# Project Report

1 INTRODUCTION:

1.1 Overview:

A visa slot management project is a system that is used to track and manage the availability of visa slots, which are appointments that are required for certain visa applications. It might be used by a government agency or a visa procressing center to schedule and manage appointments with applicants
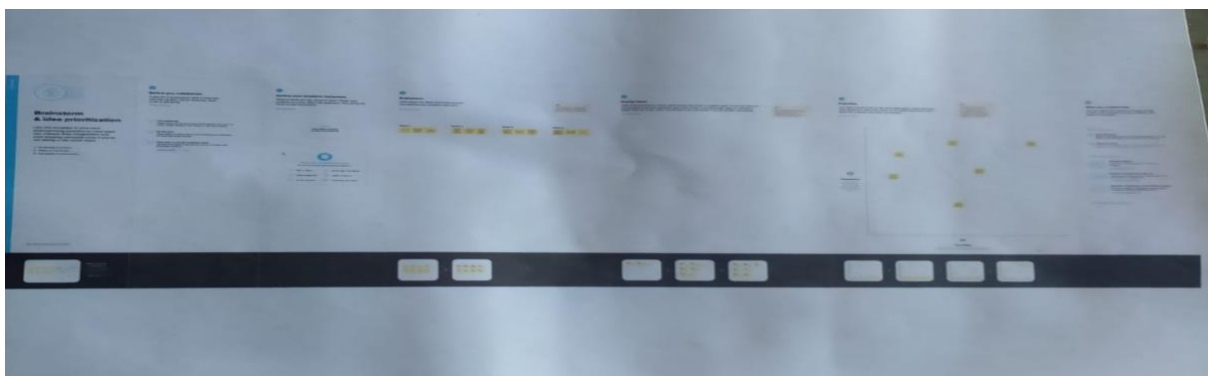
1.2 Purpose:

Its helps nurture relationships with customer for long- term sales althrough the underlying principle in CRM is not to squeeze out more profits but to make customers happy, which I turn result in product loyalty and more revenues for the bussiness.

2 Problem Definition & Design Thinking:
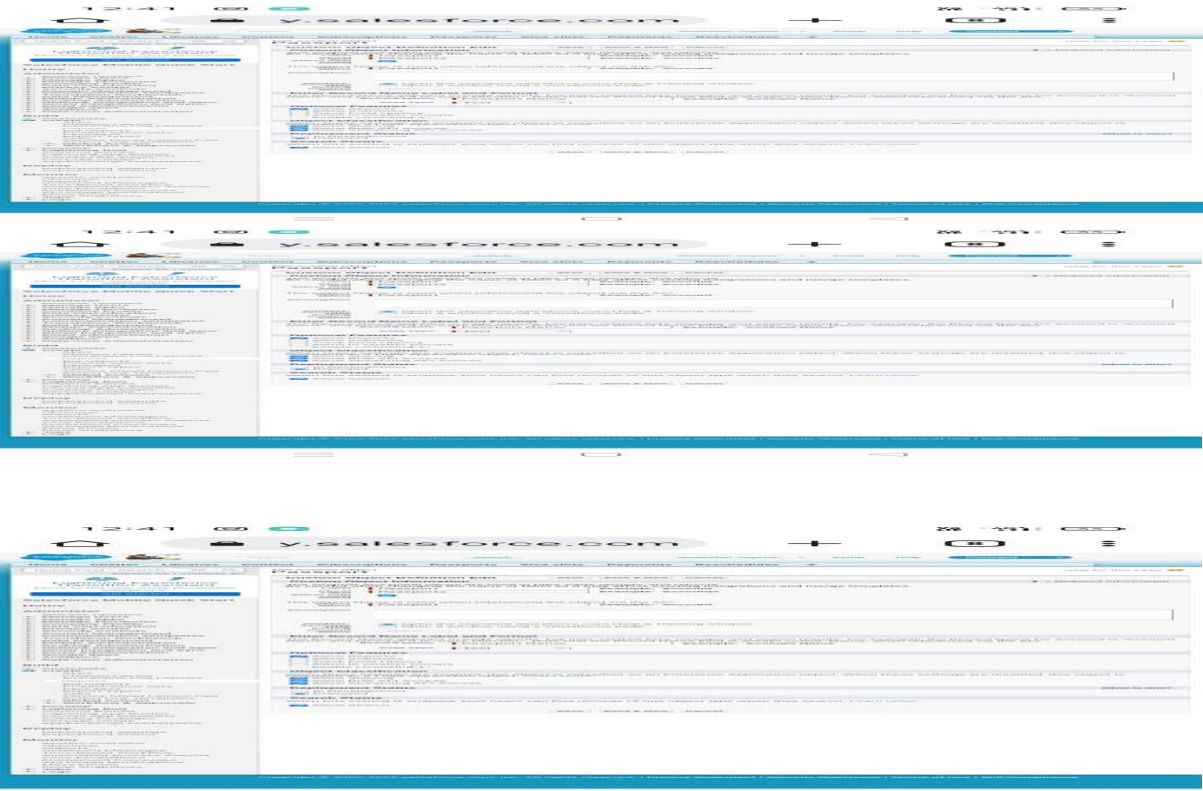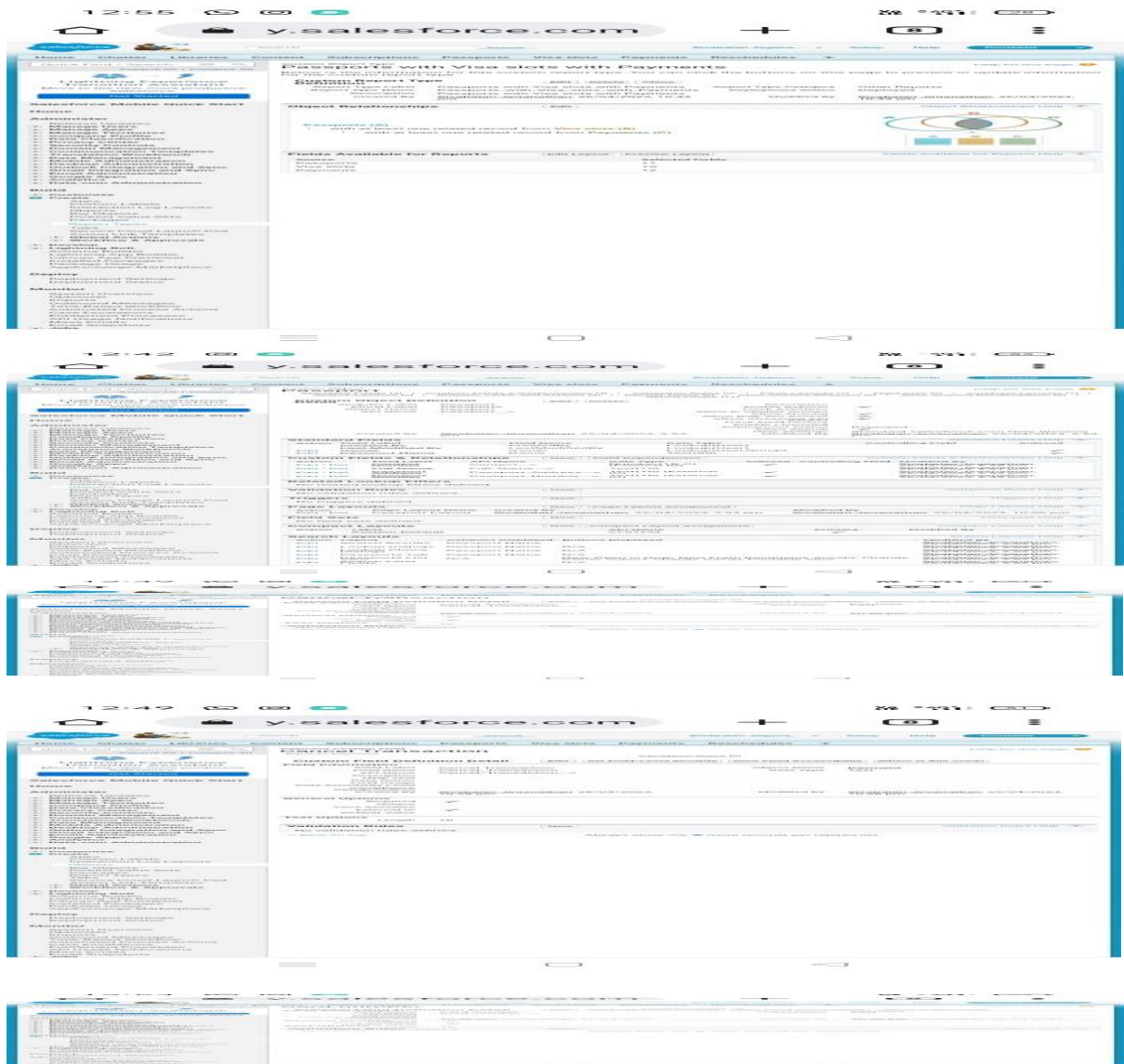
2.1 Empathy Map:
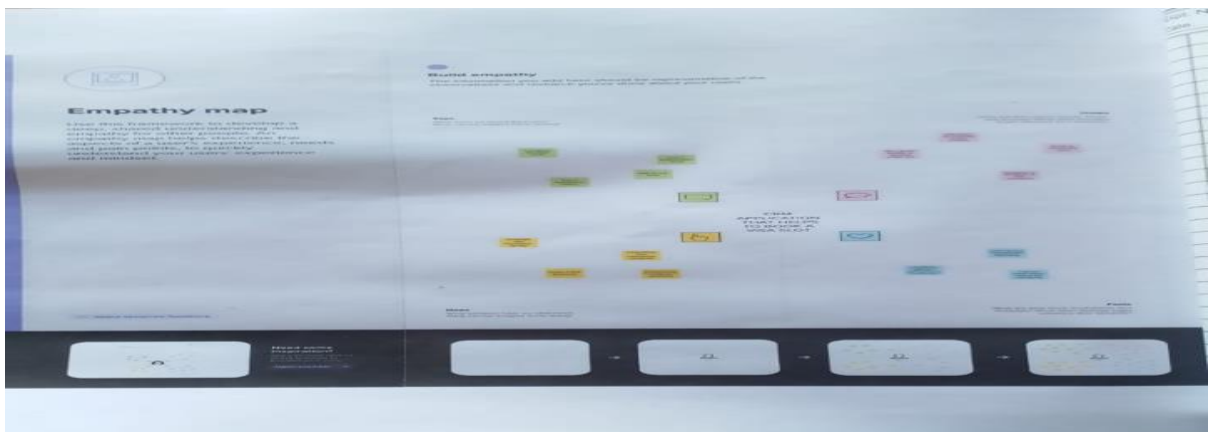
2.2 Ideation & Brainstorming map:

3 RESULT:

3.1 Data Model:

Object name	Fields in the Object	
passport	Field label	Data type
	Contact number	Number
	Full name	Text
Visa slot	Field label	Data type:
	Location	Text
	Passport number	Master

3.2 Activity & Screenshort:

4 Trailhead Profile Public URL :

Team Lead – https://trailblazer.me/id/sivabalan1

Team Member 1_https://trailblazer.me/id/suryakutty143

Team Member 2_ https://trailblazer.me/id/venir02

Team Member 3 –https://trailblazer.me/id/vinotha30

Project Report Template:

5 ADVANTAGES & DISADVANTAGE:

5:1 ADVANTAGES:

   1 It allows for more effective sales and marketing

   2 It can speed up the sales conversion process

5:2 DISADVANTAGES:

1 Staff over- reliance on CRM may diminish customer loyalty through a bad experience

2 It may not suit every business

6 APPLICATIONS:

1 Tracking customers

2 Collecting data for marketing

3 Improving interactions and communication

4 planning your operations

7 CONCLUSION:

Customer relationship management enables a company to align its strategy with the needs of the customer in order to best meet those needs thus ensure long-term customer loyalty. However, in order to be successful in those aims, the different company departments have to work together and use measures in a coordinated fashion. This purpose is achieved via a customer database which is analyzed and updated using CRM software .

8 FUTURE SCOPE:

This approach will be of particular interest to companies operating in highly competitive markets where it is difficult to attract new customers.