> <td data-bbox="657 1767 1076 1821">Last Date modified by</td><td data-bbox="1076 1767 1489 1821">Lookup(User)</td></tr> <tr> <td data-bbox="657 1821 1076 1875">Owner</td><td data-bbox="1076 1821 1489 1875">Lookup(User, Group)</td></tr> </tbody> </table>		Field label	Data type	Course details name	Text(80)	Course name	Text(15)	Created by	Lookup(User)	Last Date modified by	Lookup(User)	Owner	Lookup(User, Group)
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Course name	Text(15)													
Created by	Lookup(User)													
Last Date modified by	Lookup(User)													
Owner	Lookup(User, Group)													

Object name	Fields in the Object													
Lecturer Details	<table border="1"> <thead> <tr> <th data-bbox="608 545 1021 601">Field label</th><th data-bbox="1021 545 1433 601">Data type</th></tr> </thead> <tbody> <tr> <td data-bbox="608 601 1021 658">Created by</td><td data-bbox="1021 601 1433 658">Lookup(User)</td></tr> <tr> <td data-bbox="608 658 1021 714">Last Date modified by</td><td data-bbox="1021 658 1433 714">Lookup(User)</td></tr> <tr> <td data-bbox="608 714 1021 770">Lecturer detail name</td><td data-bbox="1021 714 1433 770">Text(80)</td></tr> <tr> <td data-bbox="608 770 1021 826">Lecturer Role</td><td data-bbox="1021 770 1433 826">Text(15)</td></tr> <tr> <td data-bbox="608 826 1021 882">Owner</td><td data-bbox="1021 826 1433 882">Lookup(User, Group)</td></tr> </tbody> </table>		Field label	Data type	Created by	Lookup(User)	Last Date modified by	Lookup(User)	Lecturer detail name	Text(80)	Lecturer Role	Text(15)	Owner	Lookup(User, Group)
Field label	Data type													
Created by	Lookup(User)													
Last Date modified by	Lookup(User)													
Lecturer detail name	Text(80)													
Lecturer Role	Text(15)													
Owner	Lookup(User, Group)													
Internal results	<table border="1"> <thead> <tr> <th data-bbox="608 1006 1021 1062">Field label</th><th data-bbox="1021 1006 1433 1062">Data type</th></tr> </thead> <tbody> <tr> <td data-bbox="608 1062 1021 1118">Candidate ID</td><td data-bbox="1021 1062 1433 1118">Text(15)</td></tr> <tr> <td data-bbox="608 1118 1021 1174">Created by</td><td data-bbox="1021 1118 1433 1174">Lookup(User)</td></tr> <tr> <td data-bbox="608 1174 1021 1230">Internal result name</td><td data-bbox="1021 1174 1433 1230">Text(80)</td></tr> <tr> <td data-bbox="608 1230 1021 1286">Last Date modified by</td><td data-bbox="1021 1230 1433 1286">Lookup(User)</td></tr> <tr> <td data-bbox="608 1286 1021 1343">Owner</td><td data-bbox="1021 1286 1433 1343">Lookup(User, Group)</td></tr> </tbody> </table>		Field label	Data type	Candidate ID	Text(15)	Created by	Lookup(User)	Internal result name	Text(80)	Last Date modified by	Lookup(User)	Owner	Lookup(User, Group)
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Candidate ID	Text(15)													
Created by	Lookup(User)													
Internal result name	Text(80)													
Last Date modified by	Lookup(User)													
Owner	Lookup(User, Group)													

3.2 Activity & Screenshot

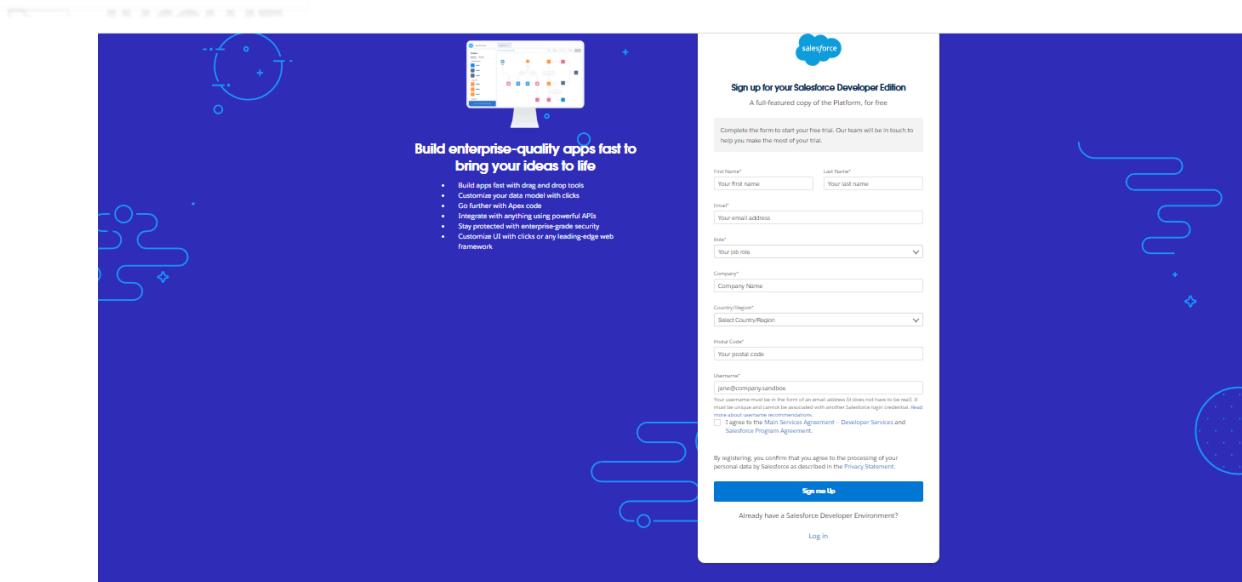
Milestone 1: Creation Salesforce Org:

Activity 1: Creating Developer Account

Go to developers.salesforce.com/ .Click on sign up. On the sign up form, enter the following details :

First name & Last name , Email , Role : Developer , Company : College Name , County : India , Postal Code : pin code , Username : should be a combination of your name and company. This need not be an actual email id, you can give anything in the format : username@organization.com.

Click on sign up after filling these.

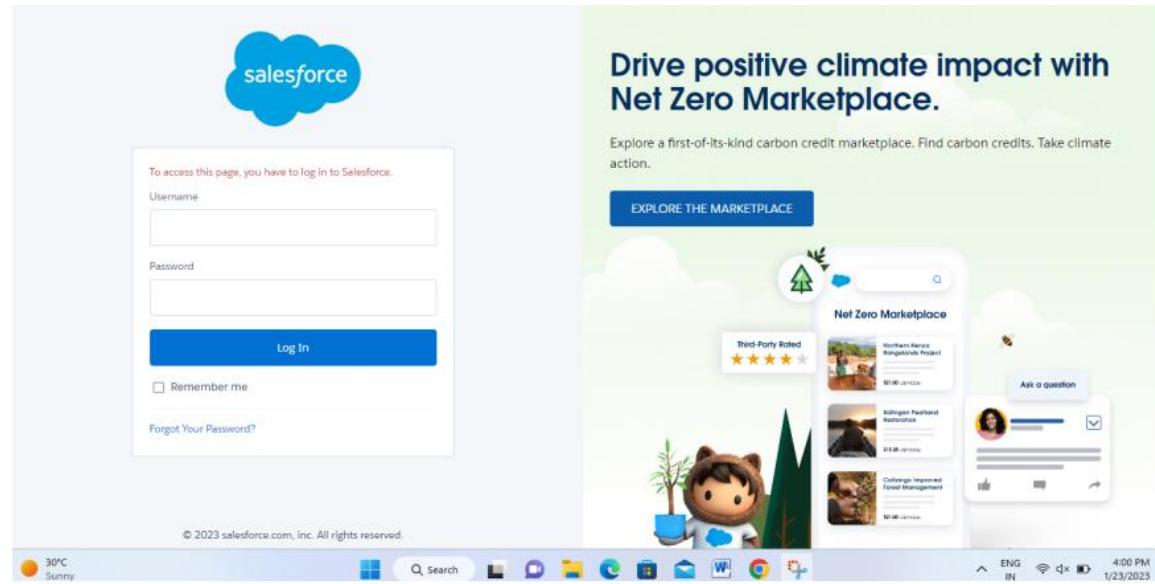


Account Activation

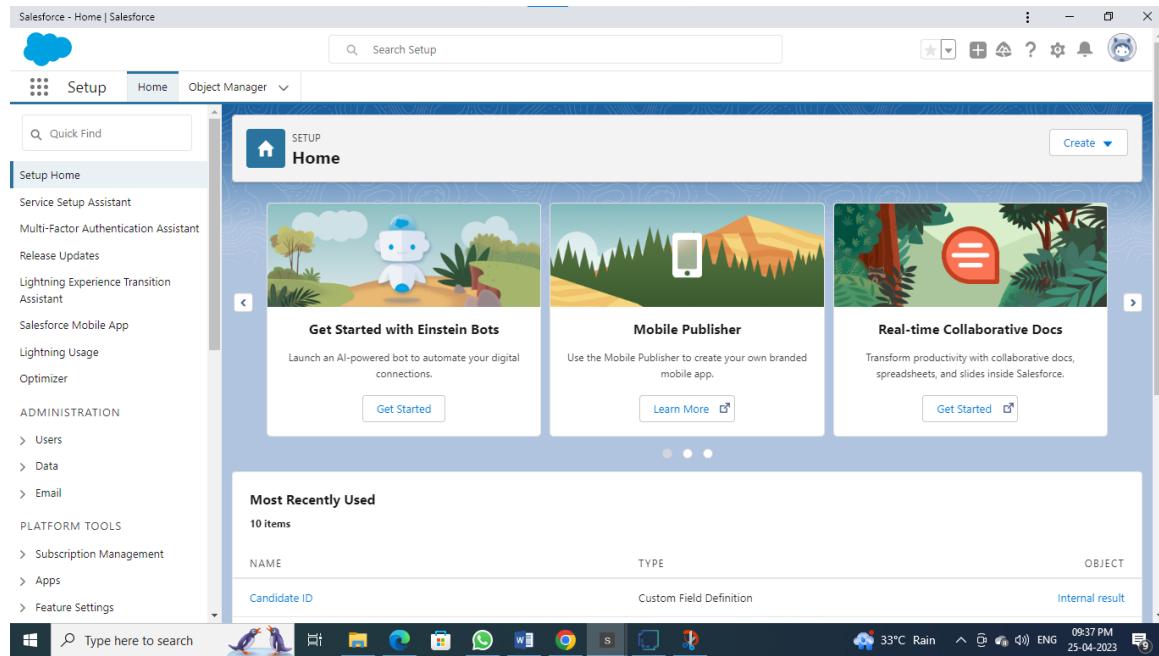
Go to the inbox of the email that you used while signing up. Click on the verify account to activate your account. The email may take 5-10mins, as

Login To Your Salesforce Account

Go to salesforce.com and click on login. Enter the username and password that you just created.



After login this is the home page which you will see.



Milestone-2: Object

Custom objects:

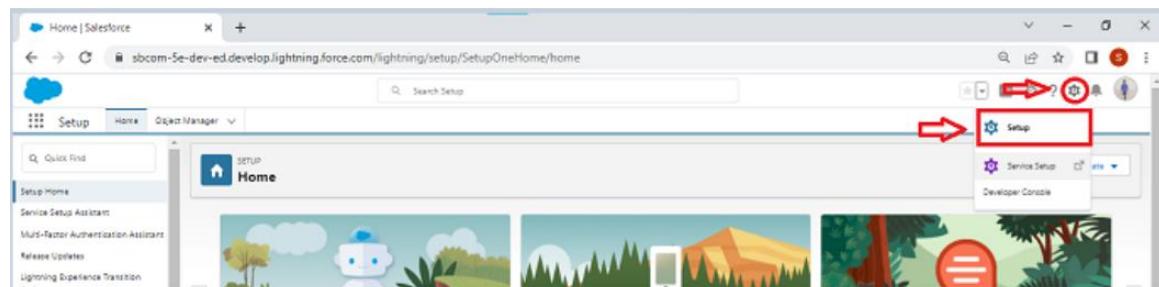
1.Semester 2.Candidate 3.Course Details 4.Lecturer Details 5.Internal results

Activity-1: To Create an object:

Creation of Objects for Candidate Internal Result Card, For this Candidate Internal Result Card we need to create 5 objects

i.e Semester,Candidate,Course Details,Lecturer Details,Internal Results.

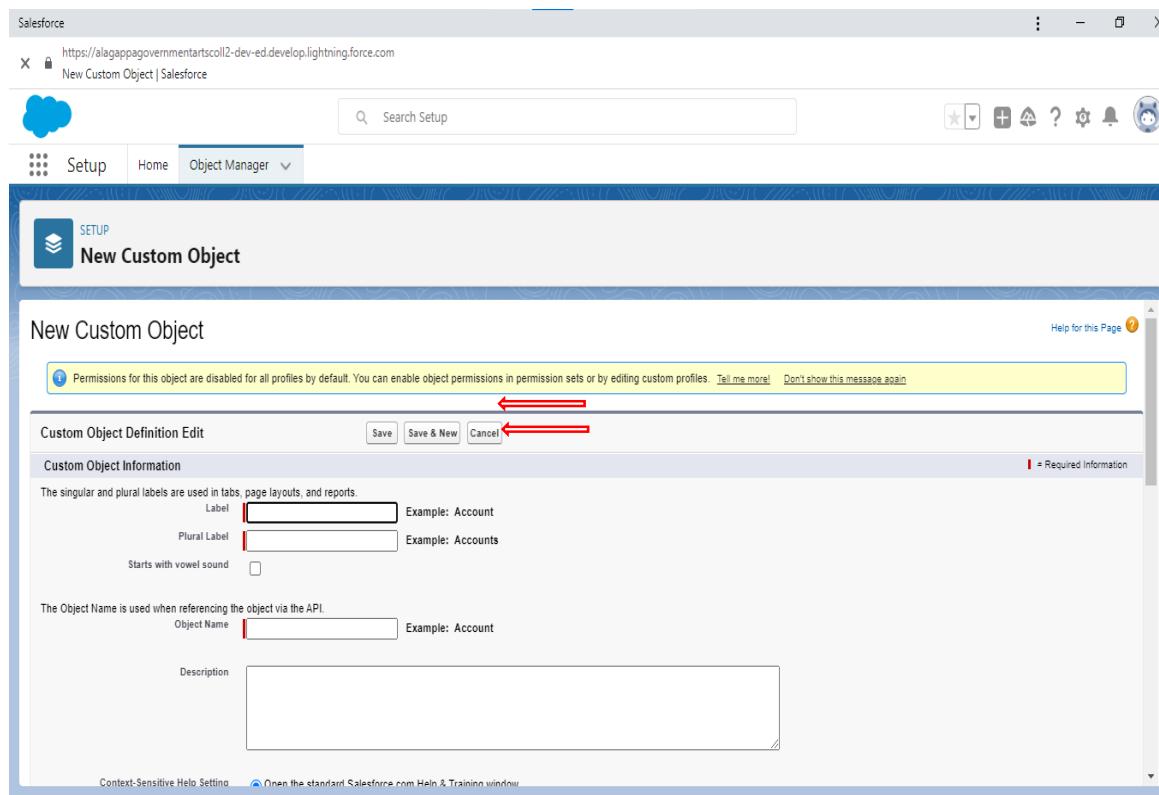
To Navigate to Setup page: Click on gear icon → click setup.



To create an object: From the setup page → Click on Object Manager → Click on Create → Click on Custom Object



On Custom object defining page: Enter the label name, plural label name, click on Allow reports, Allow search → Save.



New Custom Object

Custom Object Definition Edit

Custom Object Information

The singular and plural labels are used in tabs, page layouts, and reports.

Label	<input type="text"/>	Example: Account
Plural Label	<input type="text"/>	Example: Accounts
Starts with vowel sound	<input type="checkbox"/>	

The Object Name is used when referencing the object via the API.

Object Name	<input type="text"/>	Example: Account
-------------	----------------------	------------------

Description

Help for this Page ?

Context-Sensitive Help Setting Open the standard Salesforce.com Help & Training window

Optional Features

- Allow Reports
- Allow Activities
- Track Field History
- Allow in Chatter Groups
- Enable Licensing 

Search Status

When this setting is enabled, your users can find records of this object type when they search. [Learn more.](#)

Allow Search 

Object Creation Options (Available only when custom object is first created)

- Add Notes and Attachments related list to default page layout
- Launch New Custom Tab Wizard after saving this custom object

Save **Save & New** **Cancel**

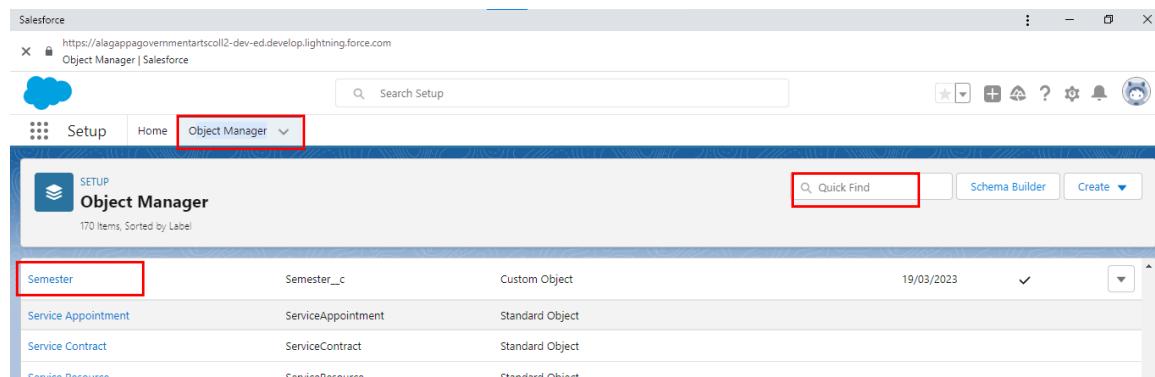
Activity-2

Follow Similar steps to create Candidate,Course Details,Lecturer Details,Internal results Objects.

Milestone -2: Fields and Relationship

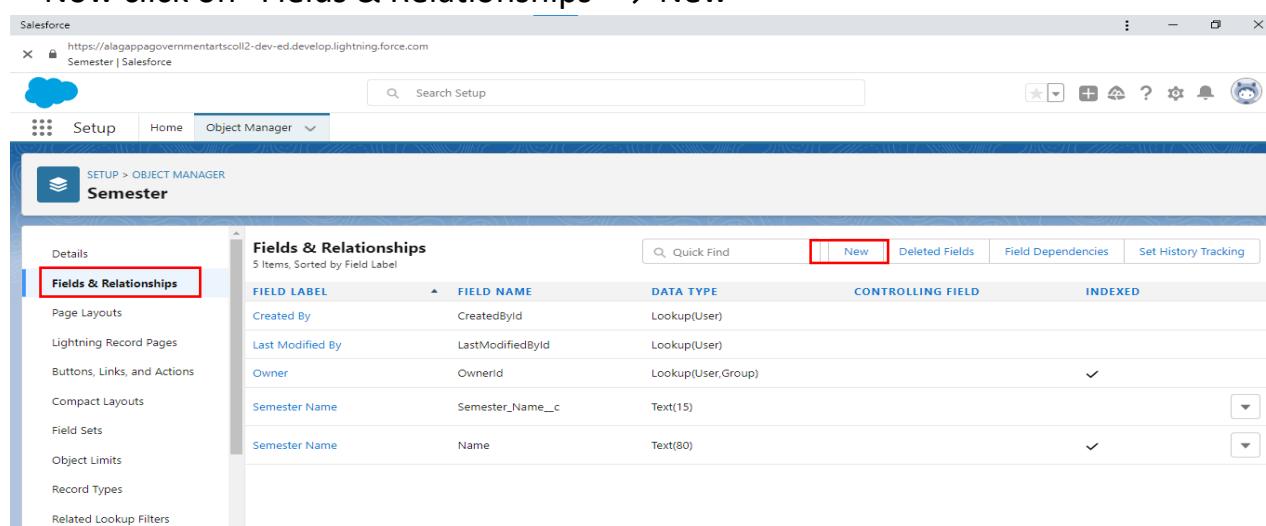
Activity-1: Creation of fields:

To create fields in an object: Go to setup → click on Object Manager → type object name in search bar → click on the object.



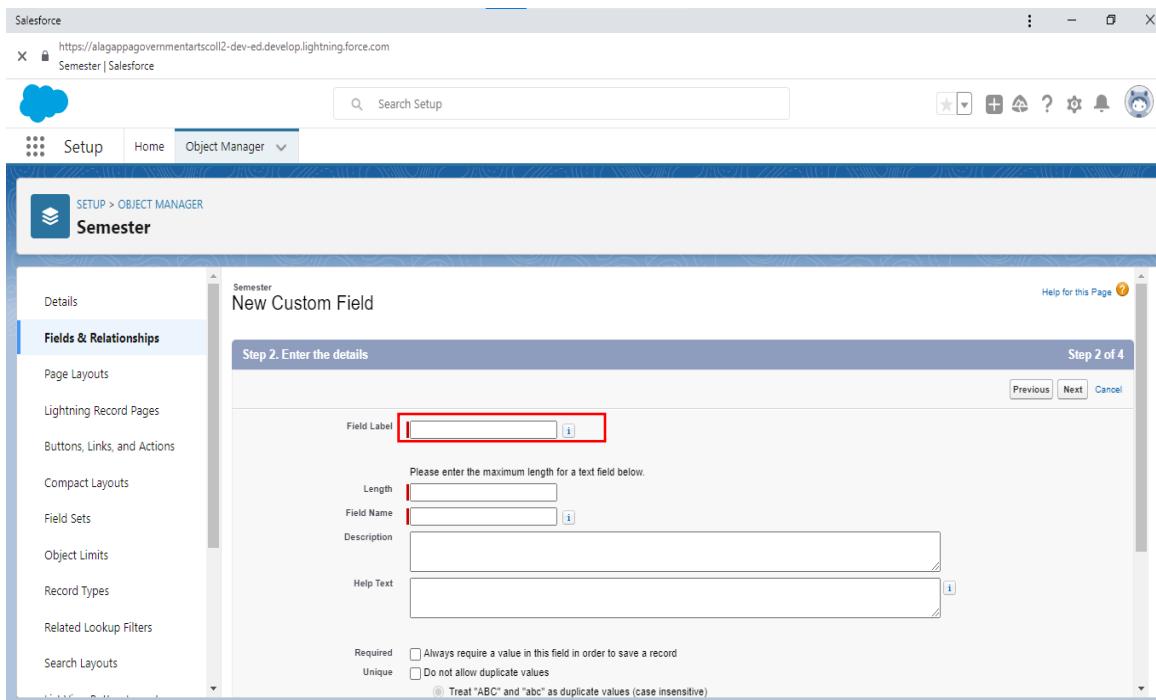
The screenshot shows the Salesforce Object Manager interface. The top navigation bar includes 'Setup', 'Home', and 'Object Manager'. The 'Object Manager' tab is highlighted with a red box. The main area displays a list of objects: Semester, Service Appointment, Service Contract, and Service Resource. The 'Semester' object is selected and highlighted with a red box. The 'Quick Find' search bar is also highlighted with a red box. The status bar at the bottom right shows the date as 19/03/2023.

Now click on “Fields & Relationships” → New



The screenshot shows the 'Fields & Relationships' page for the 'Semester' object. The left sidebar lists various setup options under 'FIELDS & RELATIONSHIPS'. The main table lists five fields: 'Created By', 'Last Modified By', 'Owner', 'Semester Name', and 'Semester Name'. The 'New' button in the top right corner is highlighted with a red box. The table includes columns for 'FIELD LABEL', 'FIELD NAME', 'DATA TYPE', 'CONTROLLING FIELD', and 'INDEXED'.

Fill the field label name → Next → Next → Save.



Activity-2:

Similarly Create Following Fields according to the objects.

Semester:	Candidate:	Course Details:	Lecturer Details:	Internal results
Semester Name	Candidate Name	Course Name	Lecturer Role	Candidate ID
Course(lookup)	Candidate Id	Course ID	Lecturer Name	Course ID
	Semester Name		Course ID	Marks
	Internal results(lookup)		Course(lookup)	

Milestone-3:Lightning App

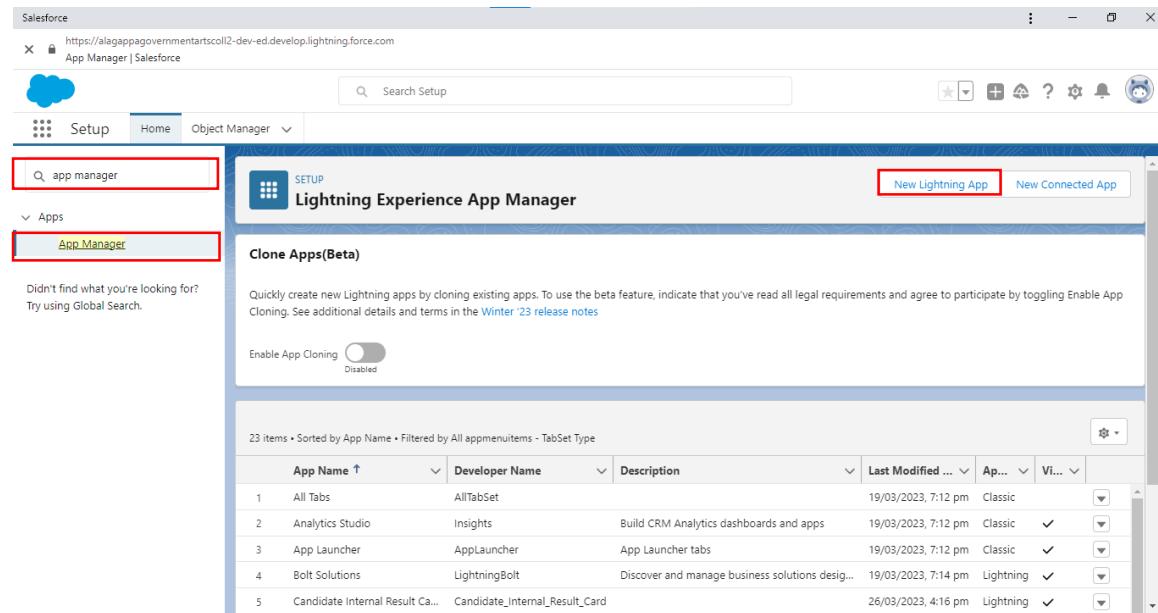
Apps in Salesforce are a group of tabs that help the application function by working together as a unit. It has a name, a logo, and a particular set of tabs. The simplest app usually has just two tabs.

Activity-1:

Create the Candidate Internal Result Card app:

To create a lightning app page:

Go to setup page → search “app manager” in quick find → select “app manager” → click on New lightning App.



Salesforce

https://alagappagovernmentartscoll2-dev-ed.lightning.force.com

App Manager | Salesforce

Cloud Setup Home Object Manager

Search Setup

New Lightning App New Connected App

Q app manager

Apps App Manager

Clone Apps(Beta)

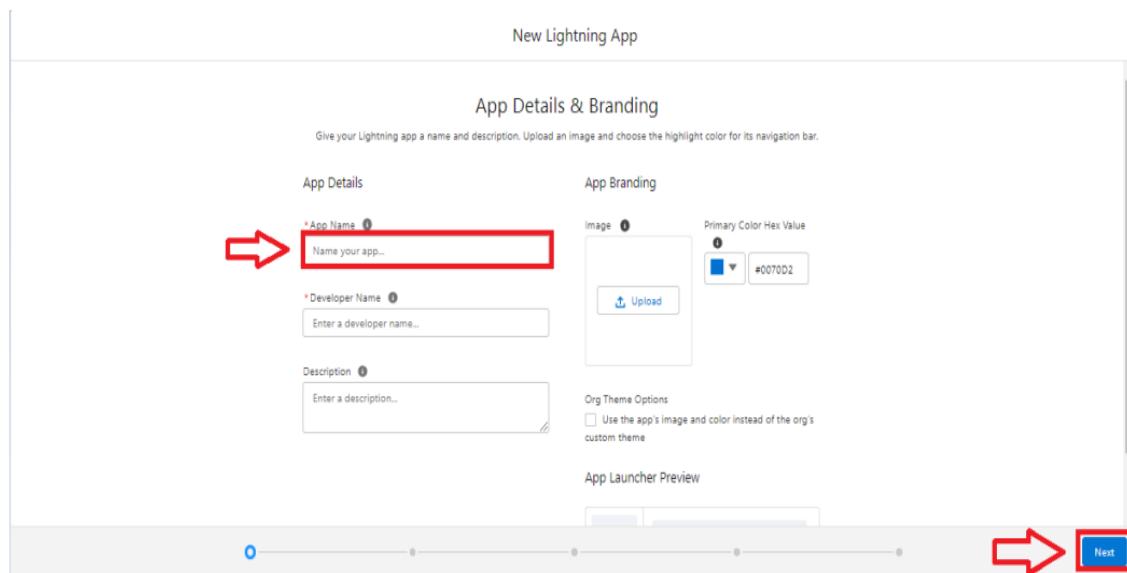
Quickly create new Lightning apps by cloning existing apps. To use the beta feature, indicate that you've read all legal requirements and agree to participate by toggling Enable App Cloning. See additional details and terms in the Winter '23 release notes.

Enable App Cloning Disabled

23 items • Sorted by App Name • Filtered by All appmenuitems - TabSet Type

App Name ↑	Developer Name	Description	Last Modified ...	Ap... ↴	Vi... ↴
1 All Tabs	AllTabSet	Build CRM Analytics dashboards and apps	19/03/2023, 7:12 pm	Classic	▼
2 Analytics Studio	Insights	Build CRM Analytics dashboards and apps	19/03/2023, 7:12 pm	Classic	▼
3 App Launcher	AppLauncher	App Launcher tabs	19/03/2023, 7:12 pm	Classic	▼
4 Bolt Solutions	LightningBolt	Discover and manage business solutions design...	19/03/2023, 7:14 pm	Lightning	▼
5 Candidate Internal Result Ca...	Candidate_Internal_Result_Card		26/03/2023, 4:16 pm	Lightning	▼

Fill the app name in app details and branding → Next → (App option page) keep it as default → Next → (Utility Items) keep it as default → Next → (Add Navigation Items) → Next → (Add User Profile) Add System Administrator → Next.



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

* Developer Name

Description

App Branding

Image

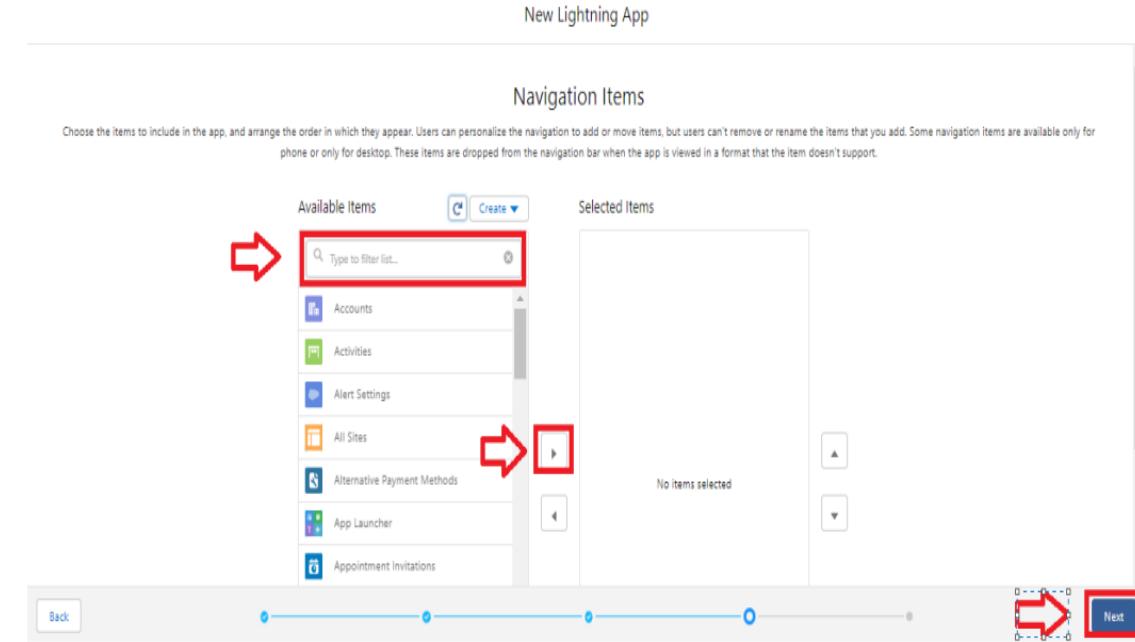
Primary Color Hex Value

Org Theme Options Use the app's image and color instead of the org's custom theme

App Launcher Preview

Next

To Add Navigation Items: Select the items from the search bar and move it using the arrow button → Next.



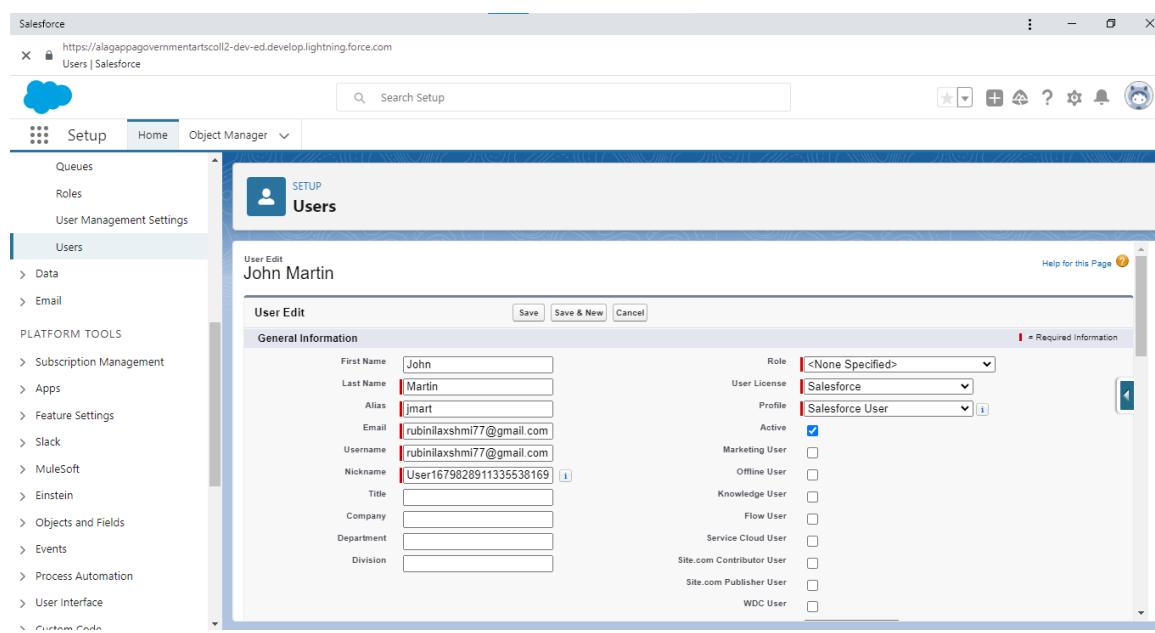
To Add User Profiles:

Search profiles in search bar → click on the arrow button → save & finish.

Milestone-4: Users

Activity 1: Creating a Users:

1. From Setup, in the Quick Find box, enter Users, and then select Users.
2. Click New User.
3. Enter the user's name John Martin and (Your) email address and a unique username in the form of an email address. By default, the username is the same as the email address.
4. Select a Role(none)
5. Select a User Licence As salesforce.
6. Select a profile as Salesforce User.
7. Check Generate new password and notify the user immediately to have the user's login name and a temporary password emailed to your email.



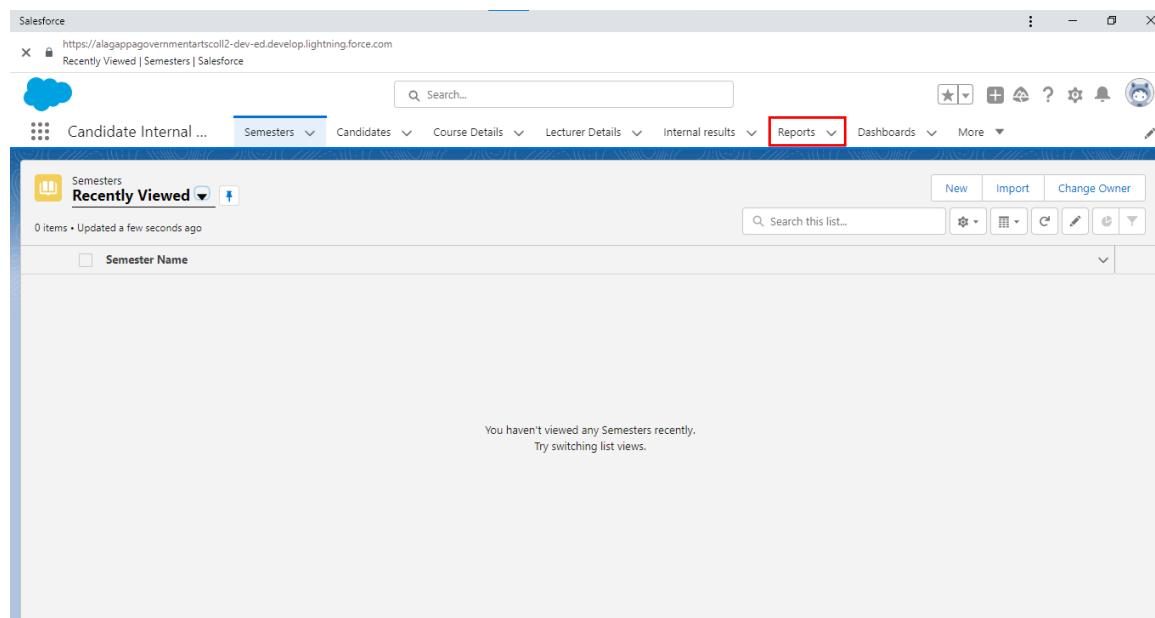
Milestone-5: Reports

Activity 1:

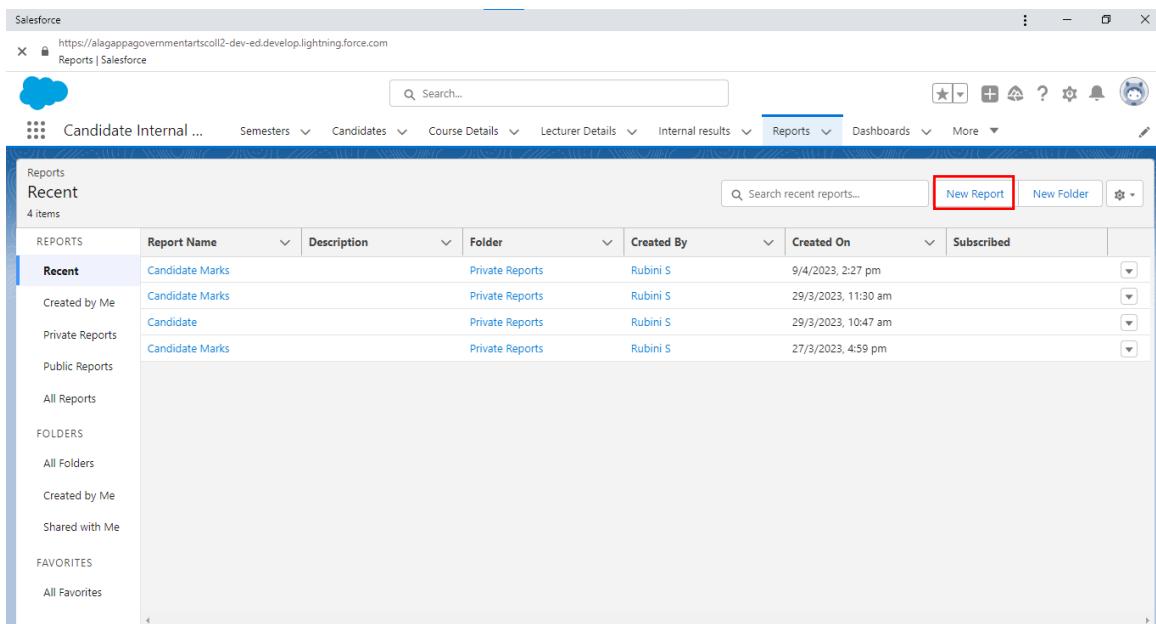
Reports and dashboards:

To create a report:

Go to the app → click on the reports tab.



Click New Report



Salesforce

https://alagappagovernmentartscoll2-dev-ed.lightning.force.com

Reports | Salesforce

Candidate Internal ... Semesters Candidates Course Details Lecturer Details Internal results Reports Dashboards More

Reports Recent 4 items

REPORTS	Report Name	Description	Folder	Created By	Created On	Subscribed
Recent	Candidate Marks	Private Reports	Rubini S	9/4/2023, 2:27 pm		
Created by Me	Candidate Marks	Private Reports	Rubini S	29/3/2023, 11:30 am		
Private Reports	Candidate	Private Reports	Rubini S	29/3/2023, 10:47 am		
Public Reports	Candidate Marks	Private Reports	Rubini S	27/3/2023, 4:59 pm		

Search recent reports... **New Report** New Folder

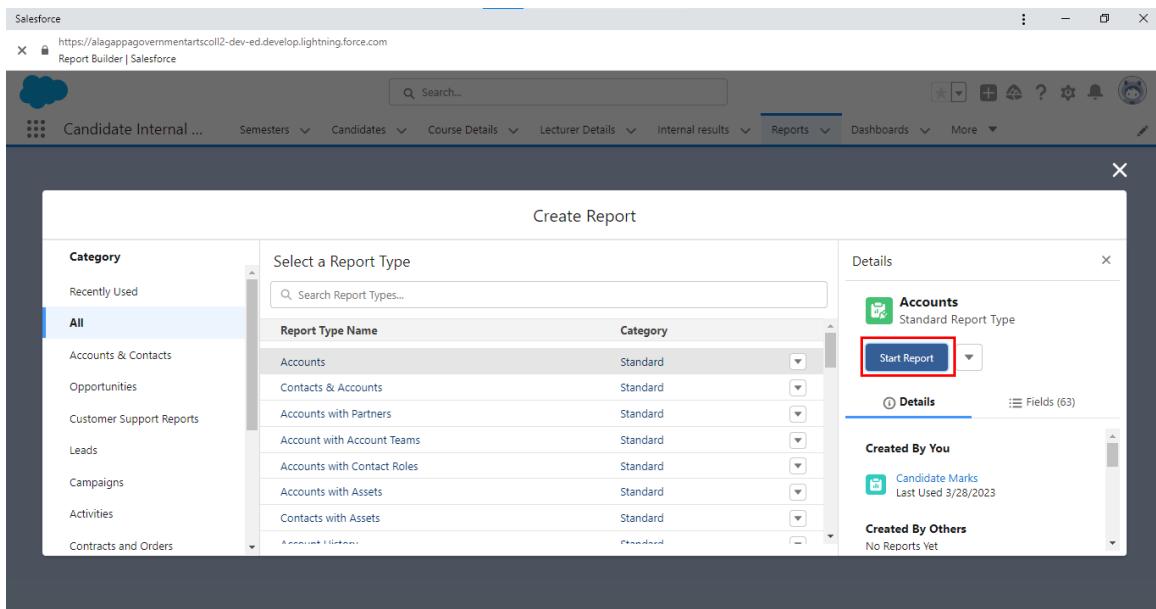
REPORTS Recent 4 items

REPORTS Recent 4 items

FOLDERS All Folders

FAVORITES All Favorites

Select report type from category or from report type panel or from search panel → click on start report.



Salesforce

https://alagappagovernmentartscoll2-dev-ed.lightning.force.com

Report Builder | Salesforce

Candidate Internal ... Semesters Candidates Course Details Lecturer Details Internal results Reports Dashboards More

Create Report

Category	Report Type Name	Category
Recently Used	Accounts	Standard
All	Contacts & Accounts	Standard
Accounts & Contacts	Accounts with Partners	Standard
Opportunities	Account with Account Teams	Standard
Customer Support Reports	Accounts with Contact Roles	Standard
Leads	Accounts with Assets	Standard
Campaigns	Contacts with Assets	Standard
Activities		
Contracts and Orders		

Select a Report Type

Search Report Types...

Start Report

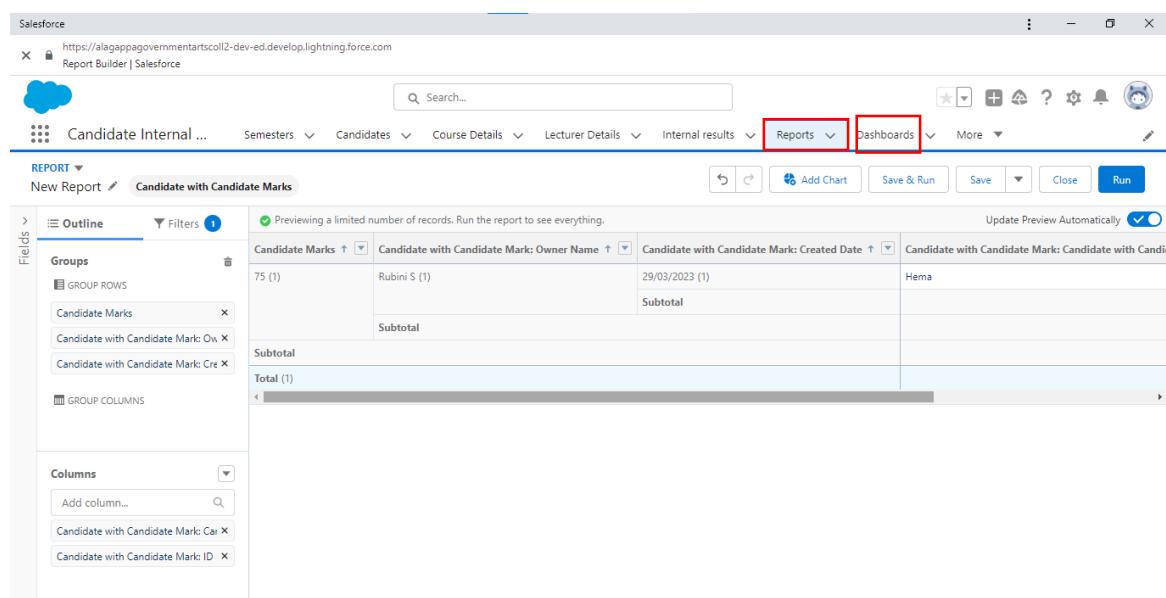
Details

Accounts Standard Report Type

Created By You

Created By Others

Customize your report, then save or run it.



The screenshot shows the Salesforce Report Builder interface. At the top, there are navigation links: Candidate Internal ..., Semesters, Candidates, Course Details, Lecturer Details, Internal results, Reports, Dashboards, and More. The 'Reports' and 'Dashboards' buttons are highlighted with red boxes. Below the navigation, there's a search bar and a toolbar with options like Add Chart, Save & Run, Save, Close, and Run. The main area displays a report titled 'Candidate with Candidate Marks'. The report has two sections: 'Candidate Marks' and 'Candidate with Candidate Mark'. It includes fields for Owner Name, Created Date, and Candidate with Candidate Mark. The report also shows subtotals for Subtotal and Total.

Milestone-6: Dashboards:

Activity 1: Create a Dashboard:

1. Click the Dashboards tab.
2. Click New Dashboard.
3. Name your dashboard Candidate Board . Leave all other fields as is and click Create.
4. Click + Component.
5. For Report, select Candidate Marksby Stage. Click Select. ...
6. For Display As, select Vertical Bar Chart and click Add.
7. Click Save.
8. Click Done.

4. Trailhead Profile Public URL

Team Lead - <https://trailblazer.me/id/rubinilakshmi77>

Team Member 1 - <https://trailblazer.me/id/reshma2705>

Team Member 2 - <https://trailblazer.me/id/saravanasowmiya05>

Team Member 3 - <https://trailblazer.me/id/srinithi2508>

5. ADVANTAGES & DISADVANTAGES:

Implementing a CRM (Customer Relationship Management) system for result tracking of a candidate with internal marks can have both advantages and disadvantages. Some of these are:

Advantages:

1. Improved Data Management: A CRM system can help to centralize all the data related to the candidate's internal marks, making it easier to manage and track the progress of the candidate.
2. Increased Efficiency: Automating the tracking process through a CRM system can reduce manual effort and improve the overall efficiency of the tracking process.
3. Personalized Communication: A CRM system can allow personalized communication with the candidate, providing a more engaging and interactive experience.
4. Better Analytics: A CRM system can help to generate reports and analytics based on the data, providing insights that can help to improve the overall tracking process.

5. Enhanced Collaboration: A CRM system can allow multiple stakeholders, such as teachers, parents, and administrators, to collaborate and share information about the candidate's progress.

Disadvantages:

1. Implementation Cost: Implementing a CRM system can be expensive, and may require additional hardware or software.

2. Technical Expertise: A CRM system may require technical expertise to set up and maintain, which could be a challenge for some organizations.

3. Training: Staff may need training on how to use the CRM system effectively, which could be time-consuming and add additional costs.

4. Data Privacy Concerns: A CRM system could be vulnerable to data breaches, which could compromise the privacy of candidate data.

5. Integration Challenges: Integrating the CRM system with other systems or software used in the organization could be challenging, leading to compatibility issues.

Overall, implementing a CRM system for result tracking of a candidate with internal marks can provide significant benefits in terms of data management, efficiency, and communication. However, organizations should carefully weigh the costs and potential drawbacks before deciding to implement a CRM system.

6.APPLICATIONS

Implementing a CRM (Customer Relationship Management) system for result tracking of a candidate with internal marks can have several applications that can benefit educational institutions, students, and other stakeholders involved in the process. Some of these applications include:

1. Improved Candidate Experience: A CRM system can help educational institutions provide a personalized experience to the candidates by providing access to their internal marks, progress reports, and other relevant information in real-time. This can enhance the candidate experience and help them stay informed about their academic progress.
2. Better Communication: A CRM system can help educational institutions communicate with candidates in a more efficient and effective manner. It can facilitate two-way communication and allow candidates to ask questions or share concerns with teachers and other stakeholders.
3. Streamlined Admissions Process: By tracking candidate internal marks using a CRM system, educational institutions can streamline their admissions process. They can quickly access a candidate's internal marks and use this information to make informed decisions about admissions.
4. Enhanced Teaching and Learning: By tracking candidate internal marks using a CRM system, teachers can gain insights into the performance of each candidate. They can use this information to tailor their teaching methods and provide individualized support to each candidate.

5. Improved Resource Allocation: A CRM system can help educational institutions allocate resources more efficiently. They can use the data collected to identify candidates who require additional support and allocate resources accordingly.

6. Better Collaboration: A CRM system can help stakeholders collaborate more effectively. Teachers, parents, and administrators can share information about candidates in real-time, making it easier to provide support and make informed decisions.

Overall, implementing a CRM system for result tracking of a candidate with internal marks can have several applications that can benefit educational institutions, candidates, and other stakeholders. It can enhance the candidate experience, improve communication, streamline the admissions process, enhance teaching and learning, improve resource allocation, and promote collaboration.

7. CONCLUSION

In conclusion, implementing a CRM (Customer Relationship Management) system for result tracking of a candidate with internal marks can provide numerous benefits to educational institutions, candidates, and other stakeholders involved in the process. It can improve data management, increase efficiency, provide personalized communication, and offer better analytics. It can also enhance the candidate experience, streamline the admissions process, promote collaboration, and allocate resources more efficiently.

However, there are also potential challenges that need to be considered, such as implementation costs, technical expertise, data privacy concerns,

training requirements, and integration challenges. Educational institutions should carefully evaluate these potential challenges and weigh them against the benefits of implementing a CRM system.

Overall, if implemented correctly, a CRM system can significantly improve the tracking and monitoring of candidate internal marks, and help educational institutions provide better support and resources to candidates. It can help to enhance the overall educational experience and contribute to the long-term success of both the candidates and the educational institutions.

8. FUTURE SCOPE

The future scope of implementing a CRM (Customer Relationship Management) system for result tracking of a candidate with internal marks is promising, with several potential advancements and opportunities on the horizon. Some of these include:

1. Artificial Intelligence and Machine Learning: The integration of artificial intelligence (AI) and machine learning (ML) algorithms in CRM systems can provide more accurate and real-time data analysis, leading to improved decision-making, and personalized insights for each candidate.

2. Enhanced Data Privacy and Security: With the increasing focus on data privacy and security, CRM systems can be designed with more robust security measures to ensure the protection of candidate data.
3. Mobile Integration: The integration of mobile technology can allow candidates to access their internal marks, progress reports, and other information through their mobile devices, making the process more convenient and accessible.
4. Cloud-Based Infrastructure: Cloud-based CRM systems can provide greater scalability and flexibility, allowing educational institutions to access data from any location and manage large volumes of data more efficiently.
5. Integrated Learning Management Systems: The integration of CRM systems with Learning Management Systems (LMS) can provide a more comprehensive view of candidate performance, leading to improved decision-making and personalized support.
6. Predictive Analytics: The integration of predictive analytics can help educational institutions anticipate candidate needs and preferences, leading to more effective communication and resource allocation.

Overall, the future scope of implementing a CRM system for result tracking of a candidate with internal marks is promising, with several potential advancements that can help educational institutions provide better support and resources to candidates. These advancements can lead to more efficient and effective tracking and monitoring of candidate internal marks, and ultimately contribute to better educational outcomes for all stakeholders involved.

