

## 1.INTRIDUCTION

### 1.1 OVERVIEW

Today, a good customer relationship management (CRM) platform is the backbone of many successful student recruitment efforts. A CRM is a customer-centric system that can help education professionals nurture relationships with prospects and enrollees, produce data-driven insights to illustrate progress towards goals, and streamline their admissions and marketing initiatives to save time and effort.

In the right hands, this is a tool with immense value. For those who are new to the concept of CRM, though, or are in the process of adopting and exploring CRM platforms, it may not be readily apparent exactly how to harness the power of this type of system

Curious about w is a beginner's to what's possible.

### 1.2 PURPOSE

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.

## 2. PROBLEM DEFINITIONS AND DESIGN THINGING

### 2 .1 EMPATHY MAP

# Empathy Map

## EMPATHY MAP

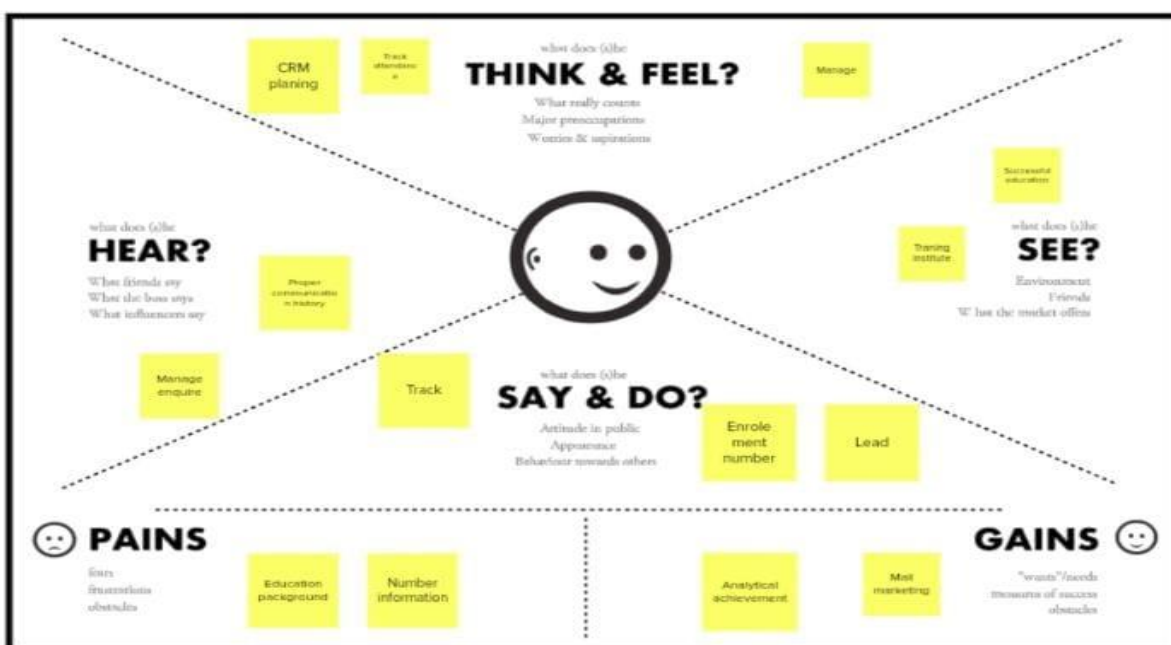
Identifying stakeholder behaviour



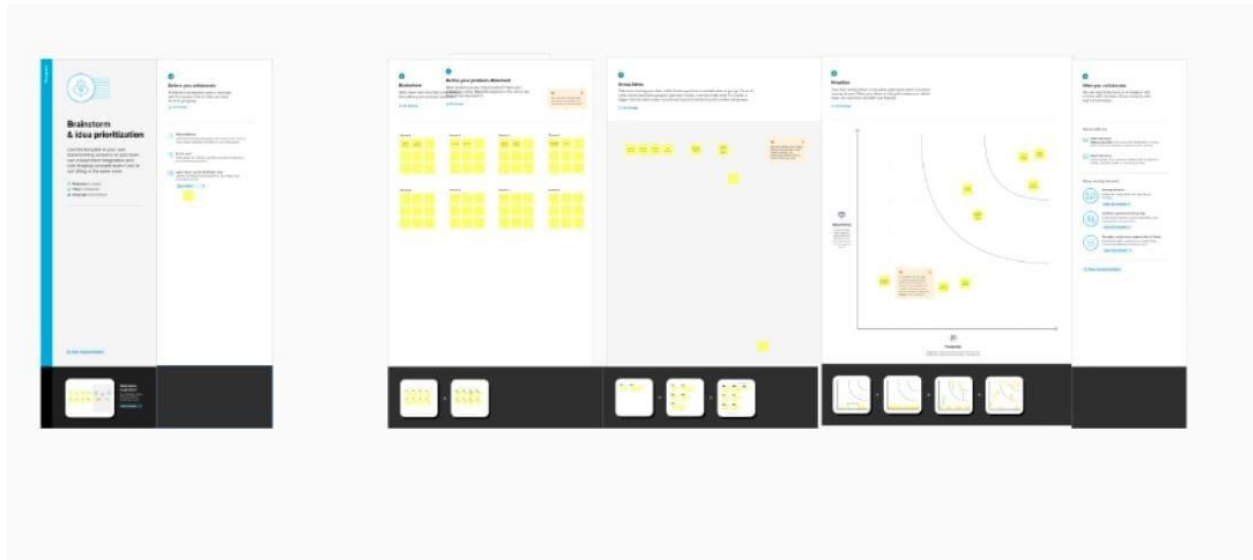
Target name	Target role
Target title	Target location

Target name	Target role
Target title	Target location

Day	Month	Year
Notes		



## 2.2 IDEATION AND BRAINSTORMING MAP



## 3.RESULT

### 3.1 .DATA A MODEL

Object	Object name	Object field
1.	School	Adders
2.	Student	Number

### 3.2.ACTIVITY AND SCREENSHOT



#### 4. TRAILHUDE PROFILE PUBLIC URL

TEAM LEAD... <https://trailblazer.me/id/vikr1>

TEAM 1. <https://trailblazer.me/id/dinea12>

TEAM2.. <https://trailblazer.me/id/sachm16>

TEAM2 . <https://trailblazer.me/id/ssasikumar20>

#### Advantage and disadvantage

- Improve Student Admissions Lifecycle. ...
- Track Student Life-Cycles Within the Institution. ...
- Keep Alumni Information Safe and Accessible. ...
- Stay Connected with Teams. ...
- Monitor Fee Payments and Reminders.

- CRM costs. One of the greatest challenges to CRM implementation is cost. ...
- Business culture. 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.

#### APPLICATION

As educational institutions strive to excel in a highly competitive landscape, the need for efficient management and organization has become paramount. From student admissions and enrollment to managing faculty and alumni relations, educational institutions face complex challenges that require a robust Customer Relationship Management (CRM) solution. Among the plethora of [CRM applications](#) available, Solid Performers CRM has emerged as the top choice for schools and colleges seeking a [comprehensive solution](#) to streamline operations and enhance productivity.

We have closely observed the evolution of CRM solutions and their impact on educational institutions. In this article, we will delve into the [unique features and benefits](#) of Solid Performers CRM that make it the Best CRM Application for Schools and Colleges.

#### FUTURE Scope

These days, numerous small and medium-sized enterprises are arising across the world. Unlike large organizations, they are reluctant to implement CRM software. However, the preferences and requirements might change with time. There was a time when CRM used to be meant for expensive infrastructure and complex technicalities. These, in turn, increased the expense of the CRM software and made it unaffordable for companies which have a small investment.