



**Internship**  
**On**  
**SALESFORCE ADMIN/DEVELOPER**  
**Project Based Experience Learning Program**



**SRI VENKATESWARA COLLEGE OF ENGINEERING**

**Project submitted by: -**

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# Implementing CRM For Result Tracking of a Candidate with Internal Marks (DEV)

## Introduction:

### Project Overview:

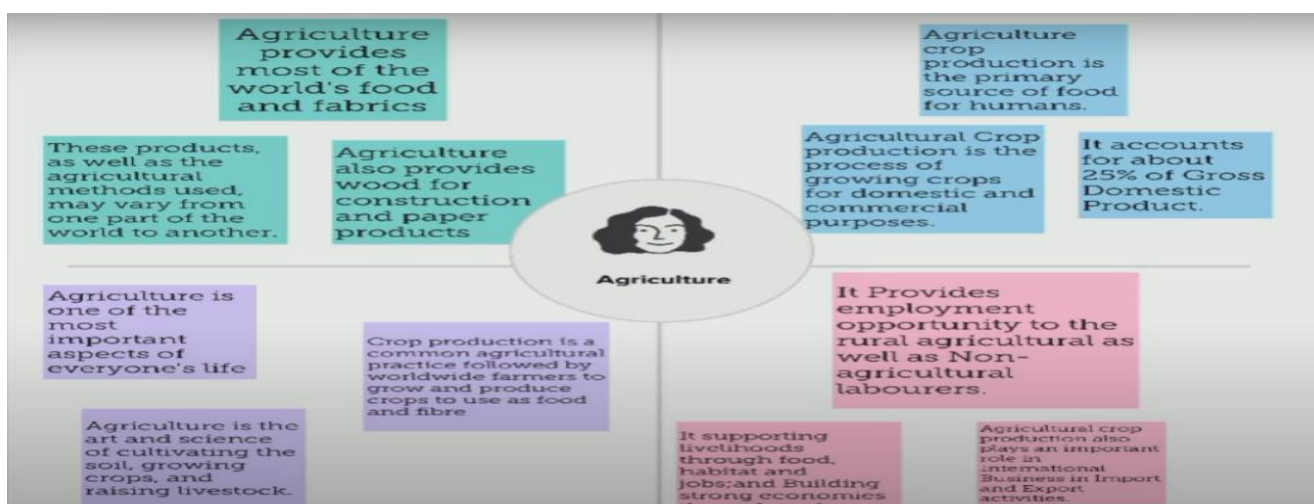
The improved features of CRM software increased both its complexity and necessity. Nearly half a CRM implementation campaign suffer from improper preparation and misaligned objectives among internal stakeholders. A properly conceived CRM implementation strategy covers the breakdown of its goals, research, strategy, development and future. This article is for small business owners who want to make sure they are taking the rights steps implementing a CRM system.

### Purpose:

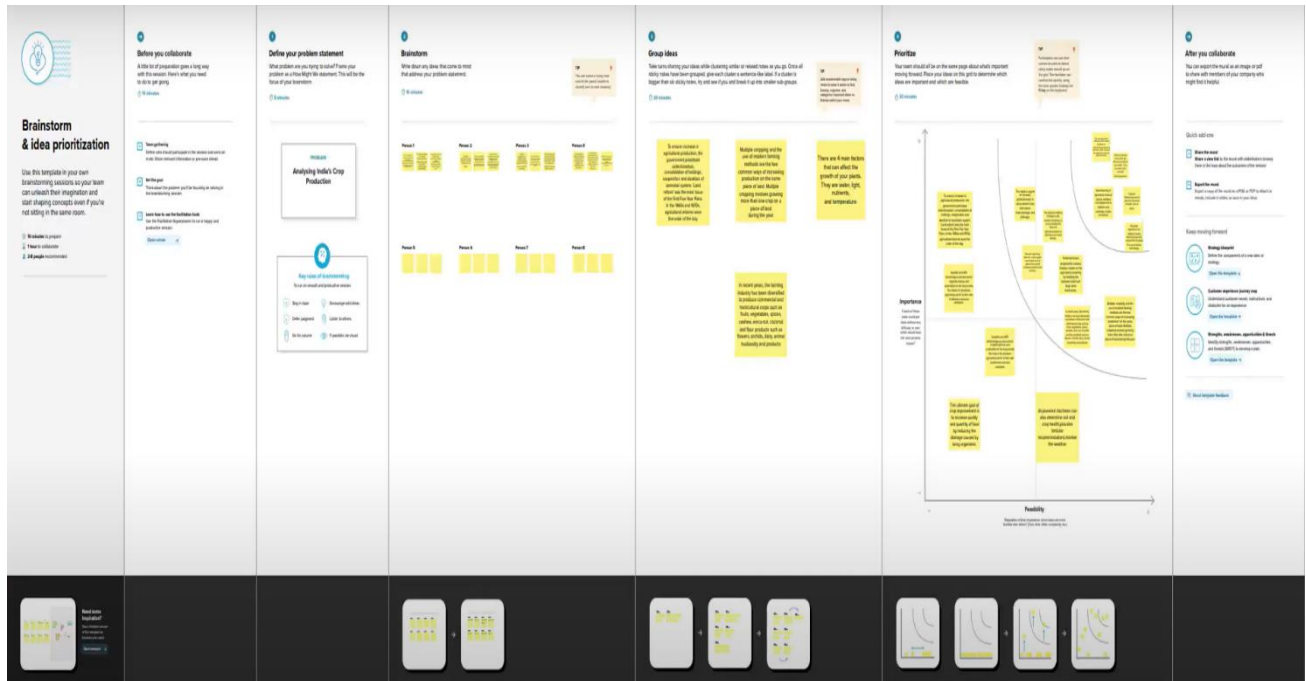
It is used a lot of time. The purpose of the purpose of the project is to school student's result tracking process in the way. Students manage do not need to check the notice board and everyone will stay updated this is the main purpose of this project. I work easily, Increase candidate quality.

### Problem Definition & Design Thinking:

### EMPATHY MAP:



# Ideation & Brainstorming Map:



## Result:

Object Name	Fields in the object	
Semester	Field Label	Data Type
	Semester Name	Text
	Course (lookup)	Text
Course Details	Field Label	Data Type
	Course Name	Text
	Course ID	Text

## **Milestone1:**

### **What is Salesforce?**

Salesforce is your customer success platform, designed to help you sell, service, Analyze, and connect with your customers.

## **Milestone2: Object & Fields and Relationship**

An object relationship in salesforce is a two-way association between two objects.

### **Custom objects:**

1. Semester
2. Candidate
3. Course Details
4. Lecturer Details
5. Internal results

## **Milestone-3:**

### **Lightning App**

Apps in Salesforce are a group of tabs that help the application function by working together as a unit.

## **Milestone-4:**

### **Users**

A user is anyone who logs in to Salesforce

## **Milestone-5:**

### **Reports**

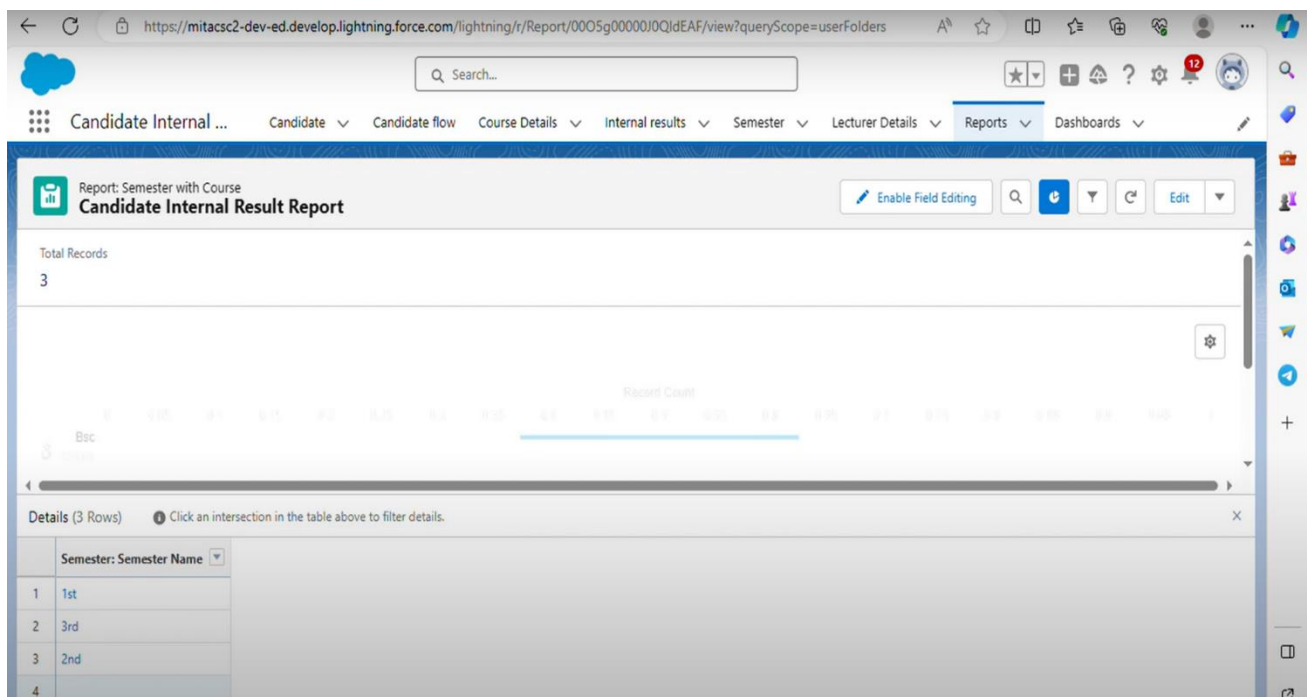
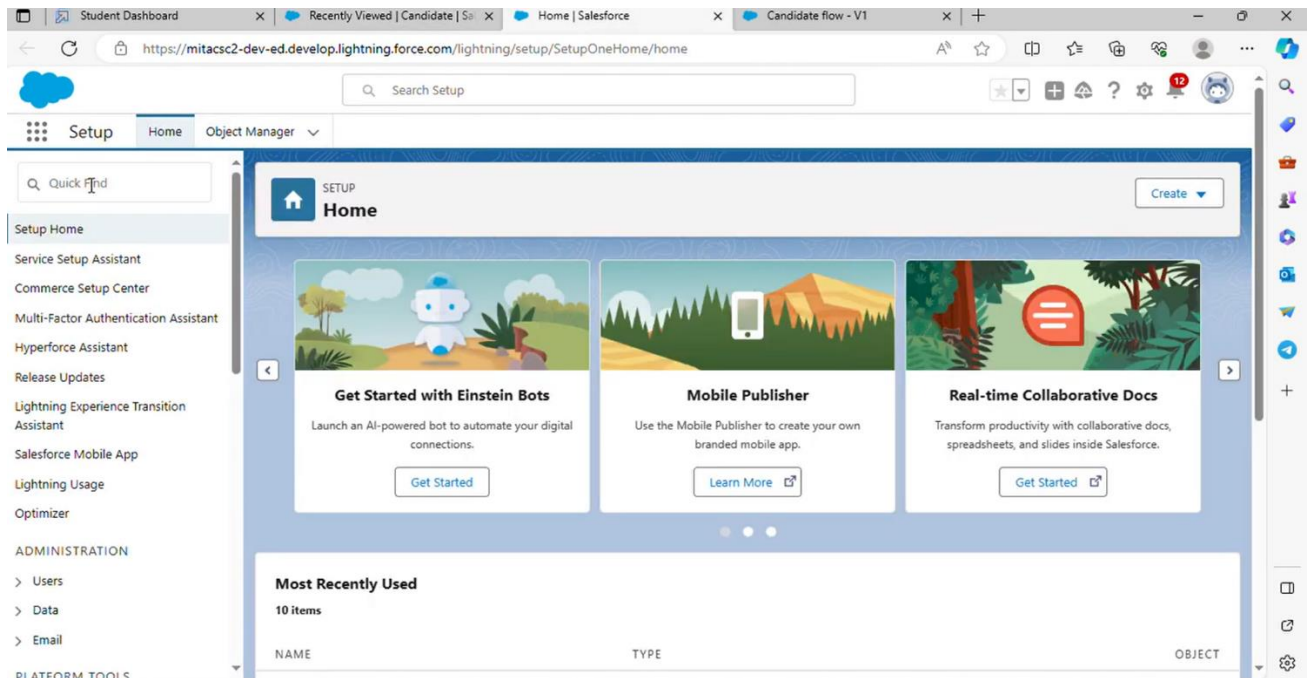
A report is a list of records that meet the criteria you define

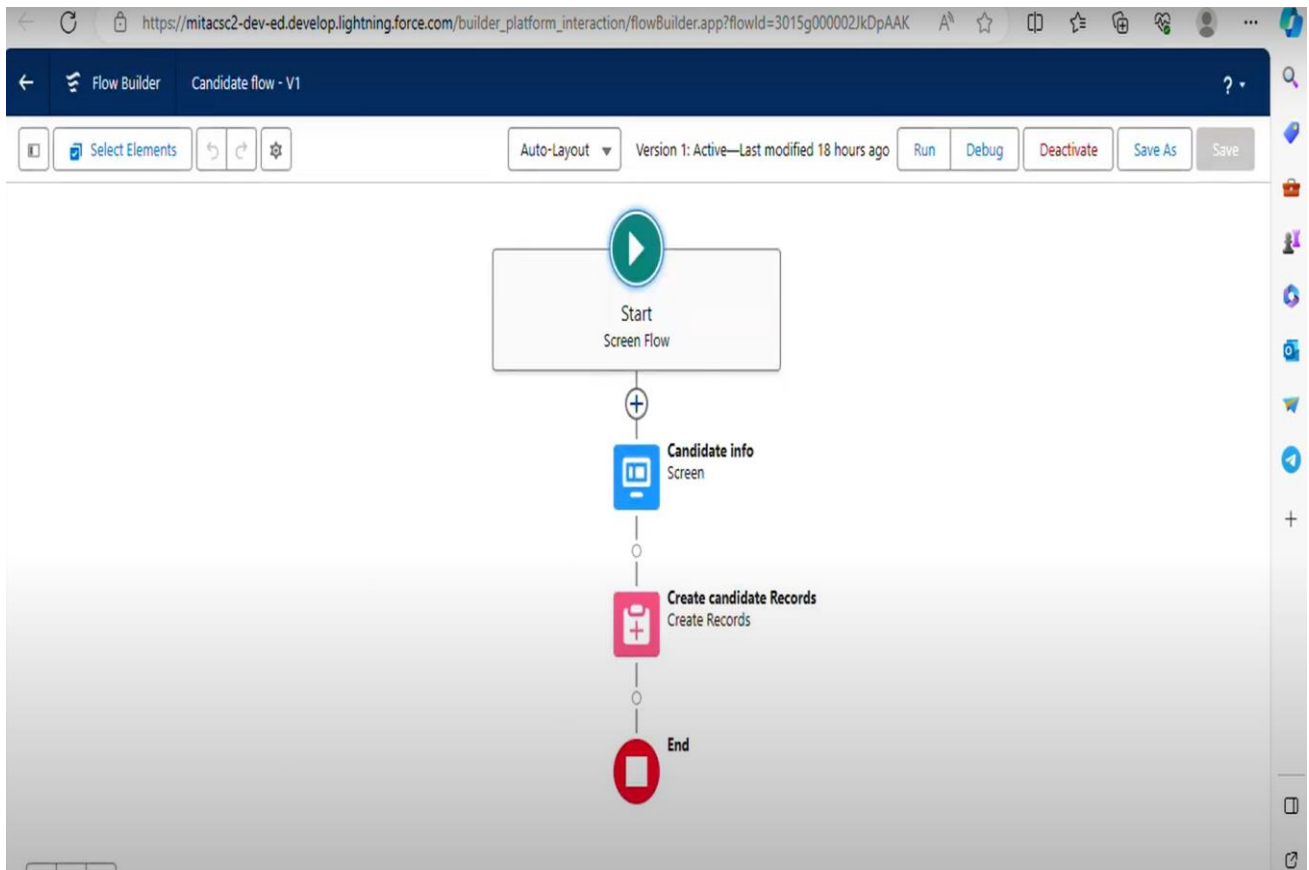
## Milestone-6:

### Dashboards

Dashboard filters make it easy for users to apply different data perspectives to a single dashboard.

### Activity & Screenshots:





## Advantages & Disadvantages:

### 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 team to collaborate effectively.
- Improves customer experience by allowing personalization and improved query resolution.

### DISADVANTAGES:

- Customer experience may worsen due to staff over-reliance on the system.
- Security and data protection issues with centralized data.
- The excess initial time and productivity cost at the implementation.

- Requires a process-driven sales organization.
- CRM may not suit all business.

### **Application:**

- Target marketing.
- Increase candidate quality.
- Can work easily.
- Streamlining internal sales process.

### **Future Scope:**

Scope of education means range of view, outlook, field or opportunity of activity, operation and application of education. Education has a wider meaning and application.

### **Conclusion:**

Student Internal Mark Management System deals with student details, academic related reports, college details and course details. It tracks all the details of a student from the day one to the end of this course which can be used for all reporting purpose, tracking of progress in the course, completed semester, upcoming semester details, exam details, project or any other assignment details and final exam result.