

IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE WITH INTERNAL MARKS

Date	20.04.2023
Team ID	NM2023TMID02598
Project Name	IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE WITH INTERNAL MARKS
Team Leader	Thulasimani
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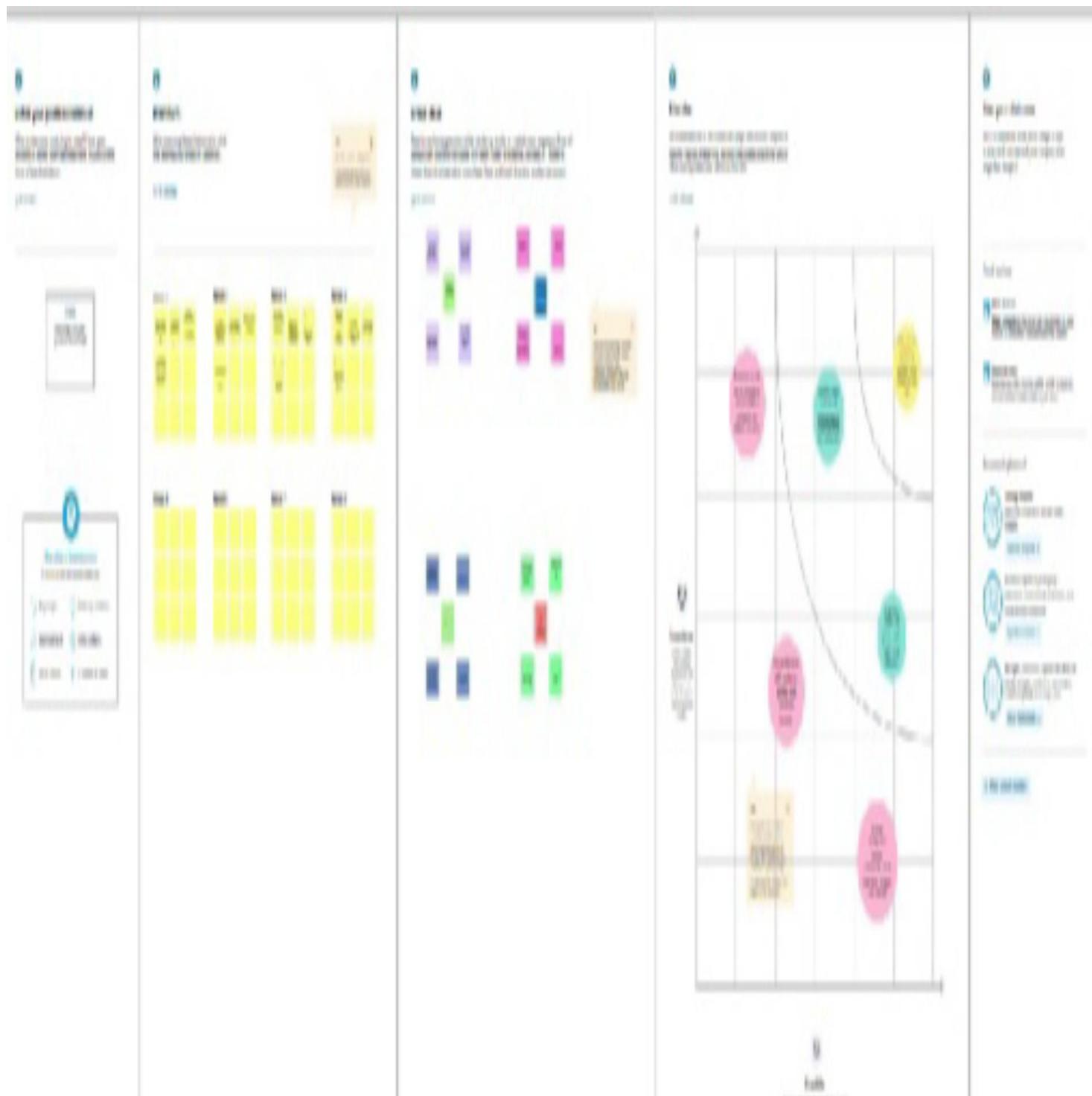
1. INTRODUCTION

1.1. Overview

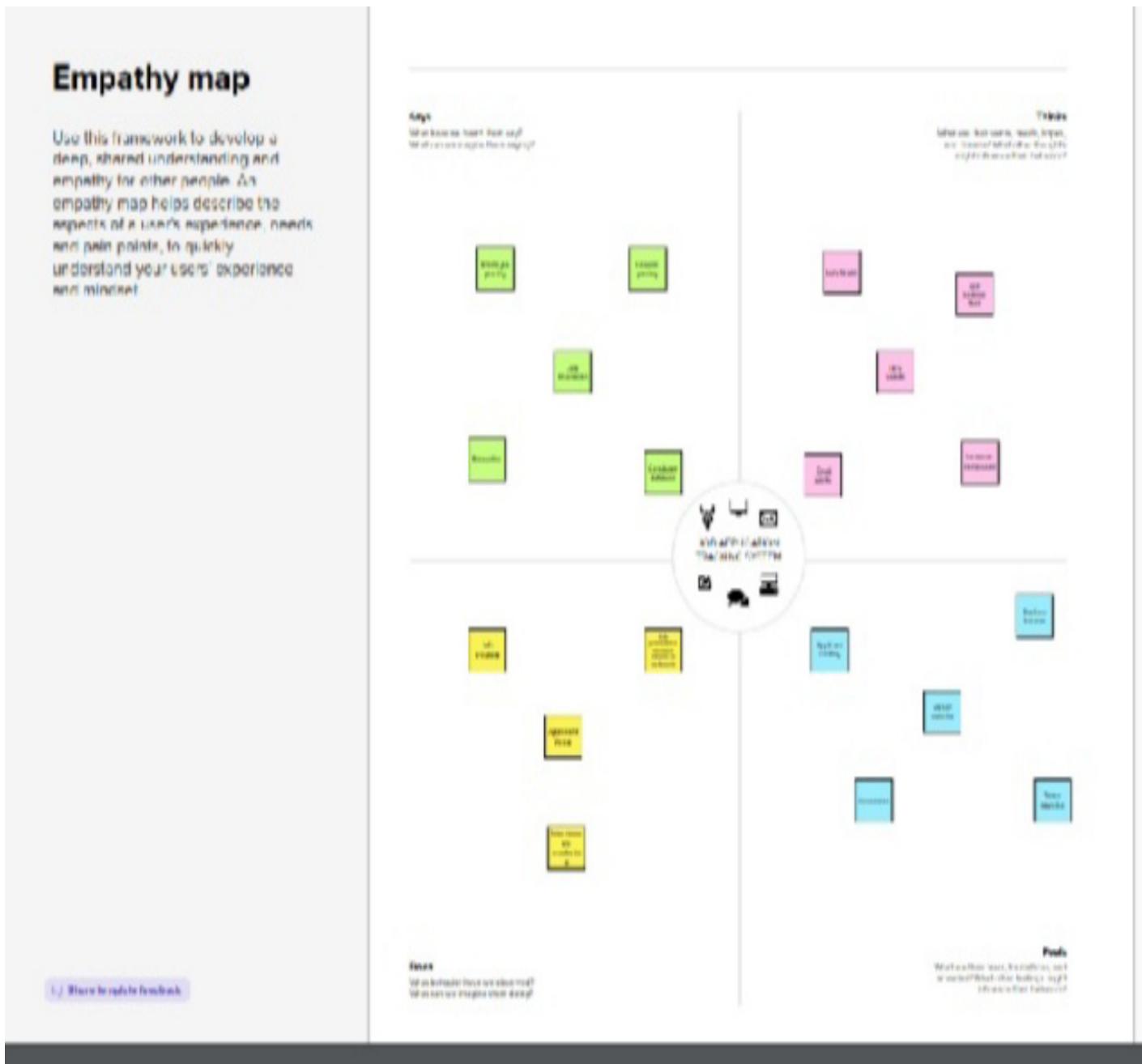
Administrator should be able to create all base data including Semester, Candidate, Course and Lecturer, Lecturer should have the ability to create Internal Results, Dean, who is one of the Lecturer, should be the only one with ability to update Internal Results, Re-evaluation Can be initialized by Candidate for all Internal Results. Now only dean can update the marks after re-evaluation.

Problem definition and design thinking

Brainstorm



Empathy map



The screenshot shows the Salesforce Setup Home page. The top navigation bar includes links for Home, Object Manager, and a search bar labeled "Search Setup". On the left, there's a sidebar with sections for 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), and Platform Tools (Subscription Management). The main content area features three cards: "Get Started with Einstein Bots" (Launch an AI-powered bot to automate your digital connections), "Mobile Publisher" (Use the Mobile Publisher to create your own branded mobile app), and "Real-time Collaborative Docs" (Transform productivity with collaborative docs, spreadsheets, and slides inside Salesforce). Below these cards is a section titled "Most Recently Used" showing 7 items. The bottom of the screen shows a taskbar with icons for File, Start, Task View, Edge, File Explorer, File History, Mail, Settings, and Google Chrome, along with system status indicators like battery level, signal strength, and date/time (21:09 21-04-2023).

The screenshot shows the Salesforce Reports Home page. The top navigation bar includes links for Sales, Home, Opportunities, Leads, Tasks, Files, Accounts, Contacts, Campaigns, Dashboards, Reports, Chatter, Groups, More, and a search bar labeled "Search...". On the left, there's a sidebar with sections for Reports (Recent, Created by Me, Private Reports, Public Reports, All Reports), Folders (All Folders), and Favorites (Created by Me, Shared with Me). The main content area displays a table of recent reports. The table has columns for Report Name, Description, Folder, Created By, Created On, and Subscribed. One item is listed: "New semesters Report" (Private Reports, Thulasimani Jayaraman, 19/4/2023, 10:44 am). The bottom of the screen shows a taskbar with icons for File, Start, Task View, Edge, File Explorer, File History, Mail, Settings, and Google Chrome, along with system status indicators like battery level, signal strength, and date/time (21:12 21-04-2023).

student | Salesforce

mrgc34-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/01I2w000004GrZF/FieldsAndRelationships/page?address=%2F00N2w00000ahf5KEAQ... Google LinkedIn YouTube Maps

Cloud Setup Home Object Manager

Search Setup

student

SETUP > OBJECT MANAGER

student Custom Field
semester

Back to student

Help for this Page

Validation Rules

Custom Field Definition Detail

Edit Set Field-Level Security View Field Accessibility Where is this used?

Field Information

Field Label	semester	Object Name	student
Field Name	semester	Data Type	Text Area
API Name	semester_c		

Description

Help Text

Data Owner

Field Usage

Data Sensitivity Level

Compliance Categorization

Created By Thulasimani Jayaraman, 19/04/2023, 10:10 am Modified By Thulasimani Jayaraman, 19/04/2023, 10:10 am

General Options

Required

https://mrgc34-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/01I2w000004GrZF/FieldsAndRelationships/page?address=%2F00N2w00000ahf5KEAQ%3FretURL%3D%252Fsetup%252Fhome

Type here to search

21:10 21-04-2023

Reports | Salesforce

mrgc34-dev-ed.develop.lightning.force.com/lightning/o/Report/home?queryScope=mru

Gmail YouTube Maps

Cloud Sales Home Opportunities Leads Tasks Files Accounts Contacts Campaigns Dashboards Reports Chatter Groups More

Search...

Recent

1 item

REPORTS	Report Name	Description	Folder	Created By	Created On	Subscribed
Recent	New semesters Report		Private Reports	Thulasimani Jayaraman	19/4/2023, 10:44 am	

Created by Me

Private Reports

Public Reports

All Reports

FOLDERS

All Folders

Created by Me

Shared with Me

FAVORITES

To Do List

Type here to search

21:12 21-04-2023

Salesforce Dashboard

Recent Dashboards

Dashboard Name	Description	Folder	Created By	Created On	Subscribed
thulasimani	internal marks	Private Dashboards	Thulasimani Jayaraman	19/4/2023, 11:00 am	
thulasimani	internal marks	Private Dashboards	Thulasimani Jayaraman	19/4/2023, 10:40 am	

To Do List

Windows Taskbar: Type here to search, File Explorer, Edge, File Manager, Mail, Settings, Google Chrome, 21:16, 21-04-2023

Salesforce Home

Setup Home

Most Recently Used

NAME	TYPE	OBJECT
6thsemester	Custom Field Definition	student
semester	Custom Field Definition	student
student	Custom Object Definition	
semester	Custom Object Definition	
semester	Custom Object Definition	
customer	Custom Object Definition	
Thulasimani Jayaraman	User	

Windows Taskbar: Type here to search, File Explorer, Edge, File Manager, Mail, Settings, Google Chrome, 00:36, 20-04-2023

Object Manager | Salesforce

mrgc34-dev-ed.lightning.force.com/lightning/setup/ObjectManager/page?address=%2F01l%2Fe%3FretURL%3D%2Fsetup%2Fobject%2Fmanager

Gmail YouTube Maps

Setup Home Object Manager

Object Manager

New Custom Object

Custom Object Definition Edit

Custom Object Information

The singular and plural labels are used in tabs, page layouts, and reports.

Label: semester Example: Account

Plural Label: semesters Example: Accounts

Starts with vowel sound:

The Object Name is used when referencing the object via the API.

Object Name: semester Example: Account

Description:

Type here to search

23:32 ENG 19-04-2023

This screenshot shows the Salesforce Object Manager interface. A new custom object is being created with the name 'semester'. The 'Label' field contains 'semester' and the 'Plural Label' field contains 'semesters'. The 'Object Name' field also contains 'semester'. The 'Description' field is empty. The status bar at the bottom indicates it's 23:32 on 19-04-2023, and the system language is English (ENG).

Dashboards | Salesforce

mrgc34-dev-ed.lightning.force.com/lightning/o/Dashboard/home?queryScope=mru

Gmail YouTube Maps

Sales Home Opportunities Leads Tasks Files Accounts Contacts Campaigns Dashboards Reports Chatter Groups More

Search...

Recent

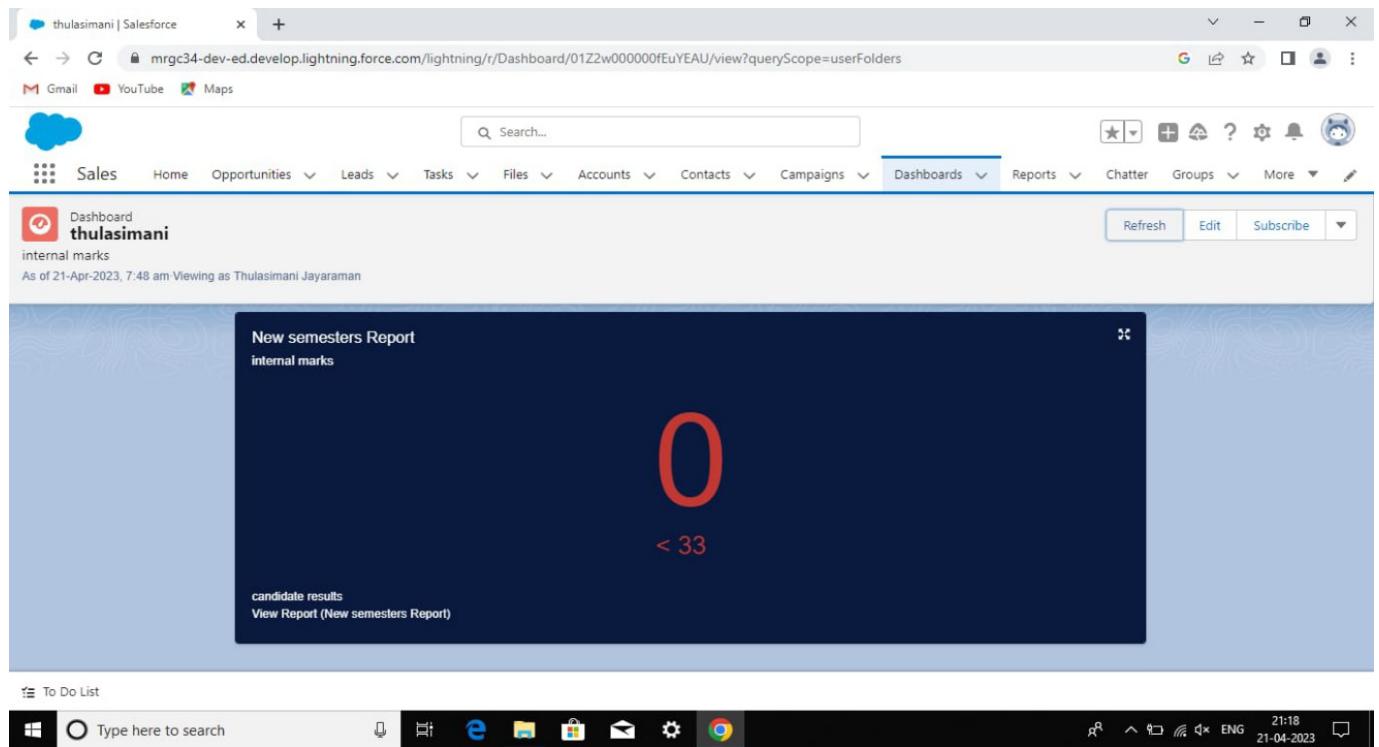
2 items

DASHBOARD NAME	DESCRIPTION	FOLDER	CREATED BY	CREATED ON	SUBSCRIBED
thulasimani	internal marks	Private Dashboards	Thulasimani Jayaraman	19/4/2023, 11:00 am	<input type="checkbox"/>
thulasimani	internal marks	Private Dashboards	Thulasimani Jayaraman	19/4/2023, 10:40 am	<input type="checkbox"/>

To Do List

21:16 ENG 21-04-2023

This screenshot shows the Salesforce Dashboards interface. It displays a list of recent dashboards. There are two items listed: 'thulasimani' (internal marks) and another 'thulasimani' entry (internal marks). Both were created by Thulasimani Jayaraman on April 19, 2023. The status bar at the bottom indicates it's 21:16 on 21-04-2023, and the system language is English (ENG).



Trailhead Profile Public UR

Team lead -<https://trailblazer.me/id/tjayaraman2>

Team member 3-<https://trailblazer.me/id/pmasillamani>

Team member 2- <https://trailblazer.me/id/sjagadheeson>

Team member 3-<https://trailblazer.me/id/nrajedhren>

Advantages & Disadvantages

Advantage:

CRM systems provide business with numerous strategic advantages.

It is possible to treat each client individually rather than as a group, by maintaining a repository on each customer's profiles.

Disadvantages :

It increases the overall expenses of business and may not be suitable for small business

Implementation of CRM system requires huge cost to be spent by the business.

Application

CRM is short for customers relationship management, and it refers to platform and technologies that help you manage all of your customer interactions and communication

Conclusion

The system has significantly contributed to the company financial, operational, managerial and development initiatives with a robust customer relationship that has fostered great growth of its product.

Future scope

It includes a wide range of activities from managing customer contact information to developing personalized marketing campaigns