

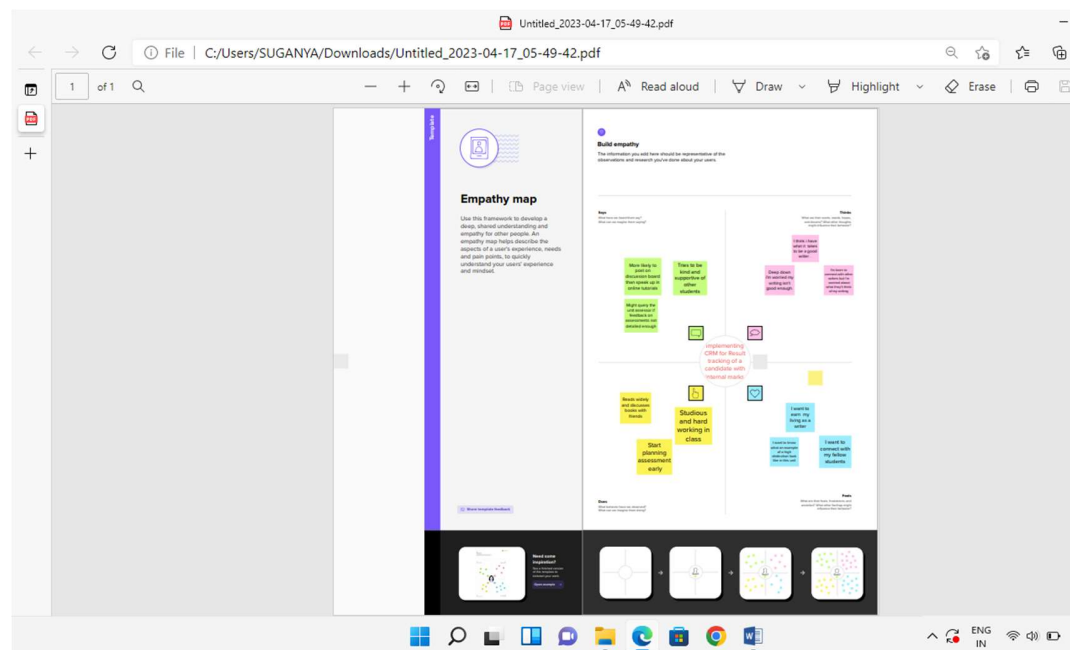
# IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE WITH INTERNAL MARKS

## 1 INTRODUCTION

Higher education institutions (HEIs) are experiencing vital changes in the way they operate and interact with their ‘customers’, i.e. students, their parents, alumni, employers and staff members. Higher education clients are demanding more attention and instant service and so universities are turning to technology to cater to this demand in an effective way. Customer Relationship Management (CRM) systems are somewhat similar to enterprise resource planning (ERP) applications, though they focus more on the customer and communications side of operations, rather than the internal business processes

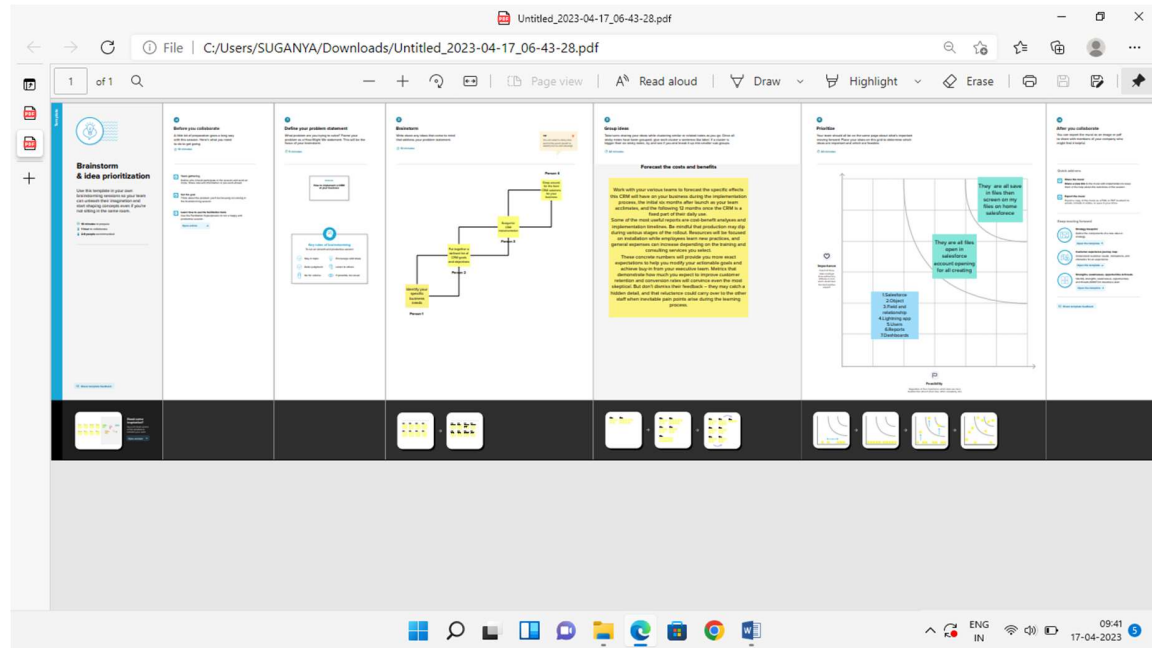
## 2 Problem Definition & Design Thinking

### Empathy Map



### Ideation & Brainstorming Map

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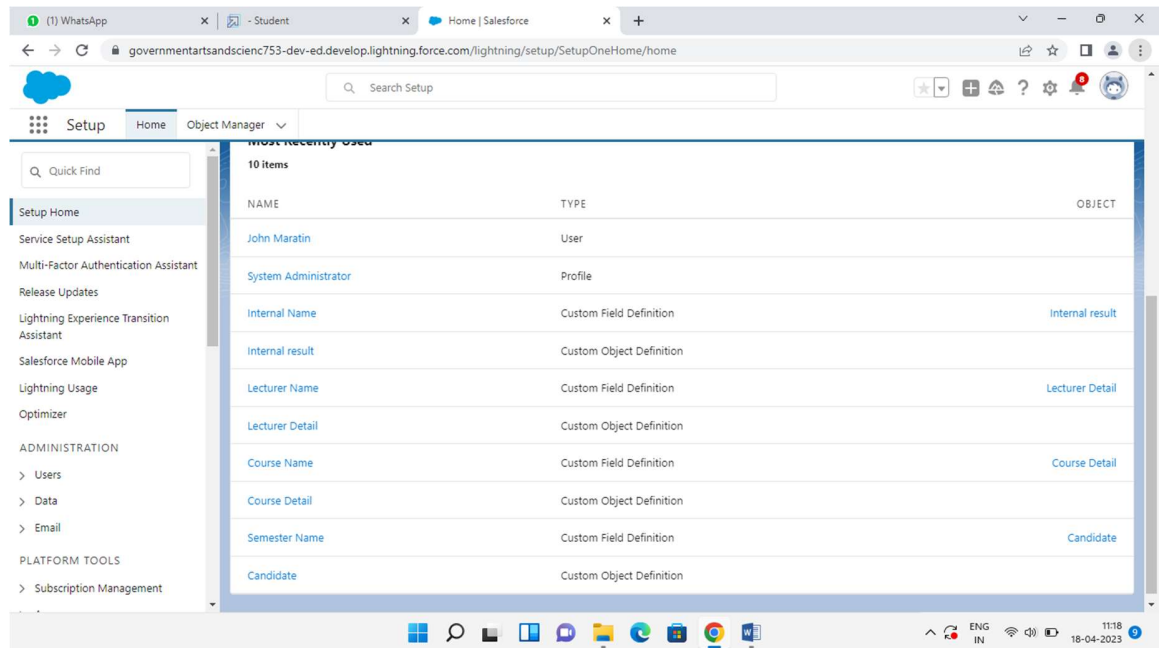
## RESULT

Data Model:

Object name	Fields in the Object	
obj1		
	Field label	Data type
	suganya	Custom Field Definition
	semester	Custom Field Definition
obj2		
	Field label	Data type
	Recruiter	Custom Field Definition
	candidate	Custom Field Definition

## Activity & Screenshot

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



## 5 Trailhead Profile Public URL

### Team Lead

<https://trailblazer.me/id/sugas23>

### Team Member 1 –

<https://trailblazer.me/id/ssanthiya11>

### Team Member 2-

<https://trailblazer.me/id/snathi4>

### Team Member 3 –

<https://trailblazer.me/id/p-sanjay19>

## 5 ADVANTAGES & DISADVANTAGES

The advantages of a business using a CRM system greatly outweigh the disadvantages. However, there are pitfalls. For a CRM system to work, there needs to be buy-in across the organisation and the processes in place to support it. Otherwise, your CRM may end up being an expensive waste of time. Here, we take a look at the strategic pros, cons, and importance of CRM.

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

### **6 APPLICATIONS**

**Better candidate experience through faster scheduling and communication – especially in remote and hybrid work environments**

**Access to multiple job boards and the ability to manage all applications in a centralized location**

**Improved employer brand that attracts great candidates**

**Valuable metrics and reports to improve the hiring process (e.g. HR analytics)**

**Easier compliance with laws related to recruitment**

### **7 CONCLUSION**

. Customer relationship management (CRM) software has evolved from a tool that helped sales teams store customer data into a multifaceted hub that drives the technology suite of an entire business. It can add tremendous value to your company, but how well you integrate it with your preexisting processes will dictate its effectiveness. The best implementation practices include focusing on your established goals, employing a dedicated team to lead the implementation, and offering training opportunities that help employees understand how to use the software when it launches.

### **8 FUTURE SCOPE**

CRM consultants with rich practical experience can better than anyone advise on implementing and boosting your processes with out-of-the-box or custom system functionality. Or vice versa, they will identify shortfalls in your workflows and optimize your implementation process. A CRM implementation consultant like Ascendix will offer a better approach to system rollout taking into consideration all specifics of your business. We will help you select the best CRM products and automation tools.