H.H THE RAJAH'S COLLEGE
PUDUKKOTTAI – 622 001

DEPARTMENT OF MATHEMATICS

NAAN MUDHALVAN – SMART BRIDGE PROJECT

PROJECT TITLE

A CRM APPLICATION FOR SCHOOLS/COLLEGES

SUBMITTED BY

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INTRODUCTION

A Customer Relationship Management (CRM) is a Software System that helps businesses manage their interactions with customers,clients,and potential customers.

The goal of CRM application is to improve customer Relationships by organizing customer data, tracking interactions and automating certain tasks related to Customer Management.

1.1 OVERVIEW

CRM Application typically include Features such as Contact Management, Sales Forecasting, Customer Analytics, Marketing automation, and Workflow Automation .Contact Management allows businesses to track customer information such as contact details , purchase history, and interactions.

Sales Forecasting helps businesses predict future sales and plan accordingly.Customer analytics provides insights into Customer behaviour and preferences.

Marketing automation helps businesses create and execute marketing campaigns .

Workflow Automation automates repetitive tasks and streamlines processes.

Some CRM Application are designed for specific industries or business types, while others are more general purpose. There are also different deployment options for CRM Applications, including cloud based.

Overall CRM Application can be a Valuable tool for businesses looking to improve Customer relationships, increase sales, and streamline operations.

1.2 PURPOSE

The Purpose of a CRM Application is to help Businesses better understand their customers, provide better customer experiences and ultimately drive business growth.

It is a specialized tool designed to manage and track student interactions, data, and automate tasks related to student recruitment, enrollmet, and retention.

Additionally, by personalising communication and providing automated follow up, educational organisation can build better relationships with students and leads, and keep them engaged over time.

PROBLEM DEFINITION & DESIGN THINKING :

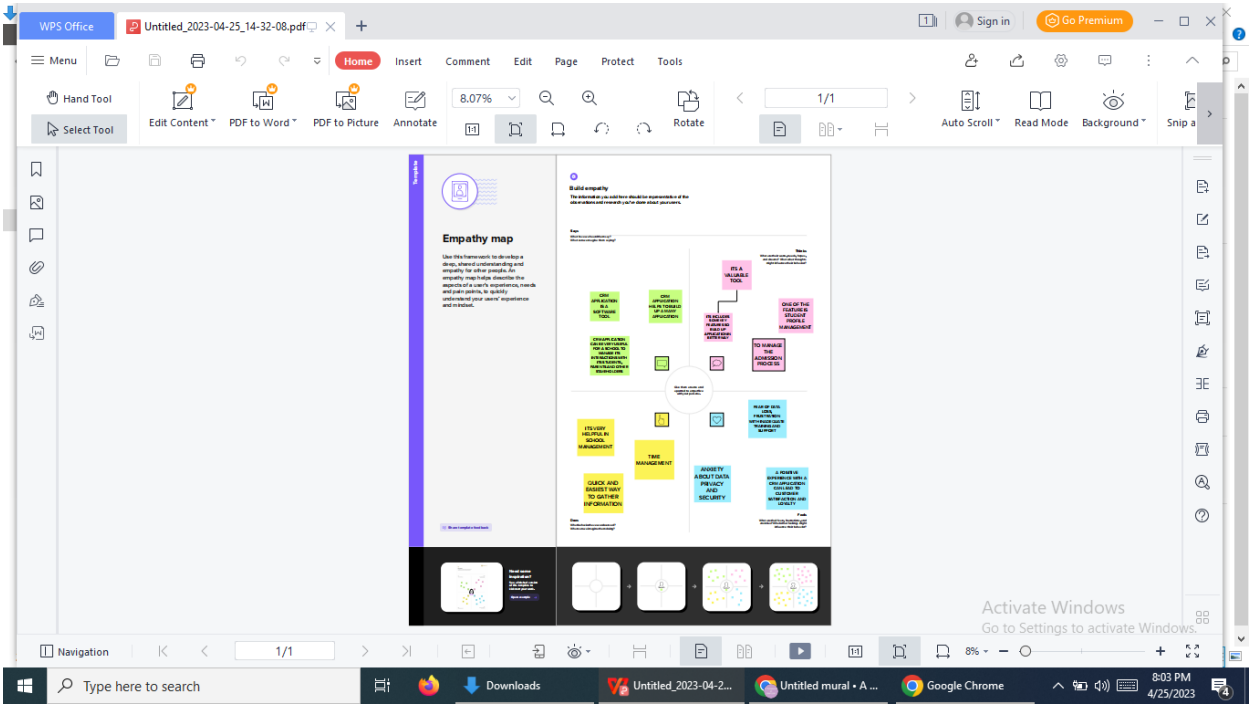
One of the CRM issues is the lack of time and resources to plan a quality strategy and ensure a smooth transition to new software. Yes,the implementation of a CRM system requires a considerable time. The cost of implementation and support of the system can scare away potential buyers.

Design thinking is an evolutionary (iterative) human centered design and problem solving method that applies deep empathy for users and collaboration among broad team. Design thinking is an alternative merhod of problem solving that focuses on how to achieve a human focused goal (often in the form of a better future situation) as opposed to how to solve a discrete problem.

Another bid difference is that design thinkers use both divergent and convergent thinking to expand ideation and possible solutions. Divergent thinking creates a more expansive solution set of ideas and alternatives to be explored. Convergent thinking focuses on getting optimal or correct solution.

Design thinking begins with divergent thinking in order to get more perspectives and options and then apply convergent thinking to narrow to the ideal solution.

2.1EMPATHYMAP:

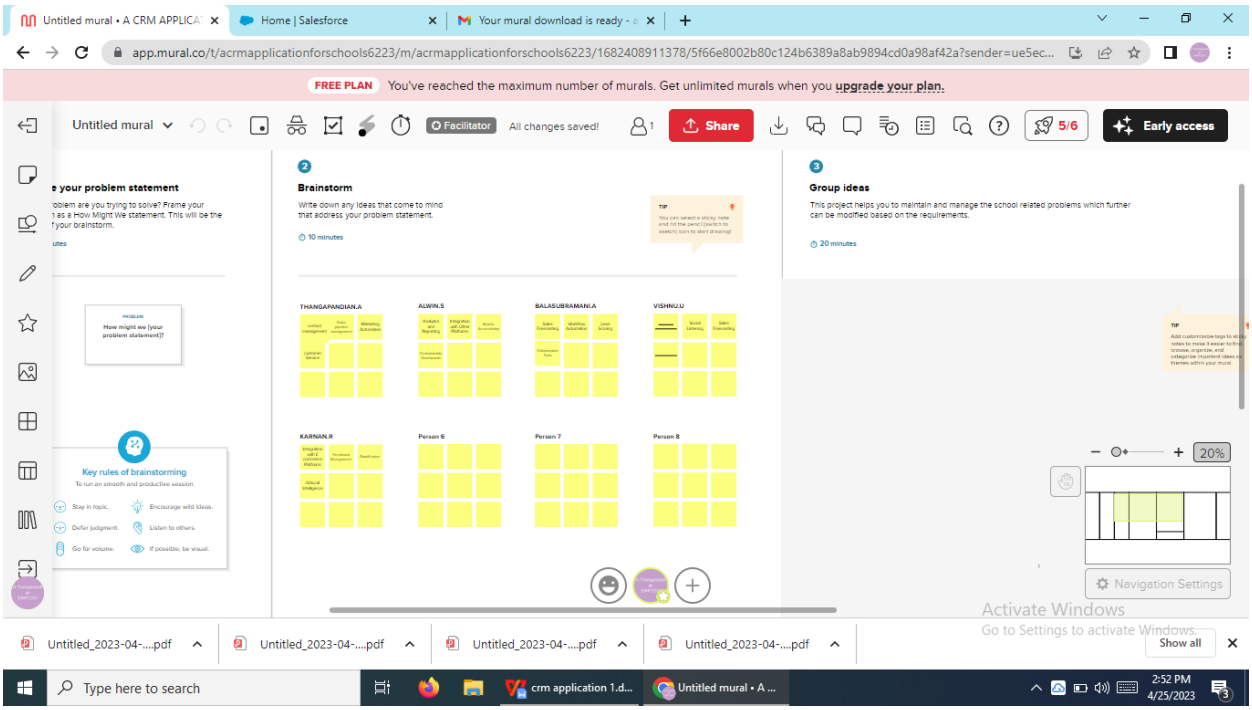


An empathy map is a collaborative tool teams can use to gain a deepeer insight into their customers. Much like a user persona, an empathy map can represent a group of users, such as a customer segment. The empathy map was originally created by davy gravy and has gained much popularity within the agile community.

The empathy map represents a principal user and helps teams better understand their motivations, concerns, and user experience.

An empathy map consists of four quadrants. The four quadrants reflect four key traits. Which the user demonstrated/possessed during observation/research stage. The four quadrants refer to what the user: Said, Did, Thought, and Felt. It’s Fairly easy to determine what the user said and did.

2.2 IDEATION & BRAINSTORMING:



Ideation is often closely related to the practice of brainstorming, a specific technique that is utilized to generate new ideas. A principal difference between ideation and brainstorming is that ideation is commonly more thought of as being an individual pursuit, while brainstorming is almost always a group actvity.

Brainstorming is a large or small group disscussion that encourages students to generate a wide range of perspectives or potential next steps or solutions regarding a specific topic. The teacher may begin a brainstorming session by posing a question or a problem, or by introducing a topic .

Brainstorming allows students to think critically about ideas and solutions form connections and share ideas with peers. Often there are no wrong answers when brainstorming: in this way, students are able to freely express their thoughts without fear of failure

3. RESULT :

DATA MODEL :

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<tr><td>Object 1
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<tr><td>Field Label</td><td>Data Type</td></tr>
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<tr><td>District</td><td>Text Area(225)</td></tr>
<tr><td>Phone Number</td><td>Phone</td></tr>
<tr><td>School</td><td>Text Area(225)</td></tr>
<tr><td>School Name</td><td>Text(80)</td></tr>
<tr><td>state</td><td>Text Area(225)</td></tr>
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<tr><td>Object 2
Student</td><td>
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<tr><td>Marks</td><td>Number(18,0)</td></tr>
<tr><td>Parent Address</td><td>Text Area(225)</td></tr>
<tr><td>Parent Number</td><td>Phone</td></tr>
<tr><td>Phone Number</td><td>Phone</td></tr>
<tr><td>Results</td><td>Picklist</td></tr>
<tr><td>School</td><td>Master Details(school)</td></tr>
<tr><td>Student Name</td><td>Text(80)</td></tr>
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</td></tr>
<tr><td>Object 3
Parent</td><td>
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<tr><td>Field Label</td><td>Data Type</td></tr>
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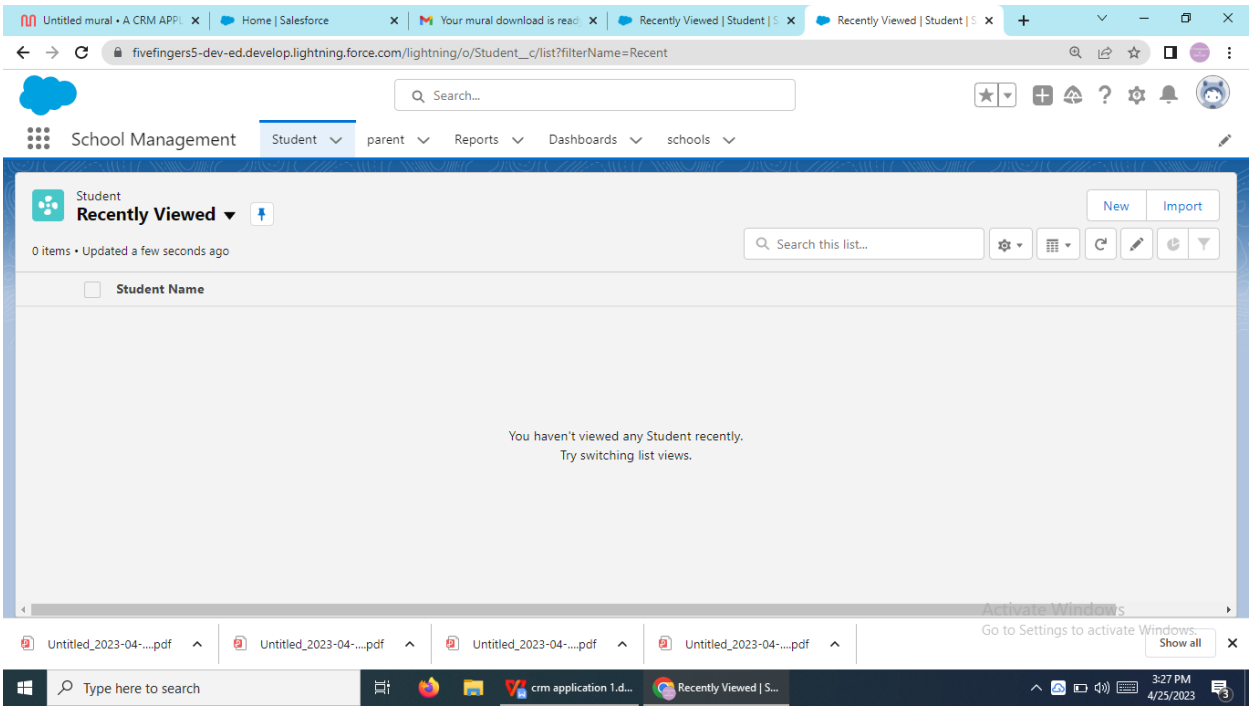
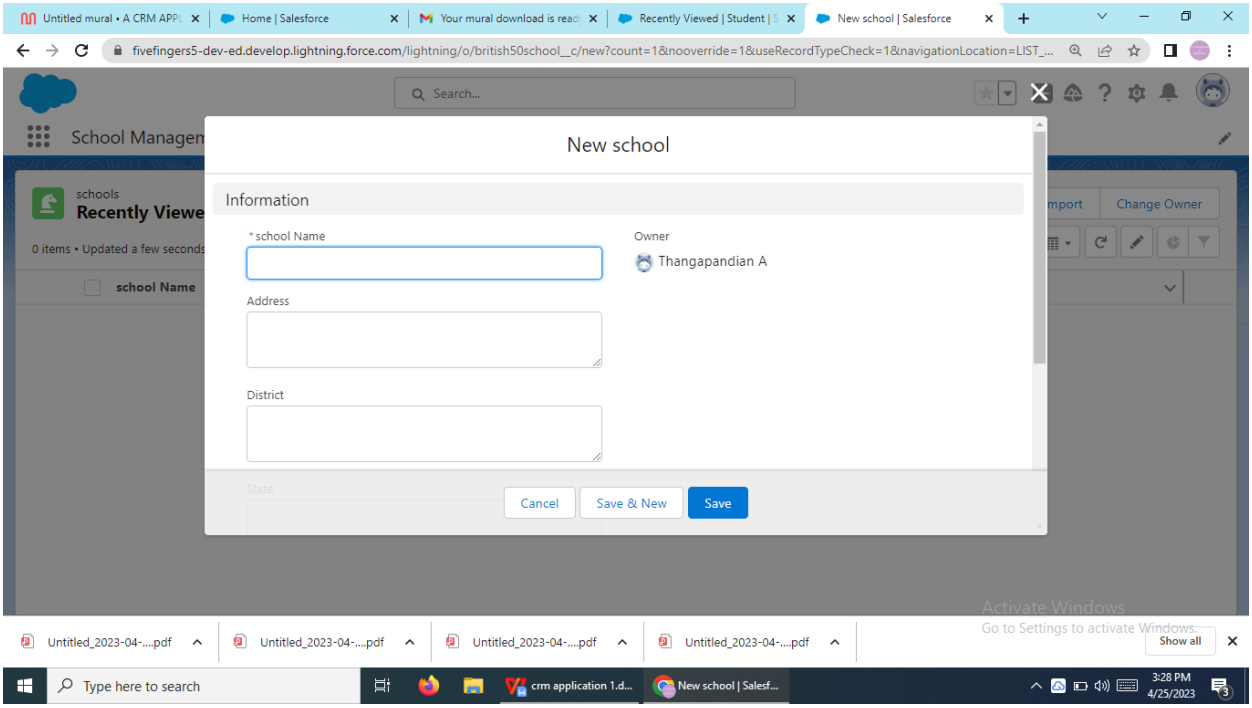
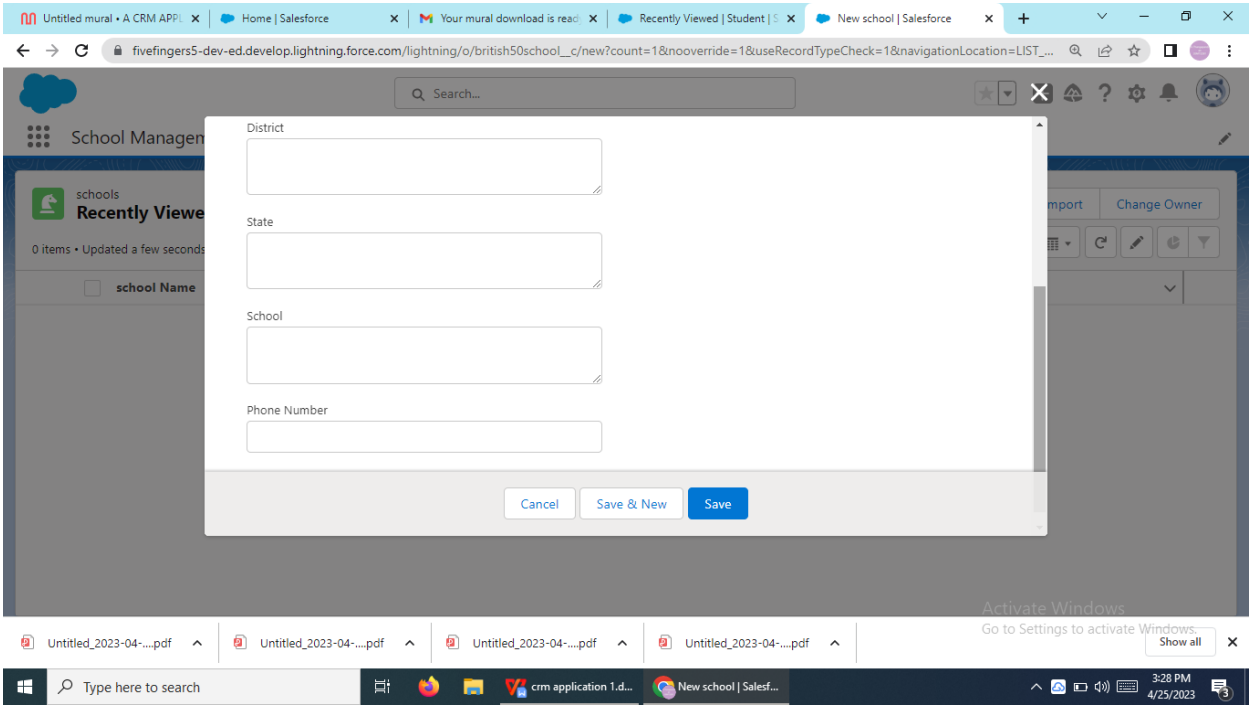
3.2 Activity & Screenshot

Over all App view :



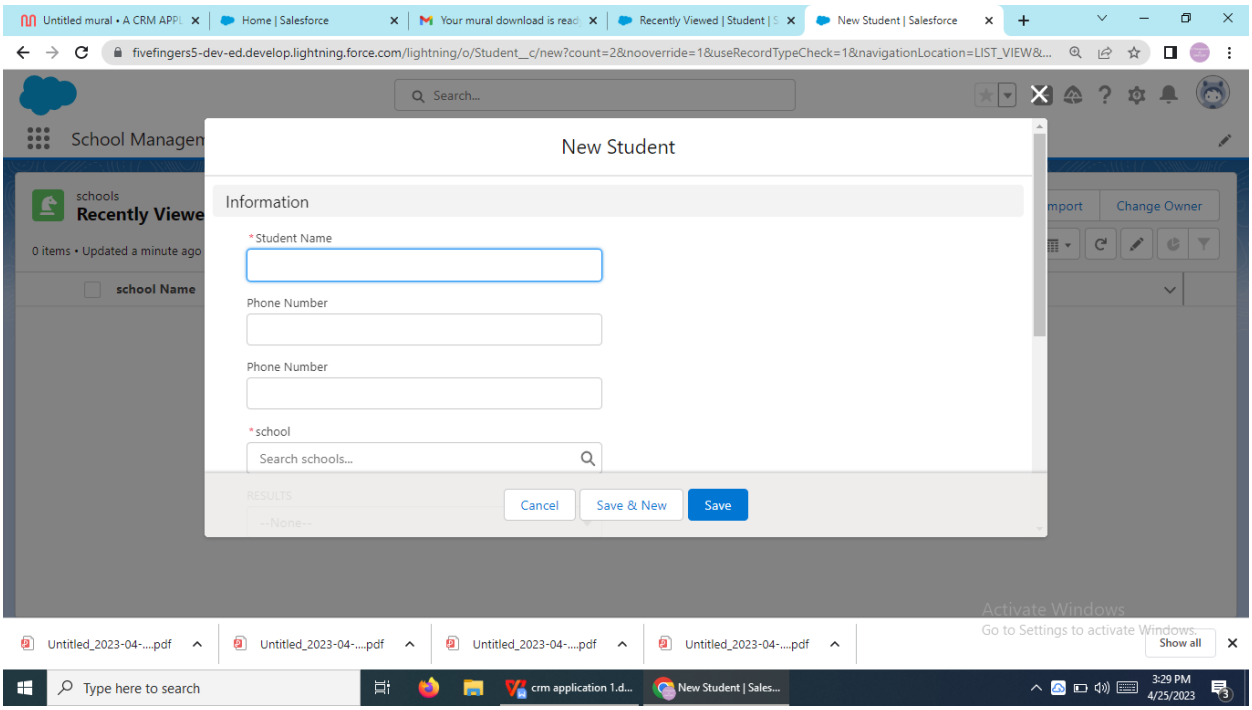
Object 1:

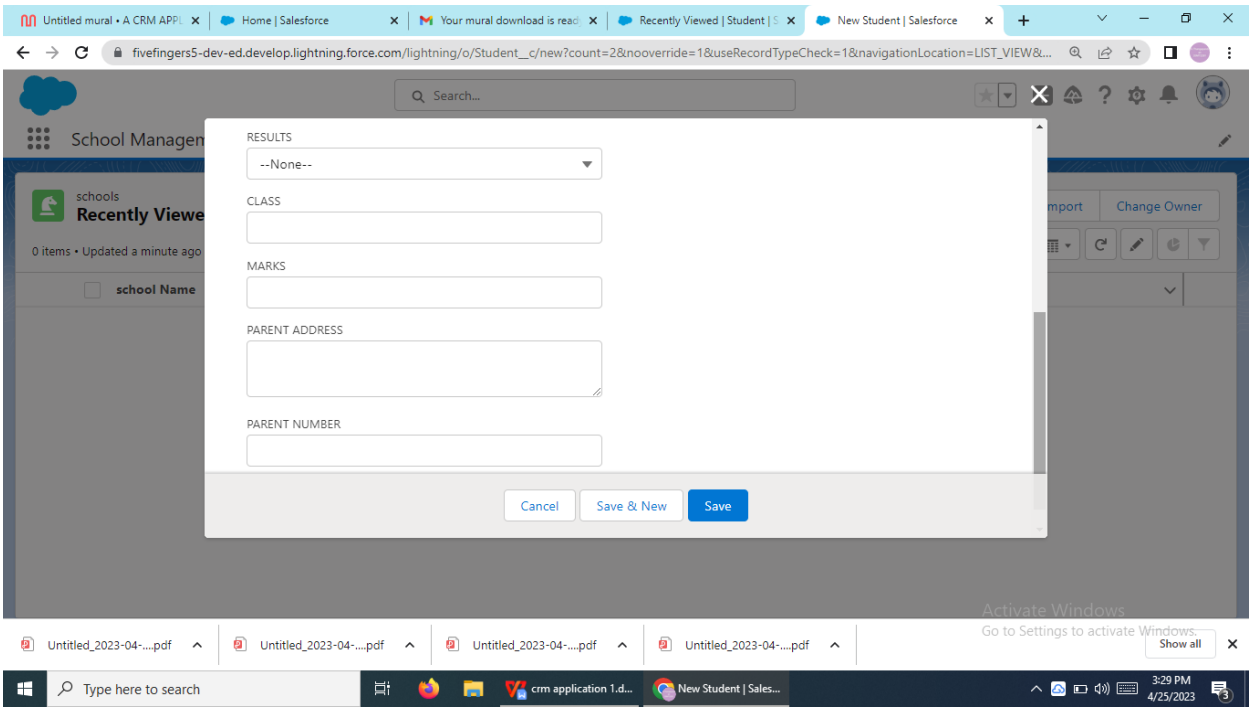




Find out the name of the schools,state and district where they are located.

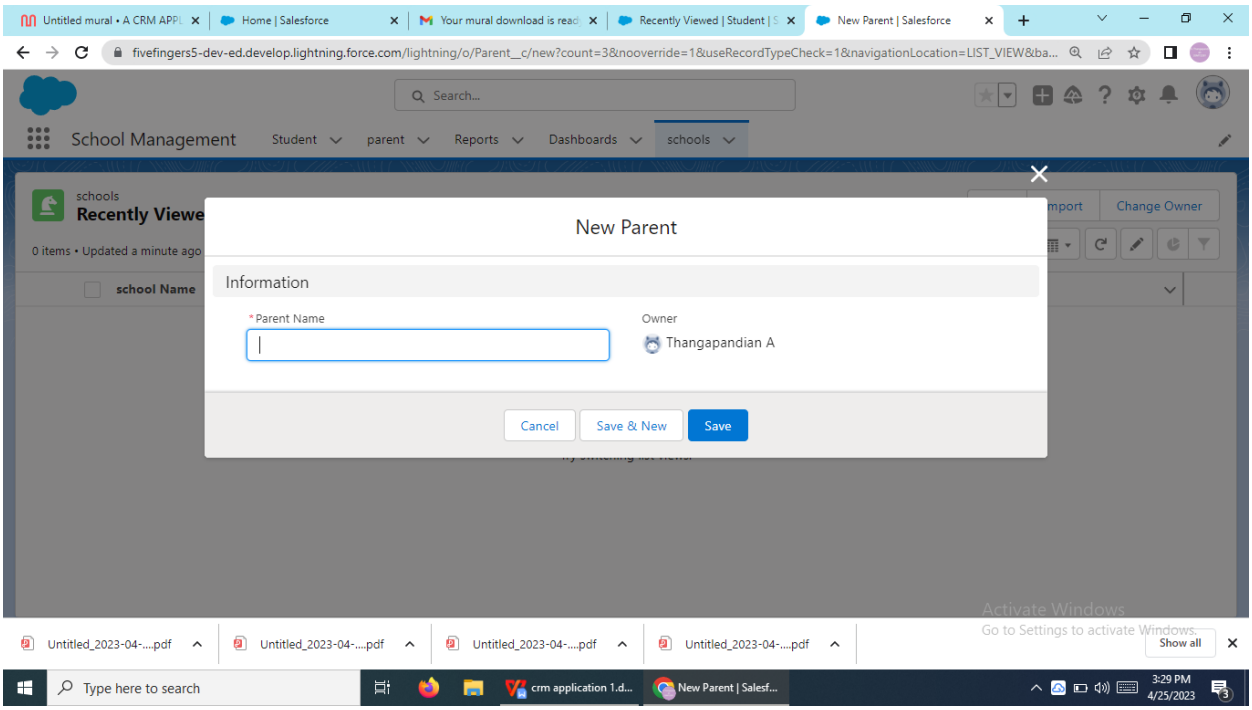
Object 2 :





To know details and mark of students.

Object 3 :



To collect details of parents.

4 Trailhead Profile Public URL

Team Lead	:	https://trailblazer.me/id/thana79
Team Member 1	:	https://trailblazer.me/id/alwis3
Team Member 2	:	http://trailblazer.me/id/balag79
Team Member 3	:	http://trailblazer.me/id/vishu124
Team Member 4	:	https://trailblazer.me/id/kkarnan5

5 ADVANTAGE & DISADVANTAGE

Advantages:

- Reduction in the cost of expenses. ...
- Improving the quality of service / product. ...
- Improving the organization management process. ...
- Increased customer loyalty. ...
- Track and increase the number of potential clients. ...
- History of work with each student.
- Improve Student Admissions Lifecycle
- Track Student Life-Cycles Within the Institution
- Keep Alumni Information Safe and Accessible
- Monitor Fee Payments and Reminders
- Track and Gain Insight on Organization-Wide Data and Processes

Disadvantages:

- CRM costs.
- One of the greatest challenges to CRM implementation is cost.
- A lack of commitment or resistance to cultural change from people within the company can cause major difficulties with CRM implementation.
- Poor communication. ...
- Lack of leadership.
- Loss of collected information or records ·
- Not suitable for every business ·
- It eliminates the human element.
- Data-loss ·
- Security Issues ·
- Technical Support.

APPLICATIONS

- Tracking Customers
- Collecting Data for Marketing
- Improving Interactions and Communications
- Streamlining Internal Sales Processes
- Planning Your Operations.
- Using CRM software, organizations can collect and evaluate customer data. Based on the evaluation results, they can handle marketing campaigns, set prices of their products and services, and manage transactions. It also helps in maintaining good customer relationships.

CONCLUSION:

Conclusions & Recommendations From the above analyses and comparison of CRM systems a series of conclusion can be drawn.

- Findings of the survey revealed that 59% of the respondents do not use a CRM system, while 41% indicated using at least one system. When asked why a CRM system is not being used, 57% of the institutions indicated that the lack of knowledge about CRM systems is the main reason, followed by lack of budget, (43% of HEIs pointing out this reason) and 25% of the institutions indicated both these reasons

- However, 36% out of 104 institutions that do not use a CRM system are considering purchasing one.

- CRM systems are most commonly used for recruitment and admissions with 57% of institutions using the CRM system(s) for both processes.

- Smaller institutions tend to use a proprietary CRM system more often than existing standard system

- For institutions looking for CRM software that offers tools to manage every part of the student life cycle, from enquiry to alumni, the following systems may be a good fit: Campus Management (Campus Nexus CRM) Ellucian (Recruiter) Hobsons (Radius) Jenzabar (SEM CRM) Maximizer CRM (Student Relate) Proretention (Enrollment CRM) 42 Symplicity (Ascend)TargetX While some of these systems come as a full student life cycle management CRM system as it is, other systems require additional modules to be purchased in order to have access to features that help to manage the parts of the student life cycle other than recruitment.

9. Institutions that need an on-premises solution should consider the following systems: Campus Management (Campus Nexus CRM) Ellucian (Recruiter)Maximizer CRM (Student Relate) Microsoft Dynamics CRM Oracle Proretention (Enrollment CRM)

FUTURE SCOPE

- "Scope" refers to how far-reaching the CRM will be within your organization. For example, if only your customer service reps will be using it, the scope of your CRM would be considered narrow
- Using best CRM in education industry provides organisations with the tools they need to improve enrolments, lead management, automated communication, data-driven decision-making, student engagement, revenue, better communication, easy tracking of student performance and attendance, alumni engagement and many more Solutions
- The use of CRM in education industry is important for many reasons. A CRM system can help educational organisations effectively manage and track leads, resulting in improved enrolment numbers. Additionally, by personalising communication and providing automated follow-up, educational organisation can build better relationships with students and leads, and keep them engaged over time.
- Using a CRM system provides educational organisation with the data they need to make informed decisions about recruitment, marketing, and other key areas. It also allows you to improve student engagement by tracking student interactions and providing personalised communication. Furthermore, a CRM system can improve communication between different departments within an organisation and help to increase efficiency and productivity. In short, a CRM system is an essential tool for any educational organisation to improve enrolments, lead management, communication and student engagement.