## A CRM Application to Manage the Services offered by an Institution

By

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## **Project Abstract**

This project leverages Salesforce CRM to optimize the admission process at EduConsultPro Institute, a leading educational institution offering diverse courses. By implementing Salesforce, the institute aims to streamline student inquiries, admission applications, and expert consulting services, ensuring a seamless and transparent experience for prospective students. The solution enables admissions staff to efficiently manage and process applications, improving overall productivity and enhancing the user experience for both students and staff, ultimately fostering better communication and decision-making throughout the admissions lifecycle.

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#### TASK 1:

## **Create Objects from Spreadsheet**

#### a) Create Course object

- 1.Go to your object manager and click on create object from spreadsheet
- 2. Click on the link to get the spreadsheet, Course.
- 3. After downloading, upload the file, map the fields and upload to create an object.

## b)Create Remaining objects

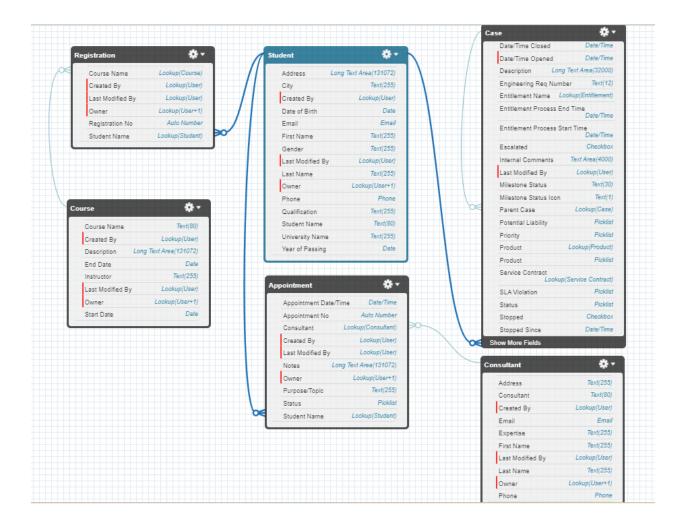
Follow the steps which we have followed for course object creation.

Use the following sheets for remaining objects.

- 1)Consultant
- 2)Student
- 3)Appointment

## c) Create Relationship among the objects

- 1)Create lookup between appointment and student, appointment and consultant.
- 2)Create an object to store the information student and course details with the name Registration.
- 3)Also create a lookup between student and case to store the student queries for immigration or visa application.
- 4)The data model should be similar to the below Data Model with fields & relationships



#### d) Configure the Case Object

- 1)Go to object manager, edit case object.
- 2)Select the "Type" field and add the values in it. ImmigrationVisa Application
- 3) Now Select the "Status" field and add the values in it. OpenIn-progress

## e)Create a Lightning App

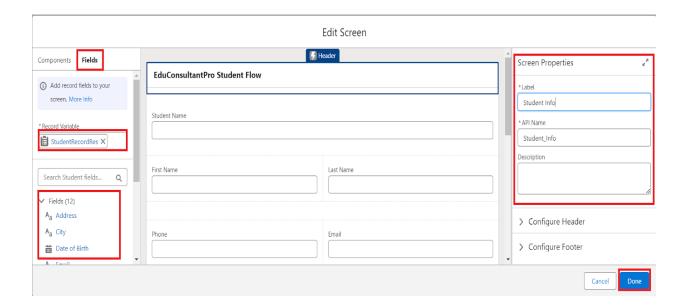
- 1)Go to Setup, search for the App Manager in quick find
- 2)Click on New Lightning App
- 3) Give app name as "EduConsultPro", click Next, Next, Next
- 4)Add Home, Students, Courses, Consultants, Appointments, Registrations, and Cases from the Available Items to Selected Items.
- 5)Add "System Administrator" profile from Available Profiles to Selected Profiles, click Save & Finish.

#### TASK 2:

## **Create a ScreenFlow for Student Admission Application process.**

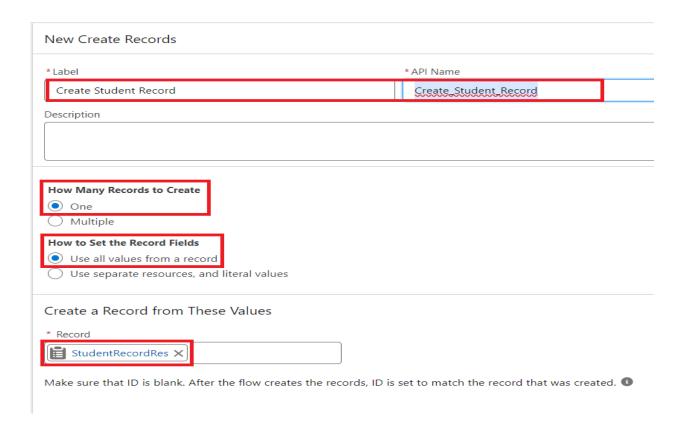
#### a) Add Screen Element

- 1)From Setup, enter Flow Builder in quick find, select new flow --> ScreenFlow.
- 2)Add a Screen element.
- 3)In the Screen Properties pane, for Label, enter "Student Info".
- 4)Click on Fields, click on the record variable input and create a new Resource(StudentRecordRes) to display all the fields which are in the student object. Drag all the fields which are needed to add on the screen inorder to collect the student information.



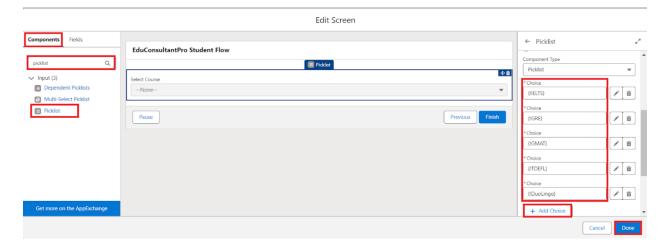
#### b) Create Student Record using Create Element

- 1)Add a Create element after Student Info Screen Element, Label it as "Create Student Record."
- 2)Select "one" under How many records to Create, and select "use all values from a record" under How to Set the record fields.
- 3)Select the record variable resource(StudentRecordRes) which we have created in the Student Info screen element, under Create a record from these values. Save: Click Save to create the object.



#### c) Add Screen Element

- 1)Add a Screen Element after Create Student Record Element and label it as Course Screen.
- 2)Add a picklist component from the left side panel label it as "Select Course", under choices type "IELTS" and enter. This creates a variable with the name IELTS.
- 3) Repeat the same for GRE, GMAT, Duolingo, TOEFL.



#### d) Add Decision Element

1)Add a Decision Element after Select Course Screen Element, label it as Selecting Course.

2)Under outcome label it as "Selected IELTS" and write the condition such as below:

Resource: Select Course (Screen Component from Select Course Screen Element)

Operator: Equals

Value: IELTS (Choice Variable from Select Course Screen Element)

3)Click on the "+" icon and Repeat step 2 for other options mentioned as below:

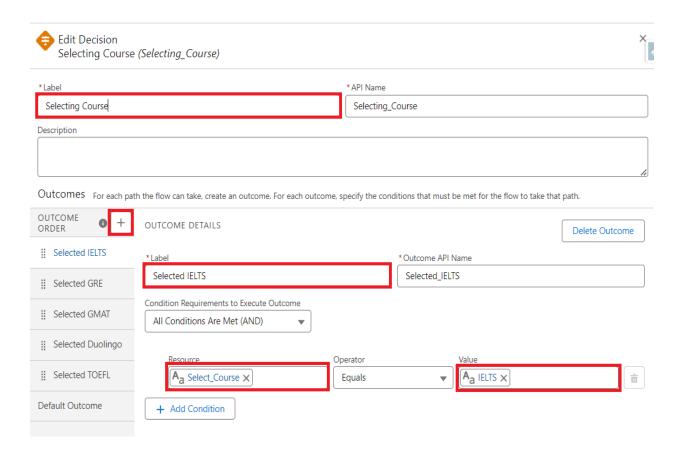
a)GRE

b)GMAT

c)DuoLingo

d)TOEFL

4)Click Done.



#### e) Add GET Record Element

1)Add a GET Record Element after Decision Element, under the IELTS path and label it as "Get IELTS Rec".

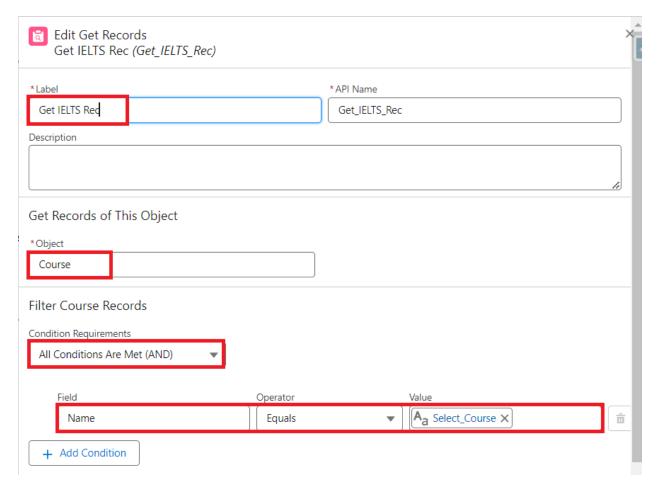
2)Select Object : Course

Condition Requirement : All Conditions are Met(AND)

Field: Course Name

Operator : Equals

Value : {!Select\_Course}



3) Repeat the steps 1 & 2 for the GRE, GMAT, TOEFL, DuoLingo paths.

## f) Create Registration Record using Create Records Element

1)Add a Create element after the Get IELTS Rec element and label it as "Create IELTS Registration Rec".

2)Select "one" under How many records to Create, and select "Use separate resources, and literal values" under How to Set the record fields. 3)Select Object: Registration a)Field : Course\_Name\_\_c Value: {!Get\_IELTS\_Rec.Id} b)Field: Student\_Name\_\_c Value: {!StudentRecordRes.Id} Edit Create Records Create IELTS Registration Rec (Create\_IELTS\_Registration\_Rec) \* Label \* API Name Create IELTS Registration Rec Create\_IELTS\_Registration\_Rec Description **How Many Records to Create** One ) Multiple How to Set the Record Fields Use all values from a record Use separate resources, and literal values Create a Record of This Object Object Registration Set Field Values for the Registration Field  $A_a$  Course from Get\_IELTS\_Rec > Record ID  $\times$ Course\_Name\_\_c â Field Aa StudentRecordRes > Record ID X Student\_Name\_\_c â

- 4) Repeat the steps 1 & 2 for the GRE, GMAT, TOEFL, DuoLingo paths.
- g) Create Email Text Template Variables for email body and subject

1)Click on the toggle toolbox on the left corner, click "New Resource", then select "Text Template" as Resource Type.

2)Give the API name as "StuRegistrationEmailTextTempBody", select "view as plain text" and paste the below text in body.

"Dear {!StudentRecordRes.Name},Congratulations and welcome to EduConsultantPro!

We are delighted to inform you that your registration on our platform has been successfully completed. You are now part of our esteemed community dedicated to empowering students like you to achieve their educational and immigration aspirations.

At EduConsultantPro, we understand the importance of your academic and career goals, and we are committed to providing you with the highest level of support and guidance throughout your journey.

Here are a few key points to help you get started:

Explore Our Resources: Take some time to explore the wide range of resources, tools, and services available on the EduConsultantPro platform. From educational insights to immigration advice, we offer comprehensive support tailored to your needs.

Connect with Our Consultants: Our team of experienced consultants is here to assist you at every stage of your educational and immigration endeavors. Don't hesitate to reach out to us with any questions, concerns, or inquiries you may have. We're here to help!

Stay Updated: Keep an eye on your inbox for important updates, announcements, and exclusive opportunities from EduConsultantPro. We'll ensure that you're informed about the latest developments and relevant information to support your journey.

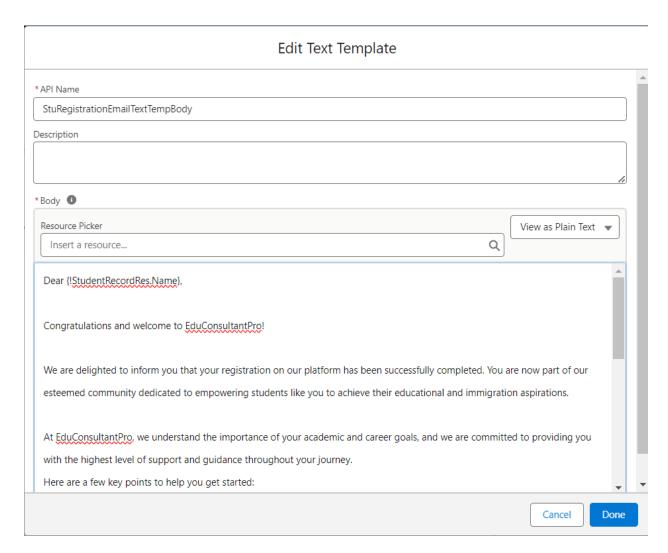
Engage with the Community: Join our vibrant community of students, professionals, and experts who share your passion for education and global opportunities. Connect with like-minded individuals, participate in discussions, and expand your network.

Once again, congratulations on taking this important step towards realizing your academic and career aspirations. We are thrilled to have you as part of the EduConsultantPro family and look forward to supporting you on your journey to success.

If	you have any	questions of	or need assi	stance nleas	e don't h	esitate to	contact us
11	you have any	questions	n necu assi	stance, breas	c don t n	icsitate to	comact us.

Thank you."

3)Click Done.



4)Repeat steps 1 & 2 to create an email text template for the email subject, label it as "StuRegistrationEmailTextTempSub", write a text message in the body and save it.

## h) Add an Action Element

- 1)Add an Action Element after all the Decision paths, label it as "Send Email to Student".
- 2)Under "Set input values for selected action", include body, Recipient Address List and Subject.
- 3)For input Body : {!StuRegistrationEmailTextTempBody},

Recipient Address List: {!StudentRecordRes.Email\_c},

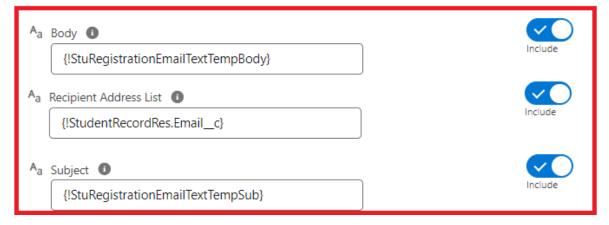
Subject : {!StuRegistrationEmailTextTempSub}.

# Edit Send Email Send Email to Student (Send\_Email\_to\_Student)



* Label	
Send Email to Student	
* API Name	
Send_Email_to_Student	
Description	
	le de la companya de

## Set Input Values for the Selected Action



#### h) Add Screen Element

- 1)Add a Screen Element after the Send Email to Student Action Element, label it as Success Screen.
- 2)From the left side panel search for the Display text component and drag it to the main panel, label it as "SuccessMessage".
- 3)Paste the below in the Resource picker box.
- "Dear {!StudentRecordRes.Name},

Congratulations and welcome to EduConsultantPro!

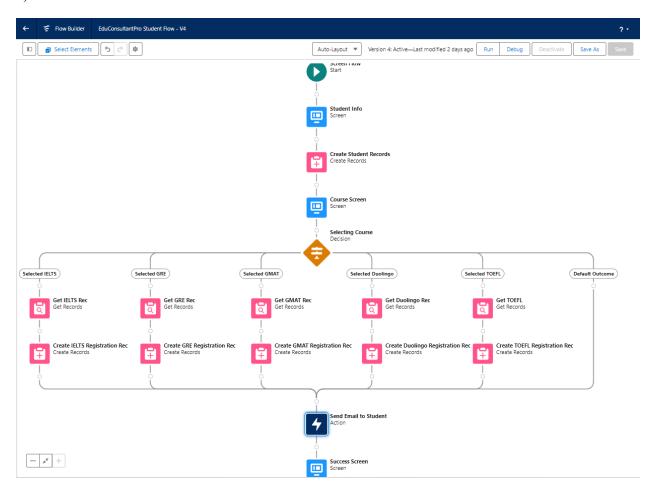
We are delighted to inform you that your registration on our platform has been successfully completed. You are now part of our esteemed community dedicated to empowering students like you to achieve their educational and immigration aspirations.

Your Registration details have been sent through mail kindly check it once.

Thank you."

4)Click Done.

5)Save the flow and name it as "EduConsultPro Student Flow". Your flow will look as shown below:



Task 3:

## **Create Users**

Create a user with a Standard platform user profile.

#### a)User

1)Go to Setup --> Administration --> Users --> New User

2)LastName: Consultant

3)License: Salesforce Platform

4)Profile: Standard Platform User

5)Fill all the mandatory fields & Save.

## b) Configure the User Settings

- 1)Go to Setup --> Administration --> Users --> click Edit next to your name
- 2)Scroll down to bottom, under Approver Settings, Select "Consultant" the Manager Field.
- 3)Click Save.

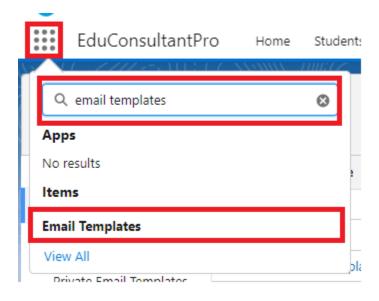


Task 4

## **Create an Approval Process for Property Object**

### a)Create an Email Template

1) From Setup, enter Templates in the Quick Find box, and then select Lightning Email Templates, toggle on.



- 2)go to app launcher, search for "Email Templates", Create a new folder with the desired name.
- 3)Then create a new email template, select the folder which we have created in the previous steps, enter the below text in the HTML Value and Save it as "Submission Template".

```
"Dear {{{Appointment_c.Student_Name_c}}},

I hope this email finds you well. I am writing to confirm the details of our upcoming appointment scheduled for {{{Appointment_c.Appointment_DateTime_c}}} regarding {{{Appointment_c.PurposeTopic_c}}}.

Appointment Details:

Appointment No : {{{Appointment_c.Name}}},

Student Name : {{{Appointment_c.Student_Name_c}}},

Consultant Name : {{{Appointment_c.Consultant_c}}},

Date & Time : {{{Appointment_c.Appointment_DateTime_c}}},
```

I want to assure you that I am looking forward to our meeting and am fully prepared to address any questions or concerns you may have regarding {{{Appointment\_c.PurposeTopic\_c}}}. Your success and satisfaction are my top priorities, and I am committed to providing you with the guidance and support you need.

If you have any specific topics or questions you would like to discuss during our appointment, please feel free to share them with me in advance. This will help ensure that our time together is as productive and beneficial as possible.

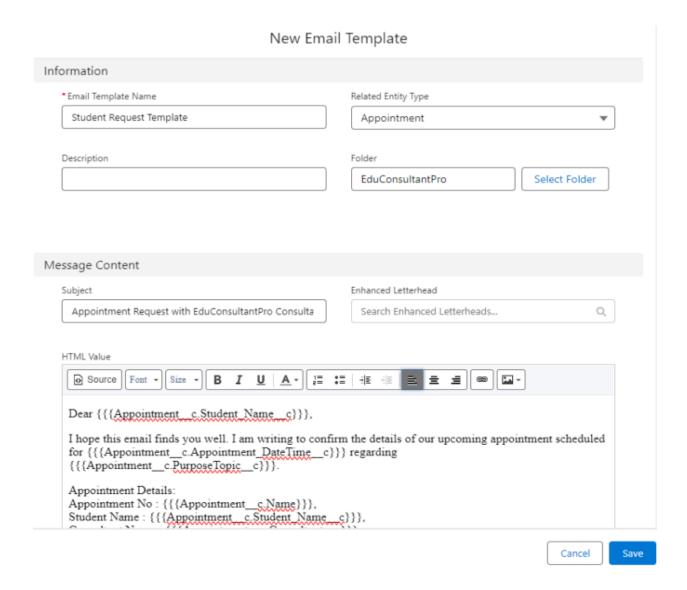
If for any reason you need to reschedule or cancel our appointment, please notify me at your earliest convenience so that we can make alternative arrangements.

Once again, thank you for choosing to work with me on this matter. I am confident that our collaboration will lead to positive outcomes and progress toward your goals.

If you have any questions or require further information before our scheduled appointment, please don't hesitate to reach out to me.

Looking forward to our meeting.

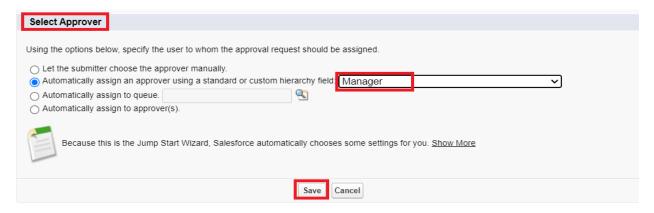
```
Best regards,
{{{Recipient.Name}}},
EduConsultantPro"
```



4) Create two more Email templates for Approval and Rejection of Request similar to the previous one.

#### b) Create an Approval Process

- 1)From Setup, enter Approval in the Quick Find box, and then select Approval Processes.
- 2)In Manage Approval Processes For, select Appointment.
- 3)Click Create New Approval Process --> Use Jump Start Wizard.
- 4)Configure the approval process.
- 5)Process Name Appointment Approval, Under Select Approver, Select Manager for the option : "Automatically assign an approver using a standard or custom hierarchy field."



6)Click next and "Next Automated Approver Determined By" --> Select Manager.

7)From Record Editability Properties --> Click on Administrators OR the currently assigned approver can edit records during the approval process.

8) Save the approval process.

9) Click View Approval Process Detail Page.

10)Under Initial Submission Actions, click Add New --> Field Update, and configure it with these values.

Field Value

Name Submitted

Field to Update Appointment: Status

A Specific value Pending



11)click Add New --> Email Alert, and configure it with these values.

Description: Submission Email Alert

Unique Name: Auto Populates

**Email Template : Submission Template** 

Recipient Type: Select your Name

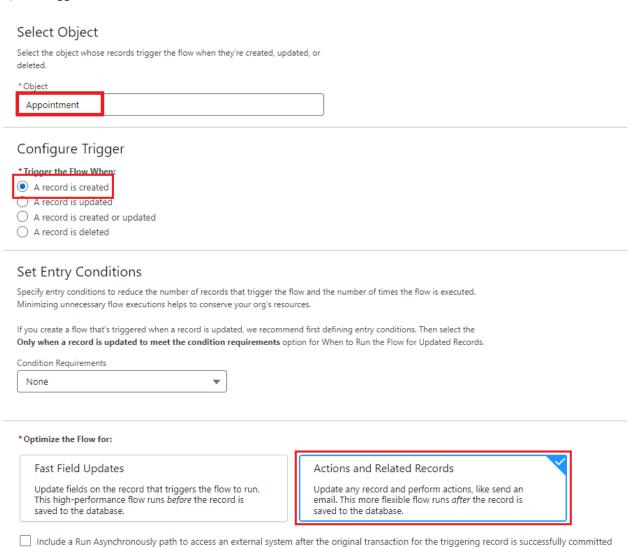
12) Repeat the Steps 10 - 11 for Final Approval and Final Rejection actions.

#### Task 5

#### **Create a Record Triggered Flow**

## a)Configure the Start Element

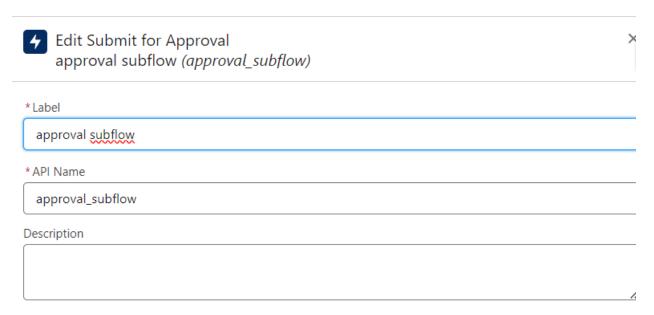
- 1)From Setup, enter Flows in the Quick Find box, then select Flows.
- 2)Click New Flow.
- 3)Select Record-Triggered Flow.
- 4) Click Create. The Configure Start window opens.
- 5) For Object, select Appointment.
- 6)For Trigger the Flow When, select A record is created. The flow will look like this:



#### b) Add an Action Element

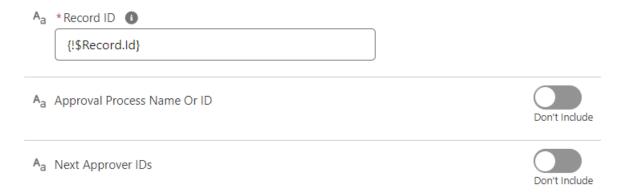
1)Add an Action element after the Start Element and Select the Submit for approval action, label it as "Approval SubFlow".

2)Set the RecordId to "{!\$Record.Id}".



Use values from earlier in the flow to set the inputs for the "Submit for Approval" core action. To use its outputs later in the flow, store them in variables.

Set Input Values for the Selected Action



3) Save the Flow, label it as "EduConsultPro Approval Flow and Click on Activate.

#### Task 6

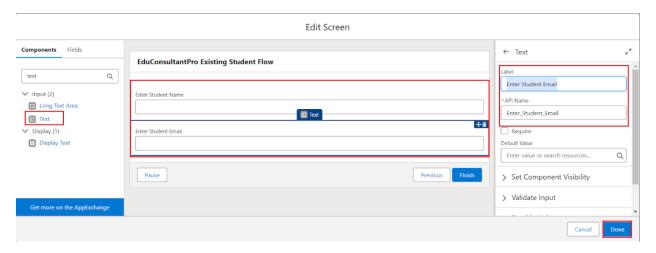
## Create a ScreenFlow for Existing Student to Book an Appointment

## a)Add Screen Element

- 1)From Setup, enter Flow Builder in quick find, select new flow? ScreenFlow.
- 2)Add a Screen element.
- 3)In the Screen Properties pane, for Label, enter "Get Student Info".
- 4)Add two Text components from the left side panel. Give the Label's as follows:

1st Text Component Label: Enter Student Name

2nd Text Component Label: Enter Student Email



5)Click on Done.

## **b)Add GET Record Element**

1)Add a GET Record Element after Decision Element, under the IELTS path and label it as "Get Rec".

2)Select Object: Student

Condition Requirement : All Conditions are Met(AND)

a)Field: Student Name

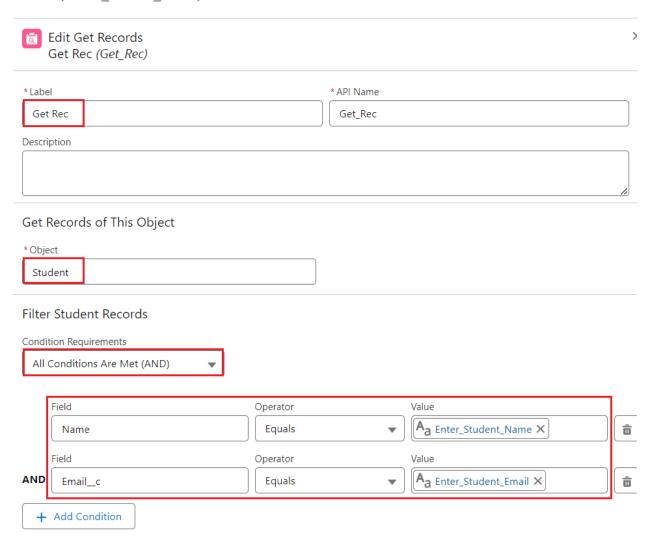
Operator: Equals

Value : {!Enter\_Student\_Name}

b)Field: Email\_c

Operator: Equals

## Value : {!Enter\_Student\_Email}



## c) Add Decision Element

1)Add a Decision Element after Select Display Student Details Element, label it as "Appointment or Case".

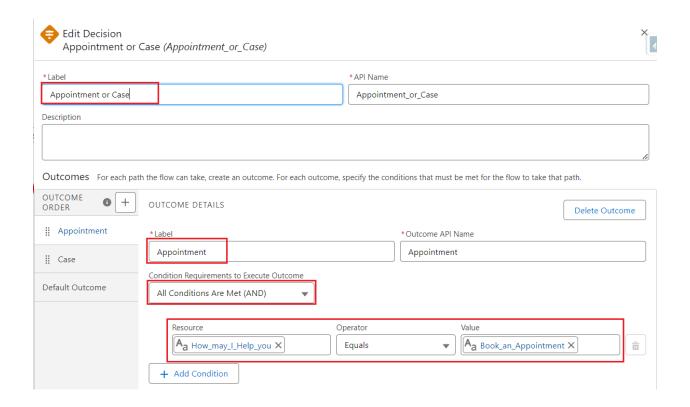
2)Under outcome label it as "Appointment" and write the condition such as below:

Resource : {!How\_may\_I\_Help\_you}

Operator: Equals

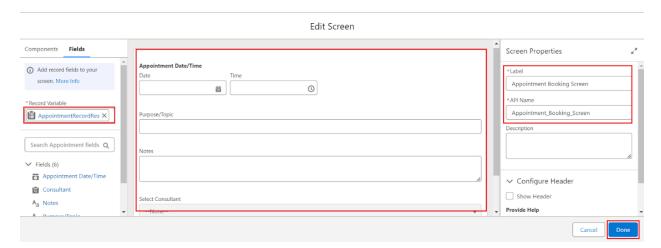
Value: {!Book an Appointment}

3)Click on the "+" icon and Repeat step 2 for Case options mentioned.



#### d) Add Screen Element

- 1)Add a Screen element after the Decision Element, on the Appointment path and label it as "Appointment Booking Screen".
- 2)Click on Fields, click on the record variable input and create a new Resource (AppointmentRecordRes) to display all the fields which are in the Appointment object.
- 3)Drag all the fields which are needed to add on the screen inorder to collect the student information.



4)Click on Done.

#### e) Add GET Record Element

1)Add a GET Record Element after Decision Element, under the Appointment path and label it as "Get Consultant Rec".

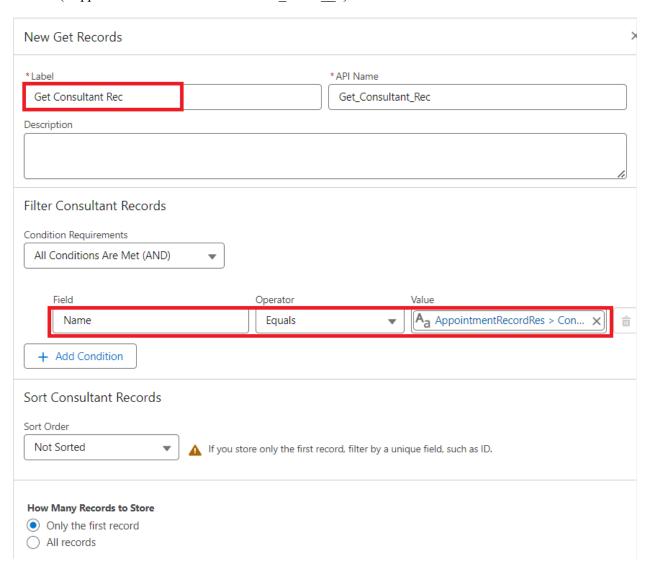
2)Select Object : Consultant

Condition Requirement : All Conditions are Met(AND)

a)Field: Name

Operator: Equals

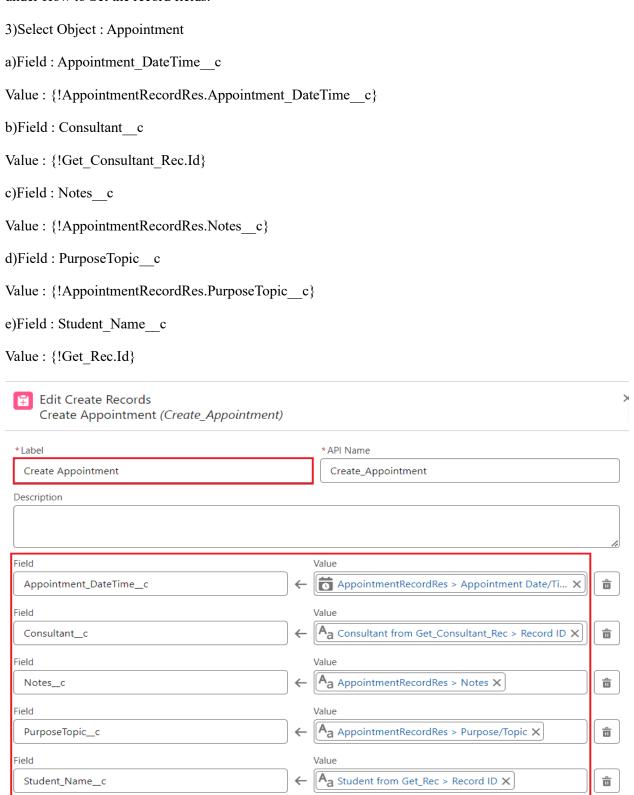
Value: {!AppointmentRecordRes.Consultant Name c}



## f) Create Appointment Record using Create Records Element

1)Add a Create element after the Get Consultant Rec element and label it as "Create Appointment".

2)Select "one" under How many records to Create, and select "Use separate resources, and literal values" under How to Set the record fields.



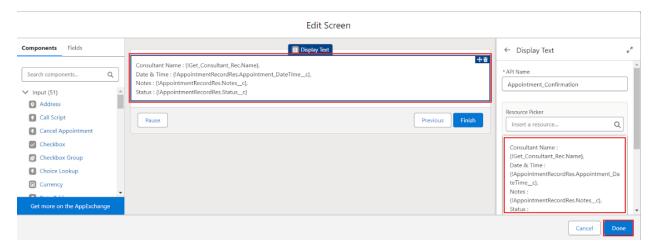
#### g) Add Screen Element

- 1)Add a Screen Element after the Send Email to Student Action Element, label it as "Confirmation Screen".
- 2)From the left side panel search for the Display text component and drag it to the main panel, label it as "Appointment Confirmation".
- 3)Paste the below in the Resource picker box.

Consultant Name : {!Get\_Consultant\_Rec.Name},

Date & Time : {!AppointmentRecordRes.Appointment\_DateTime\_\_c},

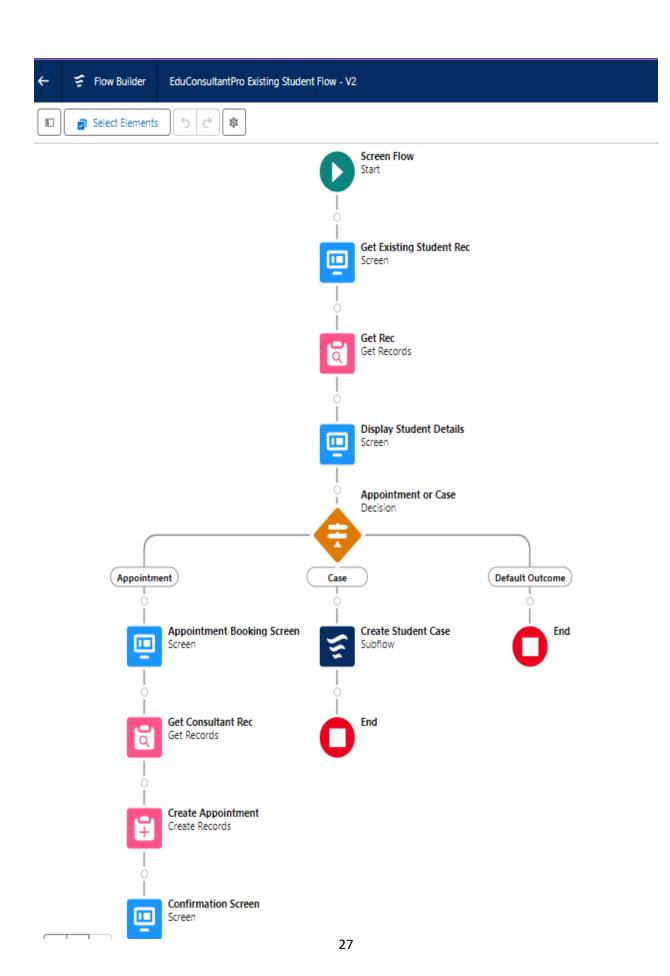
Notes: {!AppointmentRecordRes.Notes c},



4) Click Done.

#### h) Add an SubFlow Element

- 1)Add a subflow element after the Decision Element, on the Case path and search and Select for "Create a Case", label it as "Create Student Case".
- 2)Save the flow and label it as "EduConsultantPro Existing Student Flow", you can use the below image for reference.



#### Task 7

#### Create a ScreenFlow to Combine all the flows at one place

#### a) Add Screen Element

- 1)Add a Screen Element and label it as Welcome Screen.
- 2)From the left side panel search for the Display text component and drag it to the main panel, label it as "SuccessMessage".
- 3)Paste the below in the Resource picker box.

"Welcome to EduConsultantPro

your premier destination for education and immigration solutions!

At EduConsultantPro, we understand that embarking on educational or immigration journeys can be both exhilarating and daunting. That's why we're here to guide you every step of the way with expertise, dedication, and personalized support.

Whether you're seeking to pursue your academic dreams abroad, navigate the complexities of immigration processes, or enhance your professional skills through international opportunities, EduConsultantPro is your trusted partner.

Our team of seasoned consultants is committed to understanding your unique aspirations and crafting tailored strategies to help you achieve your goals efficiently and effectively. From selecting the right educational institution to navigating visa procedures, our comprehensive services cover all aspects of your journey.

At EduConsultantPro, we believe in fostering inclusive communities and unlocking the full potential of every individual. With our unwavering commitment to excellence and integrity, we strive to make your experience with us seamless and rewarding.

Welcome to EduConsultantPro – where your aspirations meet our expertise, and together, we pave the path to success. Let's embark on this transformative journey together!"

4)Click Done.

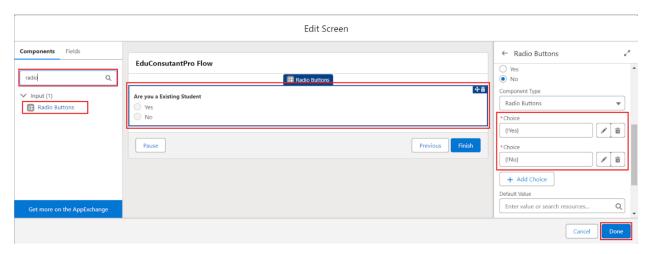
#### b) Add Screen Element

- 1)Add a Screen Element after the Welcome Screen Element, label it as "Existing or New Student Confirmation Screen".
- 2)Add a radio button component from the left side panel,

label: Are you a Existing Student

3) Click on Add Choice --> type "Yes" in the input field --> click Create Yes choice.

4)Repeat step 6 and create an "No" choice resource.



5) Click Done.

## c) Add Decision Element

1)Add a Decision Element after Existing or New Student Confirmation Screen Element, label it as "Decision 1".

2)Under outcome label it as "If Existing Student" and write the condition such as below:

Resource : {!Are\_you\_a\_Existing\_Student}

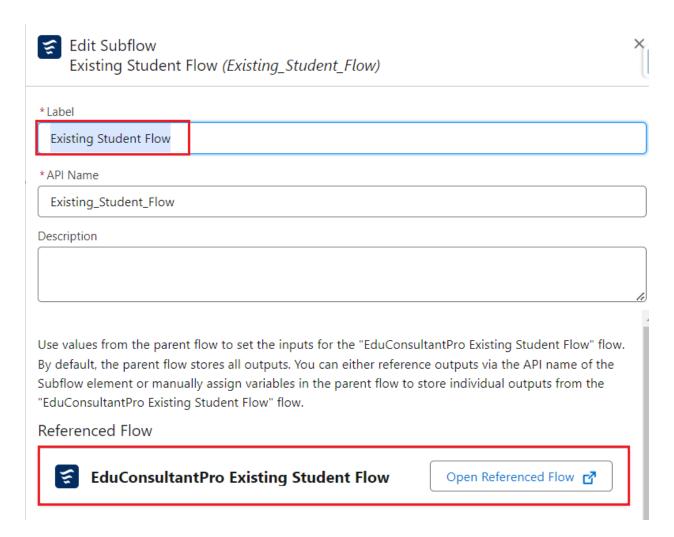
Operator : Equals Value : {!Yes}

3)Click on the "+" icon and Repeat step 2 for No options mentioned.

## d) Add an SubFlow Element

1)Add a subflow element after the Decision 1 Element on the if Existing Student path and search and Select for "EduConsultantPro Existing Student Flow", label it as "Existing Student Flow".

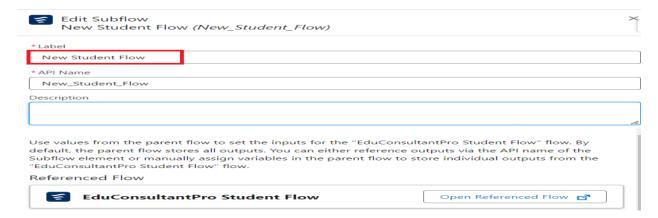
2)Save the flow and label it as "EduConsultantPro Existing Student Flow".



3)Click Done.

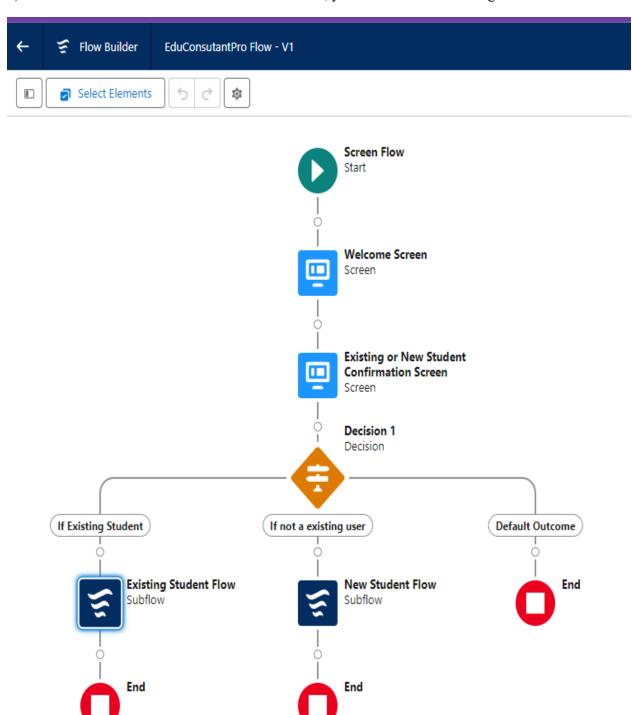
#### e) Add an SubFlow Element

- 1)Add a subflow element after the Decision 1 Element on the if Not an Existing Student path and search and Select for "EduConsultantPro Student Flow", label it as "New Student Flow".
- 2) Save the flow an label it as "EduConsultantPro Existing Student Flow".



## 3)Click Done.

4)Save the flow and label it as "EduConsultPro Flow", you can use the below image for reference.



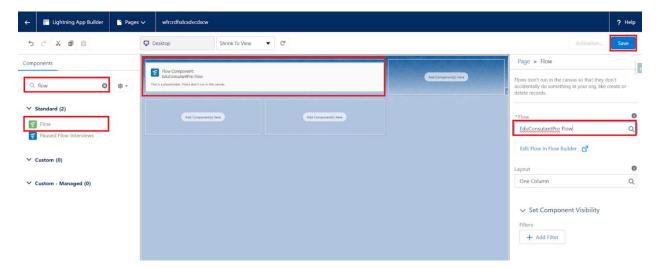
#### Task 8

## Create a lightning app page

Create a lightning app page and make it available at the application

#### a)Create a lightning app page

- 1)From Setup, enter App Builder in the Quick Find box, then click Lightning App Builder.
- 2)Click New, select Home Page, then click Next.
- 3)Step through the wizard and name the page "EduConsultPro Home Page", select the Standard Home Page template, and then click Done.
- 4)Drag the Flow component to the top-right region.
- 5)Search for the "EduConsultantPro Flow" and click Save.



- 6) Click Activate, Click App and Profile, then click Assign to Apps and Profiles.
- 7)Select the Sales app, then click Next.
- 8)Scroll down the list of profiles and select System Administrator, then click Next.
- 9)Review the assignment, and then click Save.