

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

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## 1. Introduction:

### OVERVIEW:

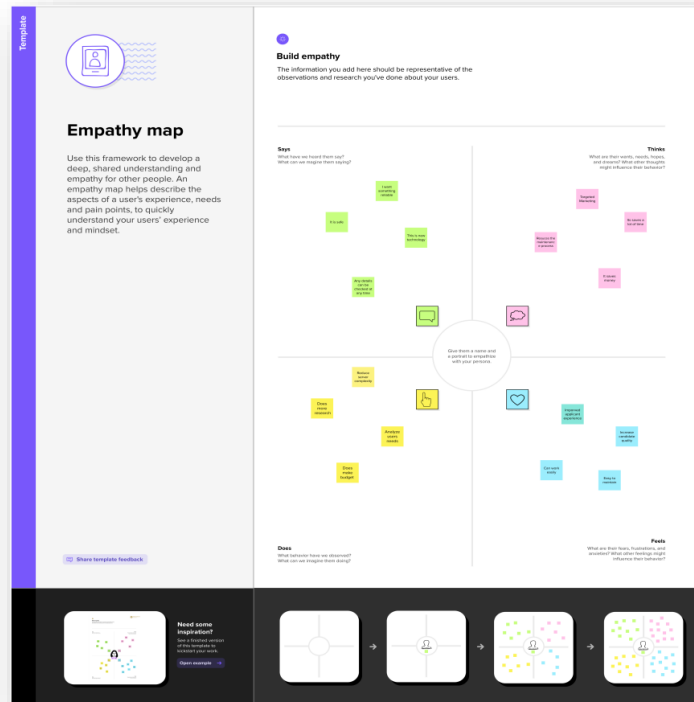
The improved features of **CRM** software have increased both its complexity and necessity. Nearly half of **CRM** implementation campaigns suffer from improper preparation and misaligned objectives among internal stakeholders. A properly conceived **CRM** implementation strategy covers the breakdown of its goals, research, strategy, development and future. This article is for small business owners who want to make sure they are taking the right steps when implementing a new **CRM** system.

### PURPOSEL:

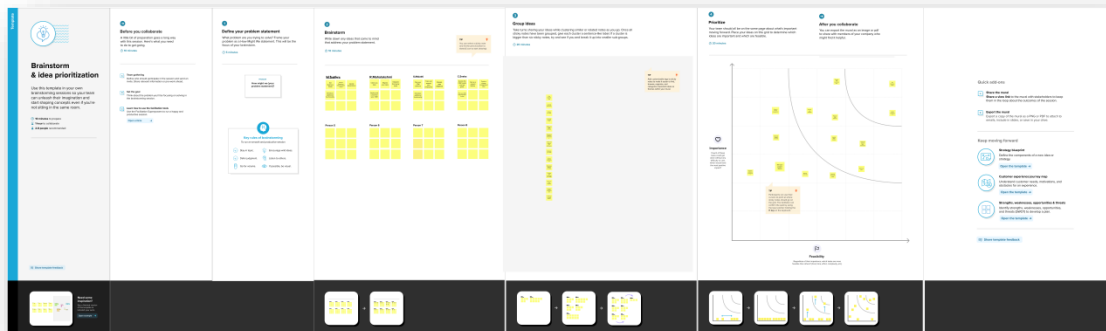
It is saves a lot of time. The purpose of the project is to manage the school student's result tracking process in the easy way. Students do not need to check the notice board and everyone will stay updated this is the main purpose of this project .Can work easily. Increase candidate quality.

## 2. Problem Definition & Design Thinking

### 2.1. Empathy Map



## 2.2. Ideation & Brainstorming Map



**Object Name**

**Fields in the object**

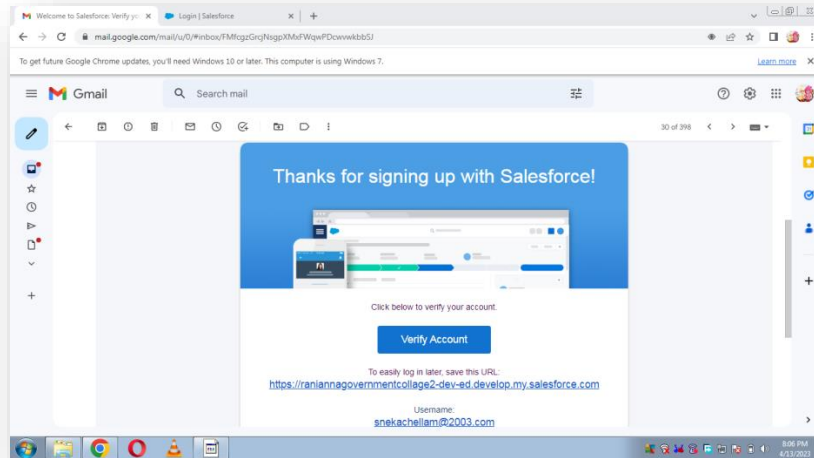
### 3. RESULTS :

#### 3.1 Data Model:

<b>SEMESTER</b>	<table><tr><th>Field label</th><th>Data Type</th></tr><tr><td>Semester Name</td><td>Text</td></tr><tr><td>Course (lookup)</td><td>Text</td></tr></table>	Field label	Data Type	Semester Name	Text	Course (lookup)	Text		
Field label	Data Type								
Semester Name	Text								
Course (lookup)	Text								
<b>COURSE DETAILS</b>	<table><tr><th>Field label</th><th>Data type</th></tr><tr><td>Course Name</td><td>Text</td></tr><tr><td>Course ID</td><td>Text</td></tr></table>	Field label	Data type	Course Name	Text	Course ID	Text		
Field label	Data type								
Course Name	Text								
Course ID	Text								
<b>INTERNAL RESULTS</b>	<table><tr><th>Field label</th><th>Data type</th></tr><tr><td>Candidate ID</td><td>Text</td></tr><tr><td>Course ID</td><td>Text</td></tr><tr><td>Marks</td><td>Text</td></tr></table>	Field label	Data type	Candidate ID	Text	Course ID	Text	Marks	Text
Field label	Data type								
Candidate ID	Text								
Course ID	Text								
Marks	Text								

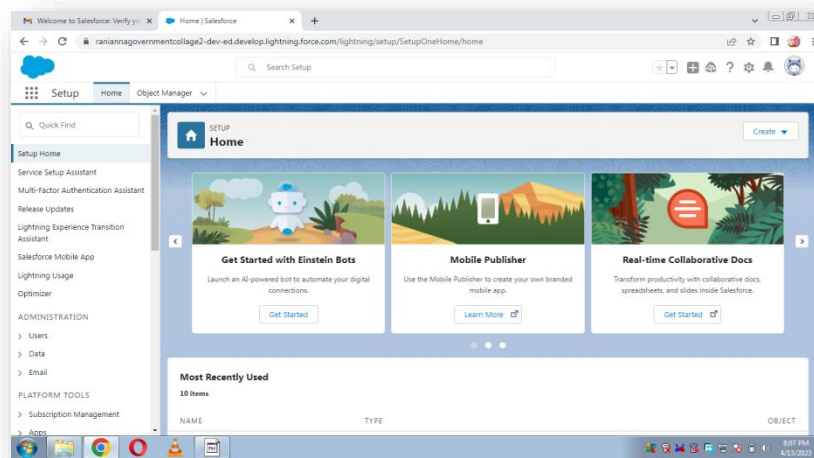
## 3.2. Activity & Screenshot

### Creating Developer Account:



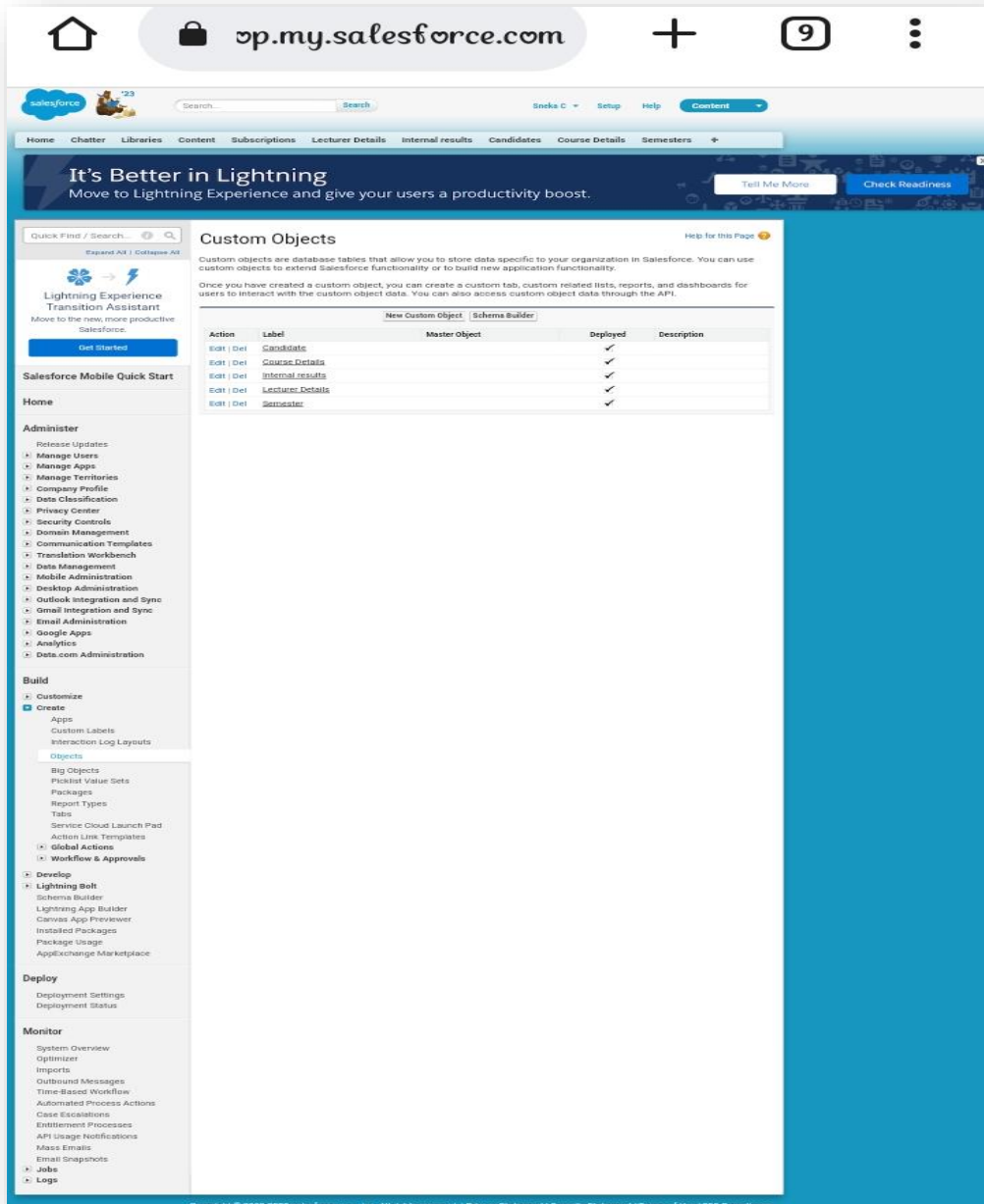
Using this <https://developer.salesforce.com/> link we sign up the sales force platform and finally we get the verification mail that shown in the above figure.

### Sales force Login:



We used <https://login.salesforce.com/> this link to login the sales force platform. This link asked our username and password only.

## Object:



The screenshot shows the Salesforce Custom Objects page. The left sidebar contains navigation links for Home, Chatter, Libraries, Content, Subscriptions, Lecturer Details, Internal results, Candidates, Course Details, and Semesters. The main content area is titled "Custom Objects" and includes a table of existing objects.

**Custom Objects**

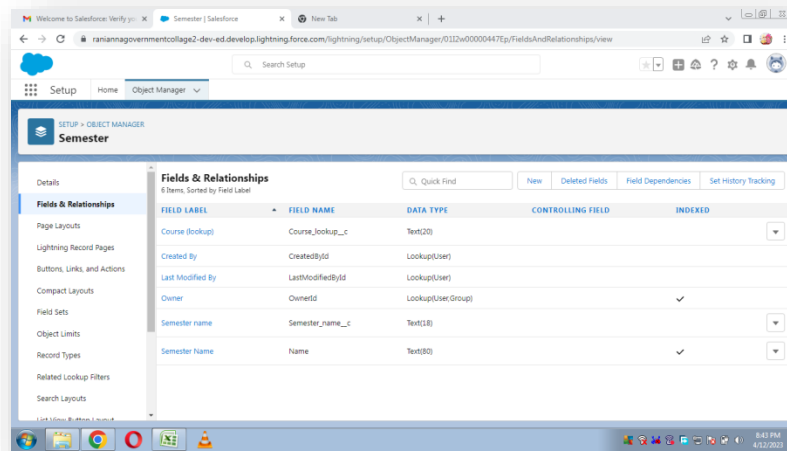
Custom objects are database tables that allow you to store data specific to your organization in Salesforce. You can use custom objects to extend Salesforce functionality or to build new application functionality.

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.

Action	Label	Master Object	Deployed	Description
Edit   Del	Candidates		✓	
Edit   Del	Course Details		✓	
Edit   Del	Internal results		✓	
Edit   Del	Lecturer Details		✓	
Edit   Del	Semester		✓	

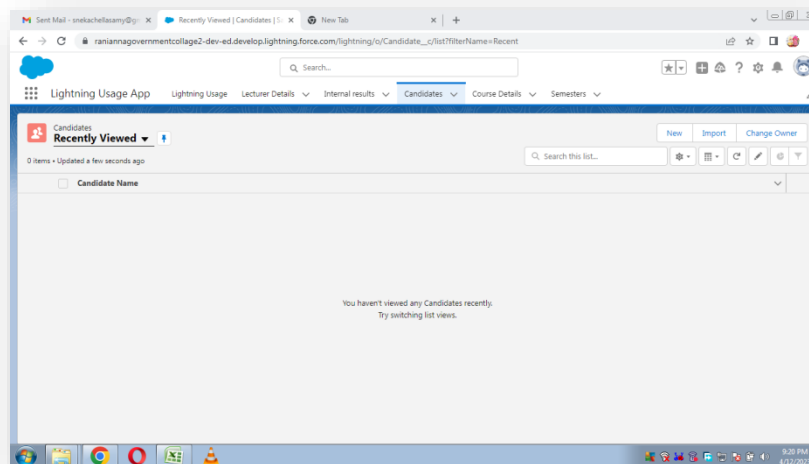
For this school Students internal result project we created 5 objects. They are Semester, Candidate, Course details, Lecturer details and Internal Results.

## Fields and Relationship:



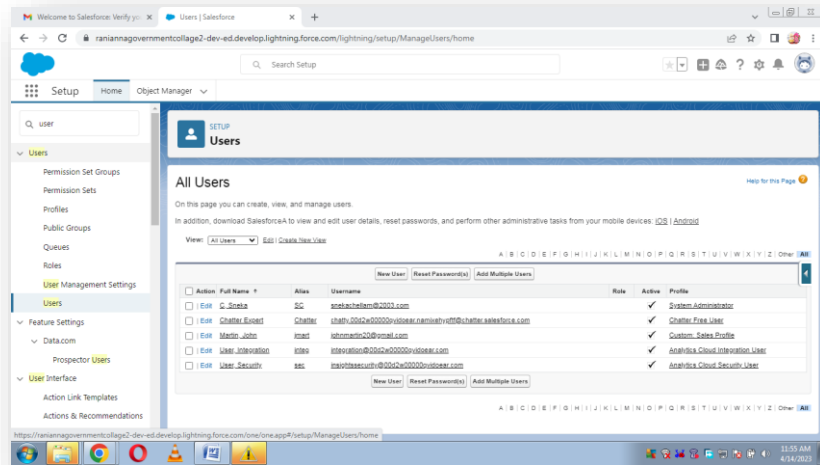
Relationships are created by creating custom relationship fields on an object. This is done so that when users view records, they can also see and access related data.

## Lightning App:



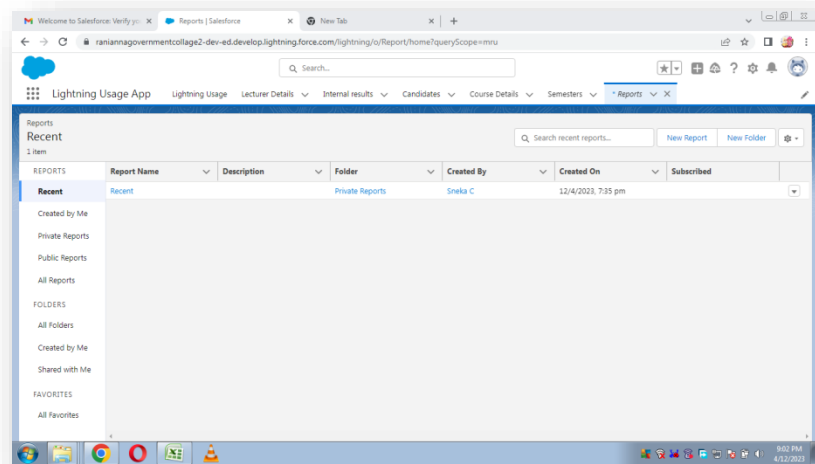
Relationships are created by creating custom relationship fields on an object. This is done so that when users view records, they can also see and access related data.

## Users:



We created the Users in John Martin.

## Reports:



From the report tab we create report type as students with school and parent report. They are checked by click the run button

## 4. Advantages & Disadvantage

### Advantages

- It allows for the consolidation of customer data and the basis for deep insights.
- It speeds up the sales conversion process.
- It increases staff productivity, lowering time-cost.
- It allows geographically dispersed teams to collaborate effectively.
- Improves customer experience by allowing personalization and improved query resolution.

### Disadvantage

- Customer experience may worsen due to staff over-reliance on the system.
- Security and data protection issues with centralized data.
- The excess initial time and productivity cost at the implementation.
- Requires a process-driven sales organization.
- CRM may not suit all businesses.

## 5. Applications

- I want something reliable
- Target marketing
- Increase candidate quality
- Can work easily
- Streamlining internal sales processes



## 6. Conclusion

Student Internal Mark Management System deals with student details, academic related reports, college details and course details. It tracks all the details of a student from the day one to the end of his course which can be used for all reporting purpose, tracking of progress in the course, completed semester, upcoming semester details, exam details, project or any other assignment details, and final exam result.

## 7. Future scope

Scope of education means range of view, outlook, field or opportunity of activity, operation and application of education. Education has a wider meaning and application.

## Trailhead members

Team leader: L. Saravanan

Team member 1: T. saravanan

Team member 2: c. shewak

Team leader link: <https://trailblazer.me/id/syadav1669>

Team member 1: <https://trailblazer.me/id/sunlimited1>

Team member 2: <https://trailblazer.me/id/shewak2003>

