PROJECT REPORTS

A CRM APPLICATION FOR SCHOOL/COLLEGE

1.Introduction

1.1 Overview

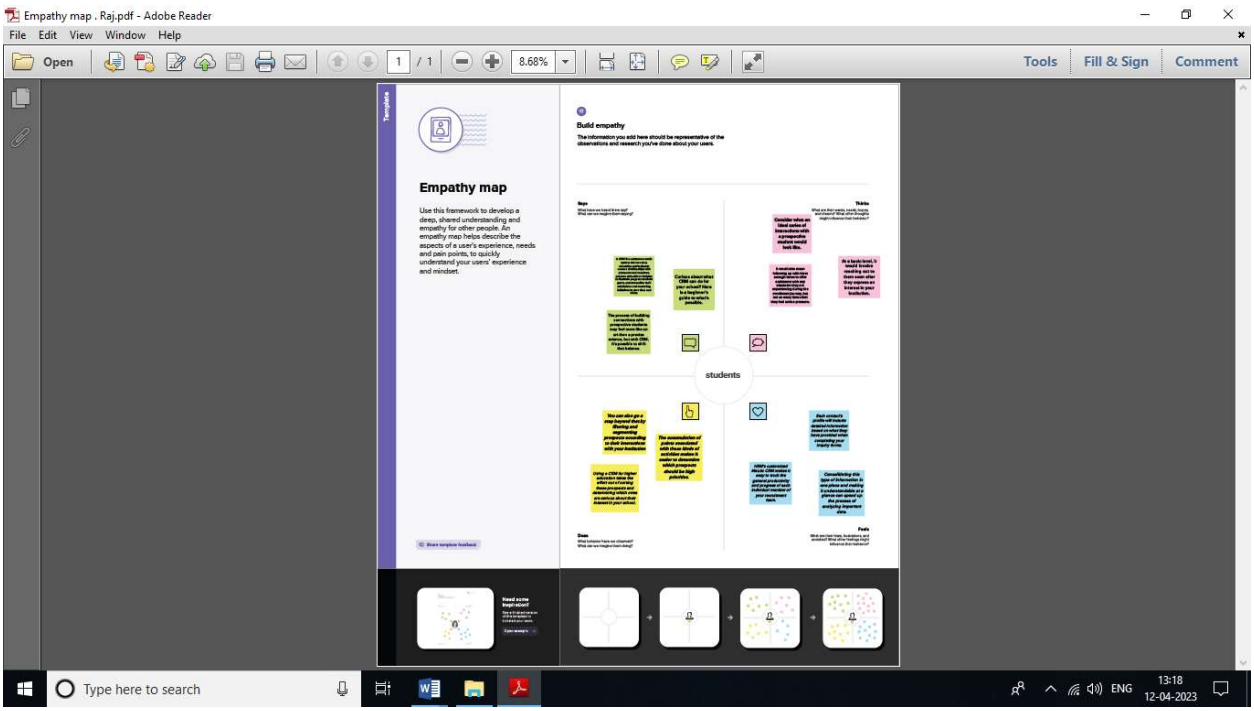
- Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

1.2 Purpose

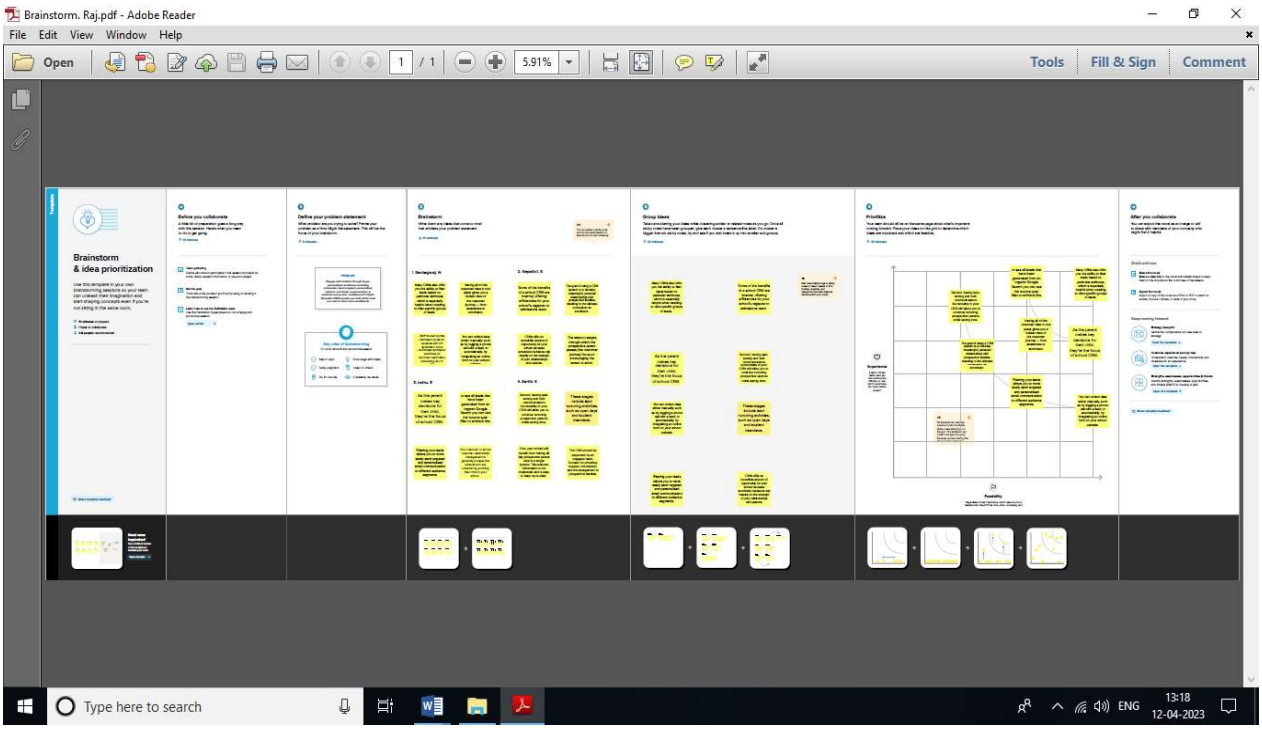
- Customer relationship management (CRM) is a technology that allows businesses both large and small to organise, automate, and synchronise every facet of customer interaction. CRM system examples include marketing, sales, customer service, and support.

2.Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstoming Map



3.Resulut

3.1 Data Model

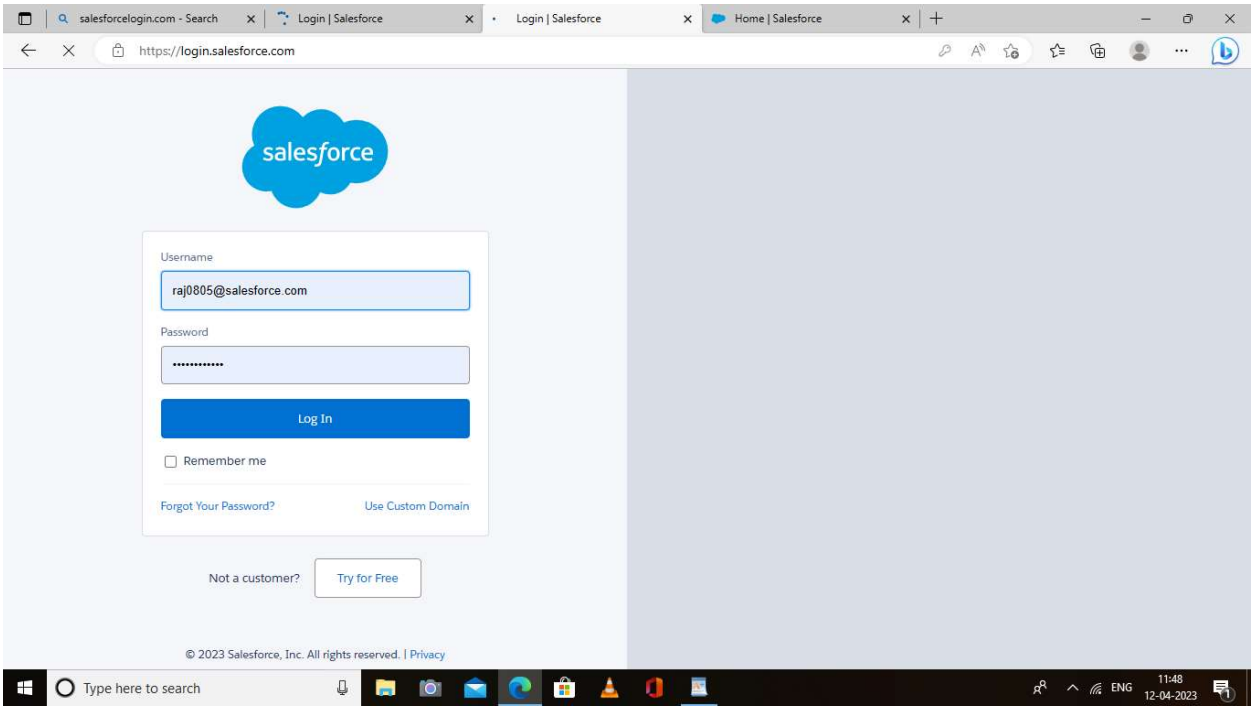
Object Name	Fields in the Object
School	Label: School Plural label: School Record name: School name
Student	Label: Student Plural label: Student Record name: Student name

Parent	

Label	Parent
Plural label	Parent
Record name	Parent name

3.2 Activity & Screenshot

MILESTONE:1



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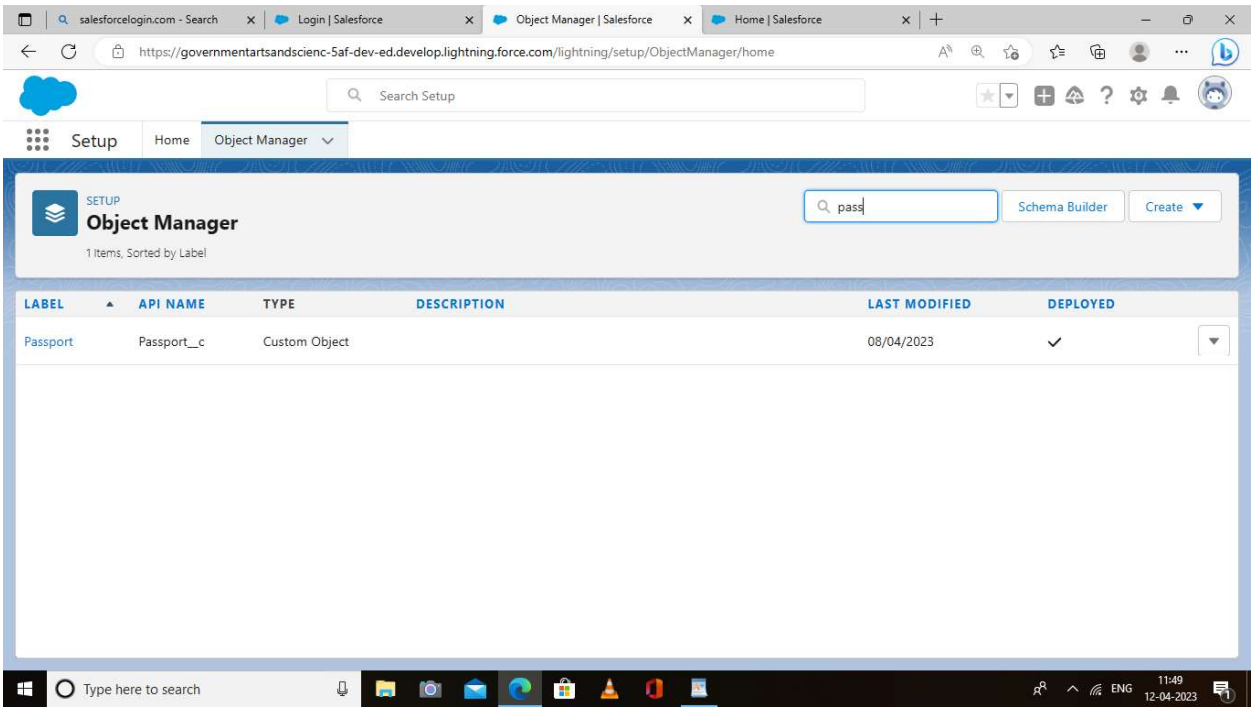

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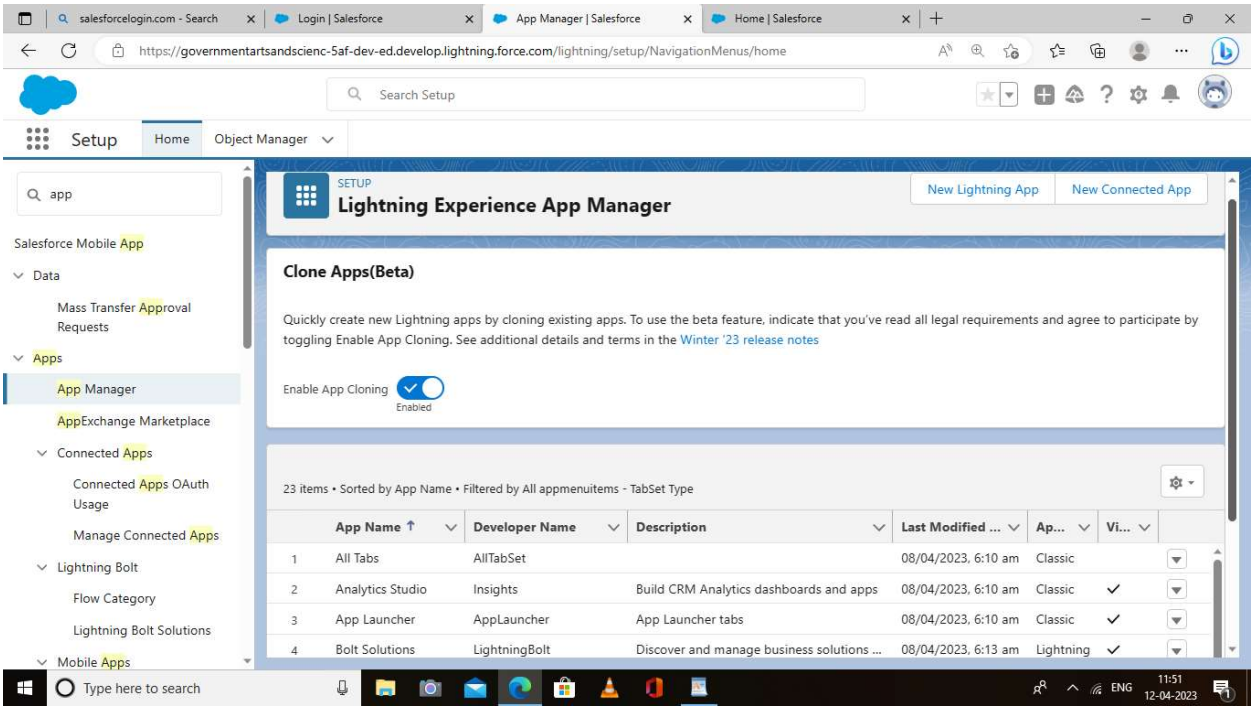

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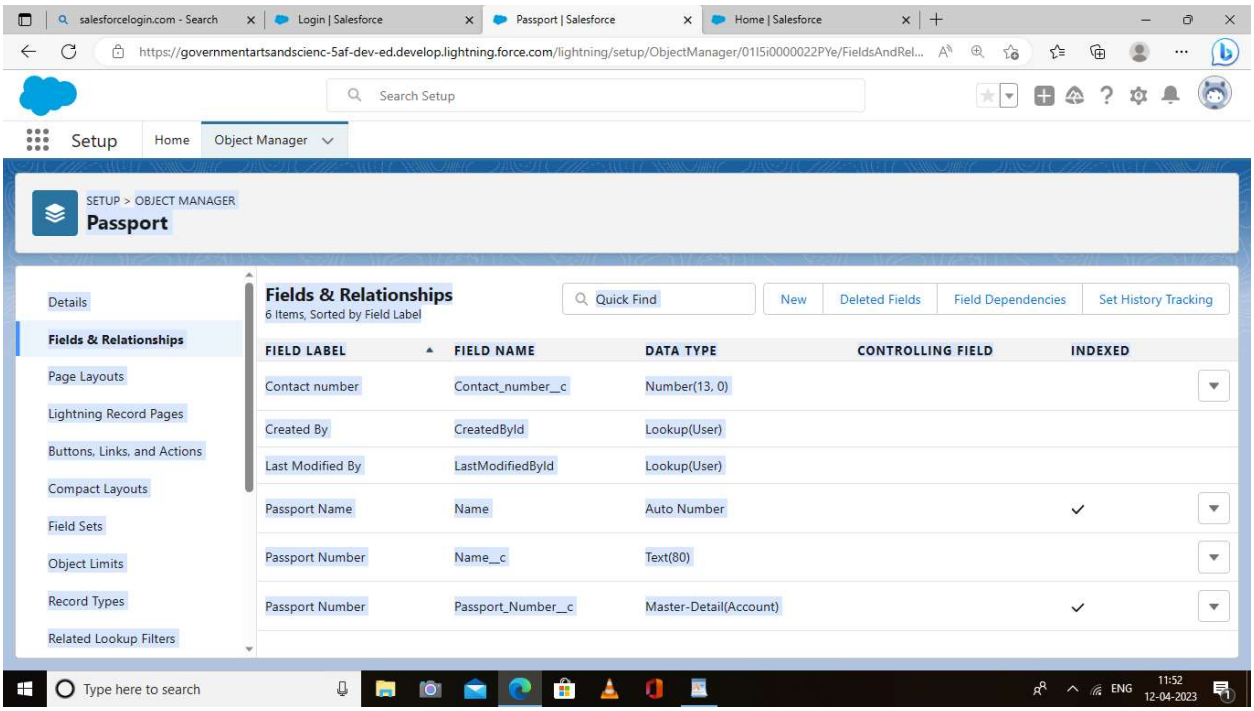

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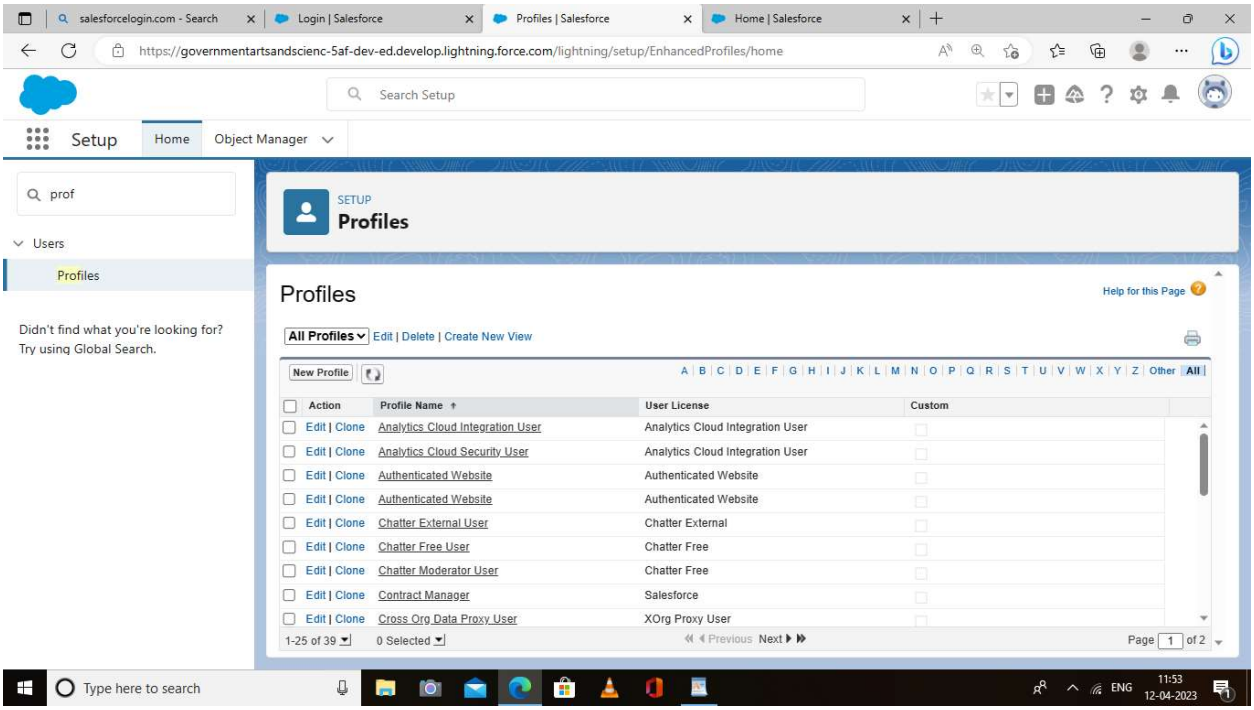

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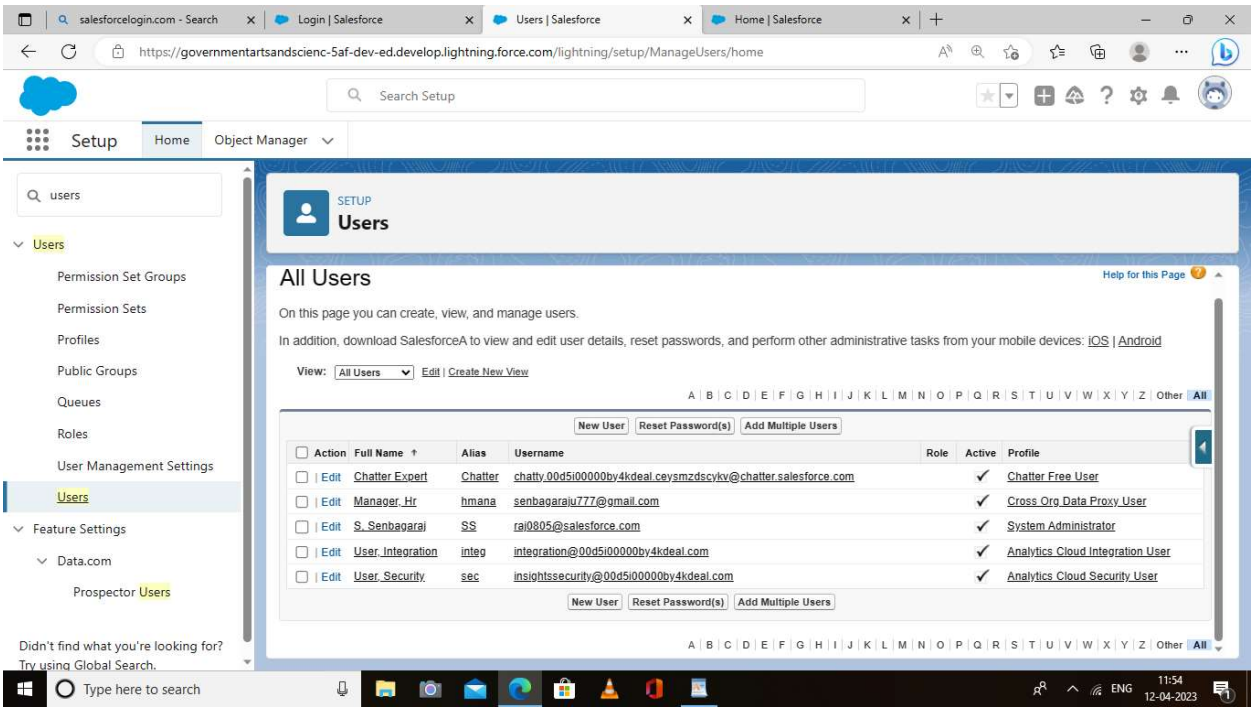

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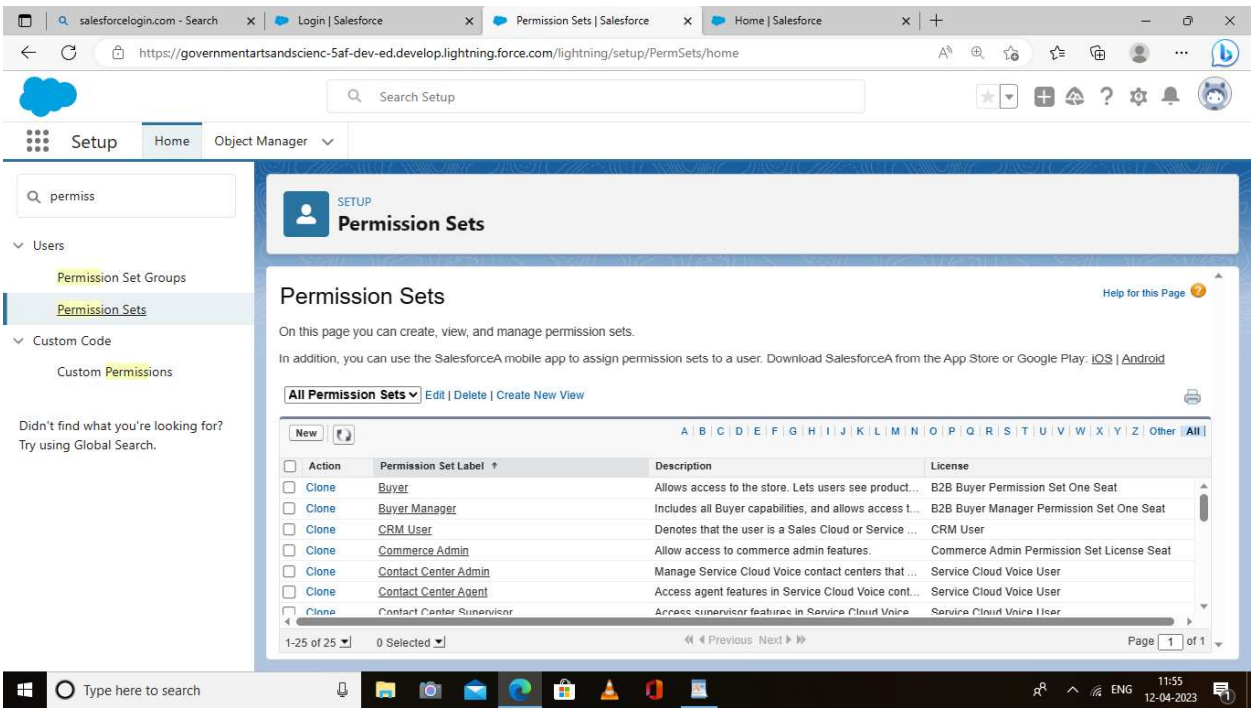

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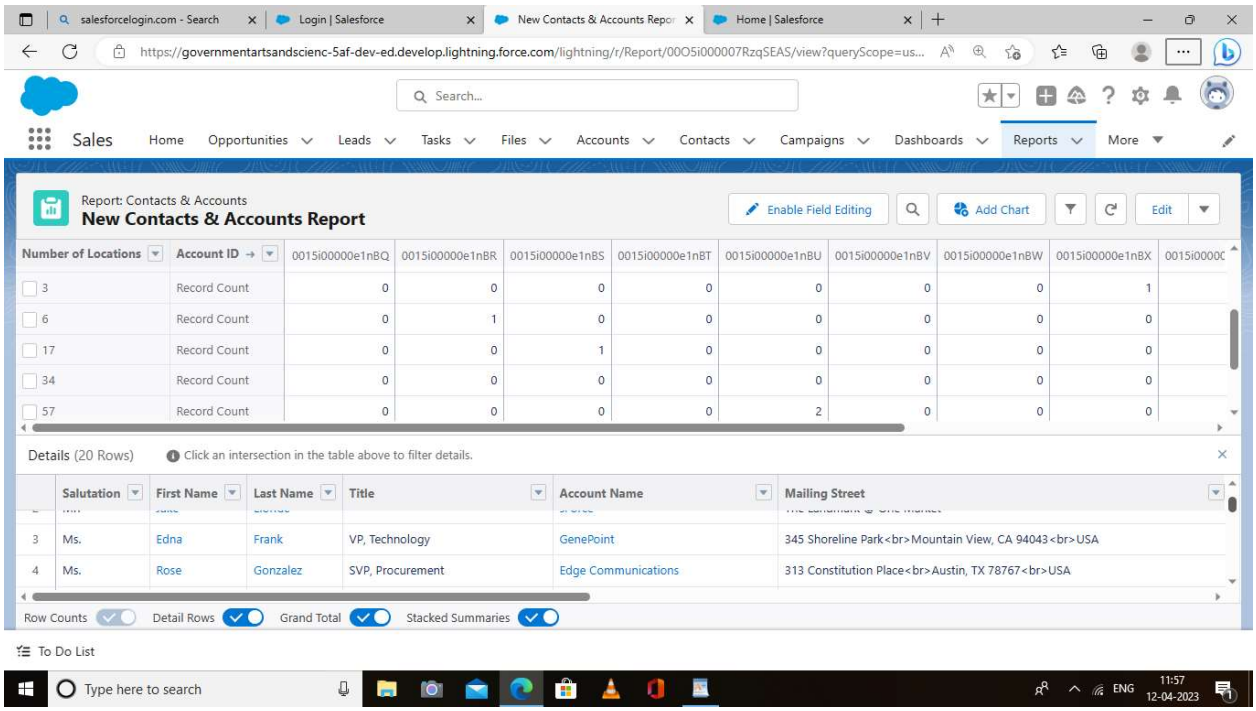

4.Trailhead Profile Public URL

Team Lead-https://trailblazer.me/id/senbn

Team member 1-https://trailblazer.me/id/gayus30

Team member 2-https://trailblazer.me/id/indhu3

5.ADVANTAGES &DISADVANTAGES

5.1 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 personalisation and improved query resolution.

5.2 DISADVANTAGES

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

6.APPLICATION

- CRM can analyze data and generate reports whenever required. There are mainly three types of CRM applications – Operational, Analytical and Collaborative to perform all these activities.

7.CONCLUTION

- CRM in retail allows businesses to make smarter decisions to better serve their customers and maximize profits from repeat purchases. By implementing a CRM into your retail sales process, you can enhance customer relationships by providing personalized service that caters to their individual needs.

8.FUTURE SCORE

- CRM software can make your life easier by automating your workflow. Look for software that lets you set up custom rules and comes with sales force automation to help you and your team be more productive.
- By using rules, you can set your CRM software to automatically perform a specific action based on triggers or events, such as these:
- When a potential customer fills out a contact form on your website, the CRM software automatically directs the message to the right sales representative or department.
- When a sales representative receives a message, the CRM software automatically sends a preset response to acknowledge the message.
- If a lead, prospect, or opportunity doesn't respond to your message or proposal, the CRM software automatically sends a follow-up message after a preset amount of time, such as 48 hours or two business days.
- When a sales representative makes calls or sends messages to a contact, the CRM software automatically logs hours and keeps track of all communications.
- As sales representatives complete tasks, the CRM software automatically reports them to supervisors and upper management for performance reports.