CRM Model for Smart Kid'z Preschool

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Abstract: *Customer relationship management is abbreviated as CRM. Customer relationship management is not a new concept by any means. Businesses are investing more and more in order to better understand and serve their customers, since it is now commonly understood that this will have a significant impact on their future performance and profitability. Although the idea of customer relationship management has existed since people first began trading goods, the name "CRM" didn't officially exist until the mid-1990s. Businesses are already investing billions of dollars on customer relationship management (CRM) solutions, which are programs and services that help companies manage customer relationships more successfully across all direct and indirect customer channels. A new tool is required to move data from the current database to the server side, where it can be imported or previewed in a CRM database*

Keywords: CRM database

I. INTRODUCTION

This project, "CRM model for preschool," has been created to focused on a particular fact of customer service. The field of education is inundated with data; your institution or school needs a method to arrange this data from a single, central location. This includes everything from student contact information and learning analytics to operational and administrative systems. Managing a lot of data on different inquiries, student admissions, and enrollment in different courses can be challenging for schools. Customers can participate in numerous activities offered by schools or colleges by using the given method to inquire about a certain college or school rather than asking random questions here and there. With the use of a CRM, educational institutions may gather and handle data to give staff and students the greatest experience possible. The field of education is inundated with data; your institution or school needs a method to arrange this data from a single, central location. This includes everything from student contact information and learning analytics to operational and administrative systems. Managed a lot of data regarding different inquiries, student admissions, and enrolments in different courses can be challenging for schools.

1.1 Problem Statement
- Disjointed communication channels
- Lead to miscommunications
- Inefficient administrative processes due to network issues while enrolling online.
- Potentially decreased enrolment.

1.2 Objective
- Establish a unified platform to track and manage all interactions with parents, ensuring seamless and efficient communication.
- Develop tools and features that allow for tailored communication and follow-ups based on individual family preferences and needs.
- Implement automated systems for sending reminders, updates, and follow-ups regarding school activities, meetings, and deadlines.
- Create a secure and centralized database to store detailed information about students and their families, accessible to authorized staff.

Streamline the process of enrolling new students and managing applications through an organized and efficient system.

II. PROPOSED SYSTEM

Our project (CRM) model of preschool offers a user-friendly enrollment for the admission process tailored for preschools, promoting effective communication, collaboration, and streamlined administrative processes overcome existing challenges and provide users with a realistic and enjoyable virtual dressing room encounter. Flexible architecture to adapt to the unique needs of different preschools. Scalable infrastructure to accommodate the growth of the preschool and increasing data loads. System setup and customization based on the preschool's specific requirements. Full-scale implementation and ongoing support. The Preschool Connect CRM Model aims to create a collaborative and supportive ecosystem, enhancing communication, transparency, and overall engagement among teachers, parents, and students in the preschool community.

This model prioritizes data security, user experience, and adaptability to ensure sustained success. This conceptual framework provides a structured overview of the proposed CRM model for preschool, outlining its core components and the expected outcomes. Implementation details would be further refined during the development and testing phases.
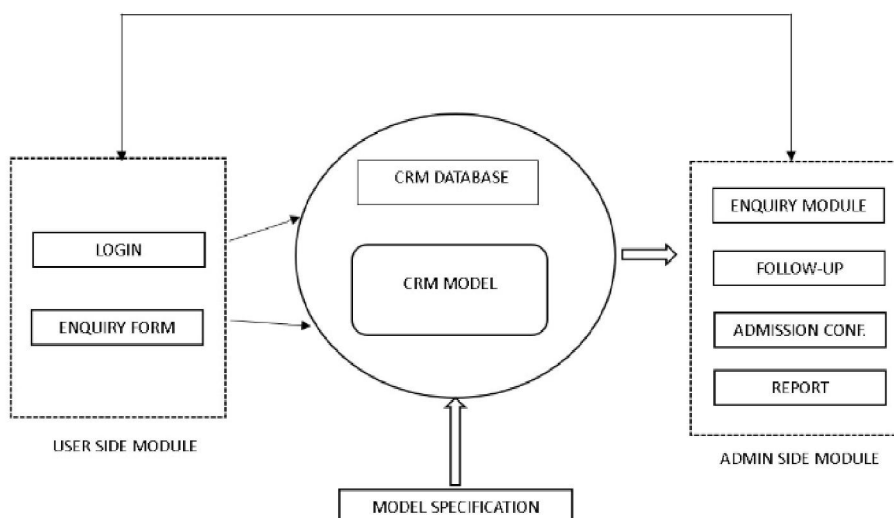

Fig. Project Diagram of CRM of Preschool

III. RESEARCH METHODOLOGY

3.1 Research Design
Approach: This project will utilize a mixed-methods approach, combining qualitative and quantitative research techniques to gather comprehensive data on current preschool management practices and parent communication needs. Phases: The research will be conducted in three main phases: Exploration, Development, and Evaluation.

3.2 Literature Survey
Customer Relationship Management (CRM) systems have become integral tools in various industries, facilitating efficient communication, data management, and relationship building between service providers and their clients. While these systems are widely implemented in sectors such as retail, finance, and healthcare, their application in educational settings, particularly in preschools, is an emerging and promising area.

3.3 Requirement Analysis
This analysis helps in defining the scope, features, and functionalities of the CRM model to ensure it aligns with the objectives of enhancing communication, streamlining administrative processes, and fostering collaboration among stakeholders. CRM Model for Preschool Department of Computer Science and Engineering. AITRC, Vita.

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3.4 Design Methodology

The design methodology for a CRM (Customer Relationship Management) model for a preschool involves a systematic and structured approach to creating a system that effectively manages interactions with parents, students, and staff. The goal is to enhance communication, streamline processes, and improve overall relationships within the preschool community.

3.5 System Design

The "System Design" chapter in the design of a Customer Relationship Management (CRM) model for a preschool lays the foundation for the entire technical framework. This chapter is instrumental in defining the structure, components, and relationships within the system. The introduction to the System Design chapter provides an overview of the architectural principles, decisions, and considerations that will shape the construction of the CRM model.

3.6 Project Schedule

A project schedule is a detailed and organized plan that outlines the timeline, tasks, milestones, and dependencies of a project. It serves as a roadmap for the project team, stakeholders, and other relevant parties, providing a clear overview of how the project will unfold over time. The project schedule is a crucial component of project management, helping to ensure that the project is completed on time and within budget.

3.7 Implementation Details

This chapter addresses the steps, methodologies, and considerations involved in the actual construction and deployment of the CRM model. The introduction to the Implementation Details section provides an overview of the hands-on processes and strategies that will be employed to bring the envisioned CRM model to life.

3.8 Result

The result of a project, often referred to as project deliverables or outcomes, represents the tangible and intangible products, services, or changes that the project is designed to produce.

IV. CONCLUSION

The CRM model for preschool has successfully achieved its objectives, delivering a comprehensive solution that enhances communication, operational efficiency, and parent satisfaction. By addressing the key challenges faced by preschools, the CRM system provides a user-friendly for improving the administrative procedure and enrollments. The project's success demonstrates the value of a well-designed CRM system in transforming preschool management practices, ultimately benefiting the condition during the admission.

Future recommendations include regular updates and maintenance to keep the system aligned with changing needs and technological advancements, ensuring that it continues to deliver high value to preschools and their communities.

V. ACKNOWLEDGMENT

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