

# **Implementing CRM for Result Tracking of a Candidate with Internal Marks**

## **1.Introduction:**

**Administrator should be able to create all base data including Semester,Candidate,Course and Lecturer,Lecturer should have the ability to create Internal Results,Dean,who is one of the Lecture,should be the only one with ability to update Internal Results.**

### **Purpose:**

**\*Internal marks it means that your marks obtained by assingment or other co-curricular activitives or your behavior most important.**

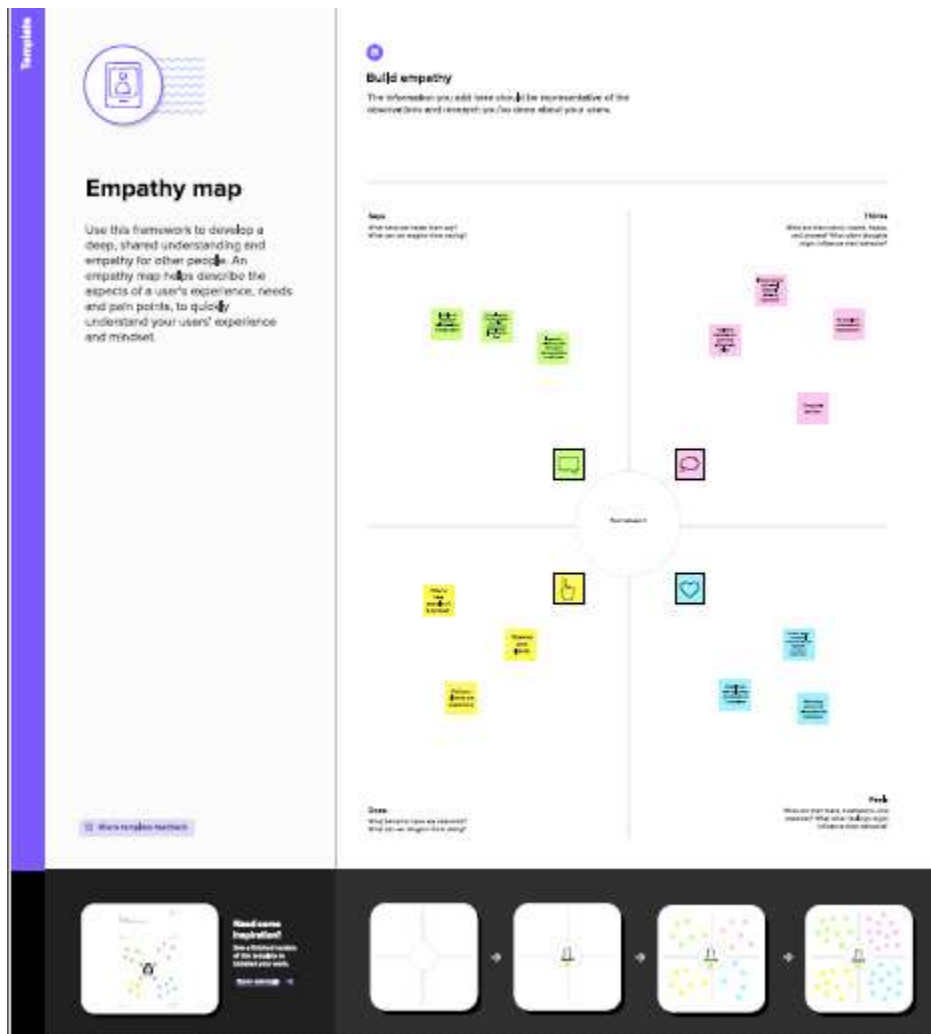
**\* implementing a CRM system process can bring great benefits to any business.**

## **2.Problem definition & Design thinking**

### **Empathy Map:**

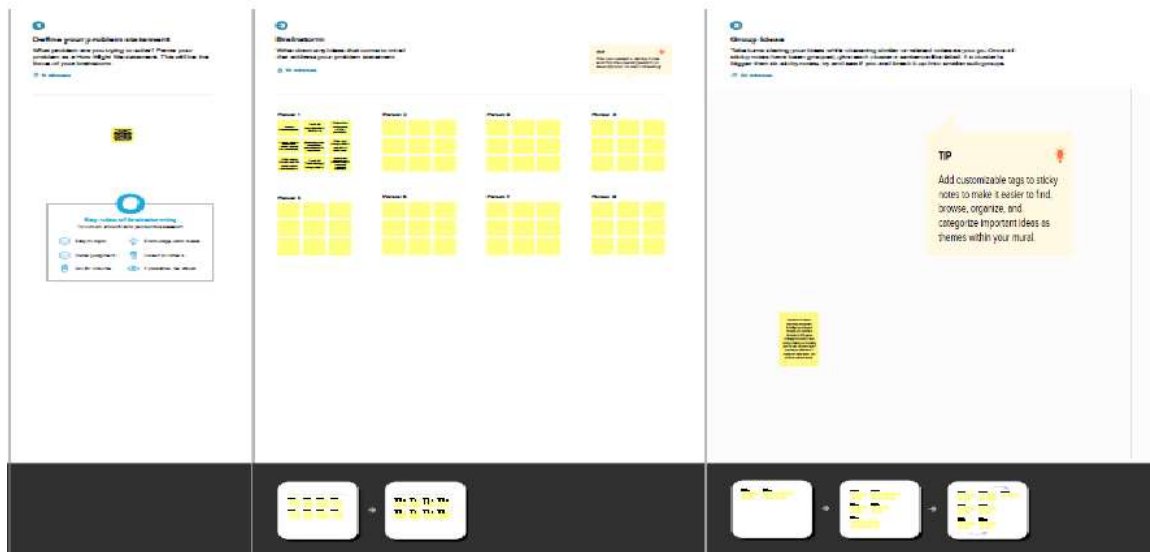
**An empathy map is a collaborative tool teams can use to gain a deeper insight into their customers.Much like a user persona, an empathy map can represent a group of users,such as a customer**

segment.



## Brainstorming:

Brainstorming is a group problem-solving method that involves the spontaneous contribution of creative ideas and solutions



**3.Result:**

**Data Model:**

<b>Object Name</b>	<b>Field Label</b>	<b>Data Type</b>
<b>1. Semester</b>	<b>Semester Name</b>	<b>Text</b>
<b>2.Candidate</b>	<b>Candidate Name</b>	<b>Text</b>
<b>3.Lecturer detail</b>	<b>Lecturer detail Name</b>	<b>Text</b>
<b>4.Course detail</b>	<b>Course detail Name</b>	<b>Text</b>
<b>5.Internal Result</b>	<b>Internal Result Name</b>	<b>Text</b>

## Activity & Screenshot



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Search Setup



Setup

Home

Object Manager

Quick Find

Setup Home

Service Setup Assistant

Multi-Factor Authentication Assistant

Release Updates

Lightning Experience Transition Assistant

Salesforce Mobile App

Lightning Usage

Optimizer

ADMINISTRATION

> Users

> Data

> Email

PLATFORM TOOLS

> Subscription Management

> Apps

> Feature Settings

> Slack

> MuleSoft

> Einstein

> Objects and Fields

> Events

> Process Automation

> User Interface

> Custom Code

> Development

> Performance

> Environments

> User Engagement

> Integrations

> Notification Builder

> Offline

SETTINGS

> Company Settings

> Data Classification

> Privacy Center

> Identity

> Security



SETUP  
Home

Create



### Get Started with Einstein Bots

Launch an AI-powered bot to automate your digital connections.

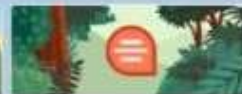
Get Started



### Mobile Publisher

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Learn More



### Real-time Collaborative Docs

Transform productivity with collaborative docs, spreadsheets, and slides inside Salesforce.

Get Started

### Most Recently Used

10 Items

NAME	TYPE	OBJECT
Lecturer detail name	Custom Field Definition	Lecturer detail
Lecturer detail	Custom Object Definition	
Candidate	Custom Object Definition	
Internal result name	Custom Field Definition	Internal result
Internal result	Custom Object Definition	
Course detail name	Custom Field Definition	Course detail
Course detail	Custom Object Definition	
Course detail Layout	Page Layout	Course detail
Candidate name	Custom Field Definition	Candidate
Candidate Layout	Page Layout	Candidate

#### **4.Trailhead Profile Public URL:**

**Team Leader:**

**<https://trailblazer.me/id/ssneha66>**

**Team Member 1:**

**<https://trailblazer.me/id/rarunachalamsanthiya>**

**Team Member 2:**

**<https://trailblazer.me/id/mramkumar6>**

**Team Member 3:**

**<https://trailblazer.me/id/sparameshwari>**

#### **5.Advantages and Disadvantage:**

**Advantage:**

**\*Exams assist the individuals in  
broadening knowledge.**

**\*Create competition**

**\*Scholarships and a bright future**

## **Disadvantage:**

**\*Anxiety and stress**

**\*Not the right way of testing the knowledge of someone**

**\*Comparison between Candidates**

## **6.Applications:**

**\*Tracking Customer**

**\*Planning Your operations**

**\*Improving Interactions and communications**

**\*Collecting data for marketing**

**\*Streamlining Internal Sales process**

## **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 and thus**

**ensure long term customer loyalty.**

## **8.Future Scope:**

**The scope of CRM includes a wide range of activities from managing customer contact information to developing personalized marketing campaigns.In order to be effective CRM must be tailored to the specific needs of each business.As such the scope of CRM can vary greatly from one company to the next.**