

Driving Business Development through CRM softwares

Project report submitted in partial fulfillment of the requirement for the degree of

**BACHELOR OF TECHNOLOGY
IN
ELECTRONICS AND COMMUNICATION ENGINEERING**

By

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UNDER THE GUIDANCE OF

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WAKNAGHAT**

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Candidate's Declaration

I hereby declare that the work presented in this report entitled “**Technology driven business development strategies and tools**” in partial fulfillment of the requirements for the award of the degree of **Bachelor of Technology in Electronics and Communication Engineering** submitted in the department of **Electronics and Communication Engineering**, Jaypee University of Information Technology, Wazirpur is an authentic record of my own work carried out over a period from February 2021 to May 2021 under the supervision of **Mr Gajendra Singh (Team leader and Asst. Manager – Admissions, Dadar)**.



Soham Ahuja (171015)

This is to certify that the above statement made by the candidate is true to the best of my knowledge.



Mr Ganjendra Singh

(Team Leader & Asst. Manager)

Dated: 21-05-2021

Acknowledgement

It's my privilege to express my sincerest regards to my Supervising Team Leader **Mr Gajendra Singh (Admissions, Dadar)**, for his valuable inputs, able guidance, encouragement, whole-hearted cooperation and direction throughout the duration of the project.

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In the end I would like to thank the Jaro Education Team and the training and placement cell coordinator of Jaypee University of Information Technology Mr. Pankaj who gave me the opportunity to explore the area of Operations.

20/05/2021



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Abstract

I am a Business Development Intern at Jaro Education Limited working on the crucial project of Technology driven business development strategies and tools.

As an intern, I was required to understand the standard operation softwares or customer relationship management tools that make the process of lead generation and lead conversion possible in the world of business development. While working as interns we had to primarily focus on tapping those leads which were gathered by a software named “Salesforce”, thereby converting them into successful clients or candidates in the case of Jaro. Being the one point of contact for enrolling candidates, we had to guide the entire process of enrollment from scratch till the very end of completing the entire necessary documentation in which the above mentioned software proved to be of great help. This also involved various intermediate steps like timely updation of the lead, allotment of meeting slots till final documents submission, all of which could be tracked through the “Salesforce” software.

CHAPTER 1

INTRODUCTION

Jaro Education is one of the pioneer companies in the space of Edtech industry or online Education. Founded by Dr. Sanjay Salunkhe in 2009, it now provides exemplary executive education from some of the best institutions across the nation. It acts as a bridge between the aspiring employees of the corporate world looking forward to further excel in the educational field thereby increasing their educational qualification so as to give them an extra professional edge without compromising their job schedule. It does so, by helping these reputed institutes and universities to develop online technology based programmes providing the same quality as maintained in the offline education system, at the very same time fulfilling the needs of these working individuals.

By having a tie ups and premium associations with institutes like IIM Ahmedabad, Welingkar Institute of Management, KPMG, IIM Nagpur, IMT Ghaziabad, Bharati Vidyapeeth (DU) University, Dayananda Sagar University, GNIMS, IIM Trichy, IIM Kozhikode, American Business Management and Technology College (ABMTC), NSE, etc.

Thus, Jaro Education provides with various management and Technology from all these International and national reputed Institutions and Universities. Mumbai being Central point and a working capital for most of the companies, the headquarters of Jaro education lies in this very city itself.

1.2 ONLINE EDUCATION INDUSTRY AND SCOPE

At an all-time high technological advances going on around the globe the Indian education system is now looking towards a shift into an online based model which was ultimately the need of the hour. The convenience and ability to learn more has expanded the reach of this online model of education in India. India has the second highest number of online course enrollments, according to a new analysis in a global online learning programme. The United States is the only nation in

the lead. With over 1,55,000 students enrolled, India accounts for 15% of the total. The study is based on a survey of 1.2 million students from around the world.

The basic aim of education around the world has converged on encouragement and vocational skills training so as to help develop a cognitive mindset that can in turn help to think out of box creative and problem solving models aligning with the present world needs. However in India academics is much related to such aspects of education thereby simply ignoring the current market trends. Therefore as a result of this unavoidable stumbling block there is an increasing need to educate our youth about the growing trends of the recently emerging industry and market situations.

Following are some of the important points that certainly prove, online education would be here boon in the current situation:

1. Online education comes out to be 53% cheaper than offline education
2. It is considered to be a more flexible and accommodating model of studying.
3. It allows you to gain access to a wealth of useful knowledge when sitting at home.
4. Physically disabled people can easily obtain degrees and advance their careers by using online learning.
5. The emergence of new sim waiting softwares online education can also now provide a similar type of an environment as seen in the offline education mode.
6. Most importantly, in the times of natural calamities such as the one being seen now that is covid-19 online education model could prove out to be a better alternative than an offline model.

The following chart provides some other good reasons as to why the online education market is growing in India.



Figure 1.1: Aspects of online education in India.

Access to knowledge is critical for professional achievement in the digital era. The days of schooling and education being exclusive to colleges and universities are long gone. Training is free to everyone in the modern world. People who are unable to obtain a regular college degree would benefit greatly from e-learning. The global information economy has been transformed by online learning.

There are a multitude of online courses credential programmes that can broaden your skills portfolio and help prepare you in today's dynamic job market, no matter what your background is.

According to a new World Economic Forum report, India has the second highest number of online course enrollments after the United States, with over 2,00,000 students. Top-tier accredited online classes are available from reputable institutions, with world-class professors and teachers imparting knowledge to students.

The idea of online education has piqued the interest of Indian students. They will have the opportunity to demonstrate their talents and expertise in a highly immersive and mature environment.

The financial and regional obstacles to obtaining a high-quality education are removed with online courses certification programmes.

The following bar graph presents some of the statistical information before the pandemic hit India.

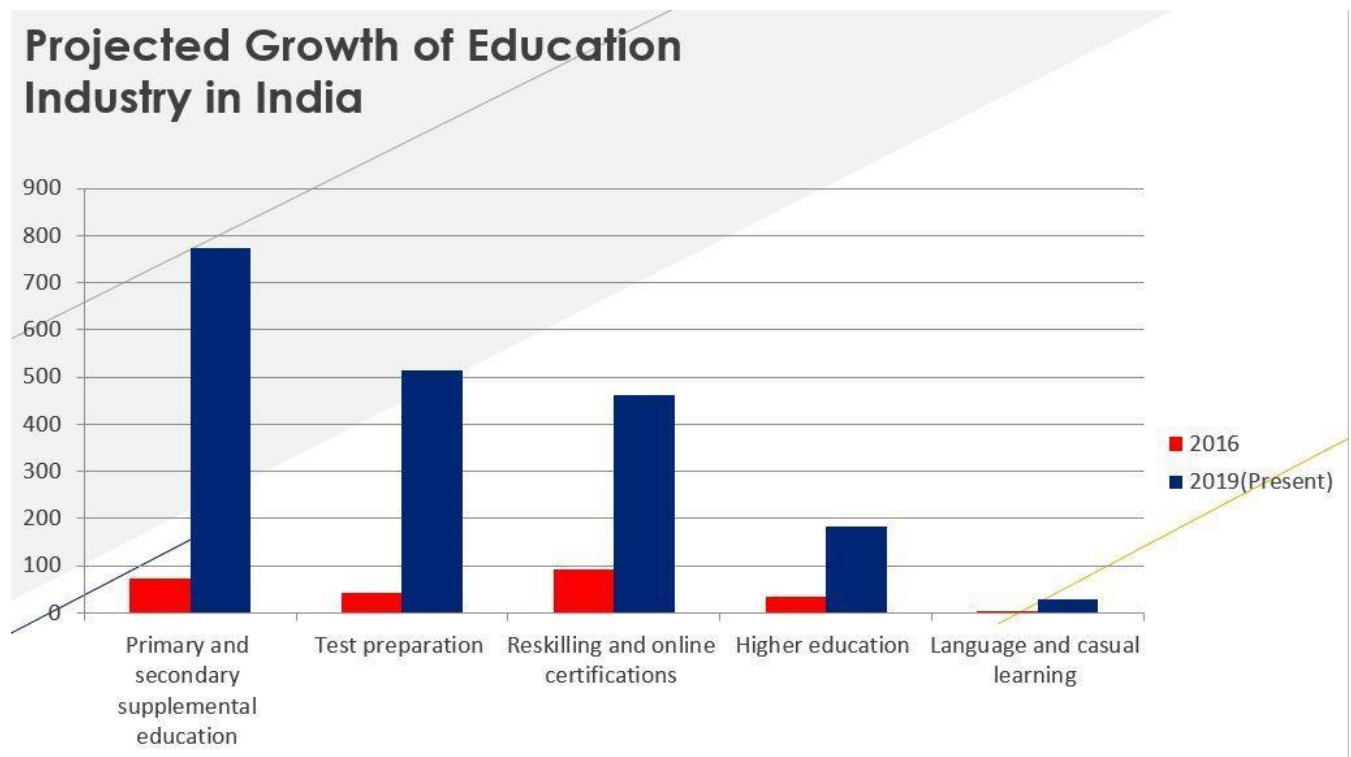


Figure 1.2: Jaro's projected growth chart of Education Industry in India

Thus after the arrival of the pandemic if we are to maintain the same amount of growth in the educational space then the presence of an online education model becomes inevitable.

Therefore, Jaro Education from the last 12 years has been facilitating the needs of this online model. This project is a walkthrough guide of how technological software have been contributing in implementing the above mentioned process.

1.3 INTRODUCTION TO SALESFORCE

Salesforce.com, Inc. is a cloud-based computing corporation based in San Francisco, California, United States. It offers customer relationship management (CRM) services as well as a range of business solutions for customer support, marketing automation, analytics, and application creation.

Jaro Education like multiple other organisations uses Salesforce as the primary CRM software from lead generation to post sales services as well.

Fortune magazine's list of "100 Best Companies to Work for" in 2020, salesforce found itself on the 6th Rank because of its employee friendly software as well as culture.

Tools for event, task and problem management are some of the primary services that are being offered by the Salesforce CRM software. It also provides clients with case monitoring capabilities and social networking Web site chat functionality, as well as analytical resources and other facilities such as email alerts, Google searches, and access to customers' entitlement and contracts.

IBM, Accenture and Sagezza are some of the other reputed companies that have collaborated with Salesforce to incorporate its cloud based solutions into the business models.

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CHAPTER 2

DATA ACQUISITION AND LEAD GENERATION THROUGH SALESFORCE

In this chapter, we discuss how we identify the candidates that might provide business to the organisation and further how they are filtered and prospects are generated through them. All customers were previously leads and it is necessary to efficiently identify them.

Our organisation is a leading EdTech company which helps Institutes and Universities develop their online technology and helps students realise their potential by helping them take benefits from the same.

Corporate services - Jaro education helps corporates upscale their status by giving training to employees which in turn makes them a preferred employer, Jaro Education provides exclusive corporate benefits and education to their employees which is relevant to their job description and the company work culture. This is extremely flexible and trains the company's employees in becoming more industry relevant and preferred by experienced employees. These features provided by jaro Education ensures that the employees are job ready and no sabbatical is required to complete their training / education.

Counselling - Career counselling is a way to ensure that the services that are provided to working professionals are comprehensive and complete. This is why jaro Education is a leading at tech organisation because it is preferred and identified by fortune 100 companies as a preferred option for upscaling their employees and making them off preferred employee, in this way it is ensured

that not only the employee is getting the required industry training but is also not facing any difficulties while attending the course.

Diverse PG programmes - Providing different companies and different employees with adequate training and upskilling is a tall task. Jaro Education is the dependent partner of more than eight educational institutions and has a proud count of more than 150000 worthwhile alumni, Jaro Education has over ten years of academic presence across 31 accessible centres pan-India and is the dependent partner of more than eight educational institutions. Jaro Education also has strong relations with A-list B-Schools like the IIMs (Ahmedabad, Rohtak, and Trichy), among others.

We as a country are not far behind the rest of the world in embracing e-learning technology. Companies are realizing the benefits of it and the profit it makes in the long term. Working professionals are taking time away from their hectic schedules to expand their skill sets. The business environment is rapidly changing and necessitates new skills. As a result, they are now pursuing an online MBA in India.

2.1 LEAD GENERATION FROM RAW DATA

Lead generation to identify potential customers is at the very heart of any business. It's both an art and a science to generate leads. Customers were already contacted by sales representatives to expose them to new goods and services.

Various sources like job portals where data of candidates who are looking for relevant courses available can be of use, other sources can include search engine data from where we can extract data of people and users who are looking and searching for relevant interests and product services. This provides for the filtering and efficient lead generation. all this virtually adds another layer of filter by which we can directly contact and pitch to relevant industries and people. Customers today, however, have access to so much information that they are less open to cold-call sales pitches. Instead, modern businesses generate new leads by establishing a strong online presence.

Salesforce simplifies the process of generating leads, as well as qualifying, managing, and routing them to sales teams.

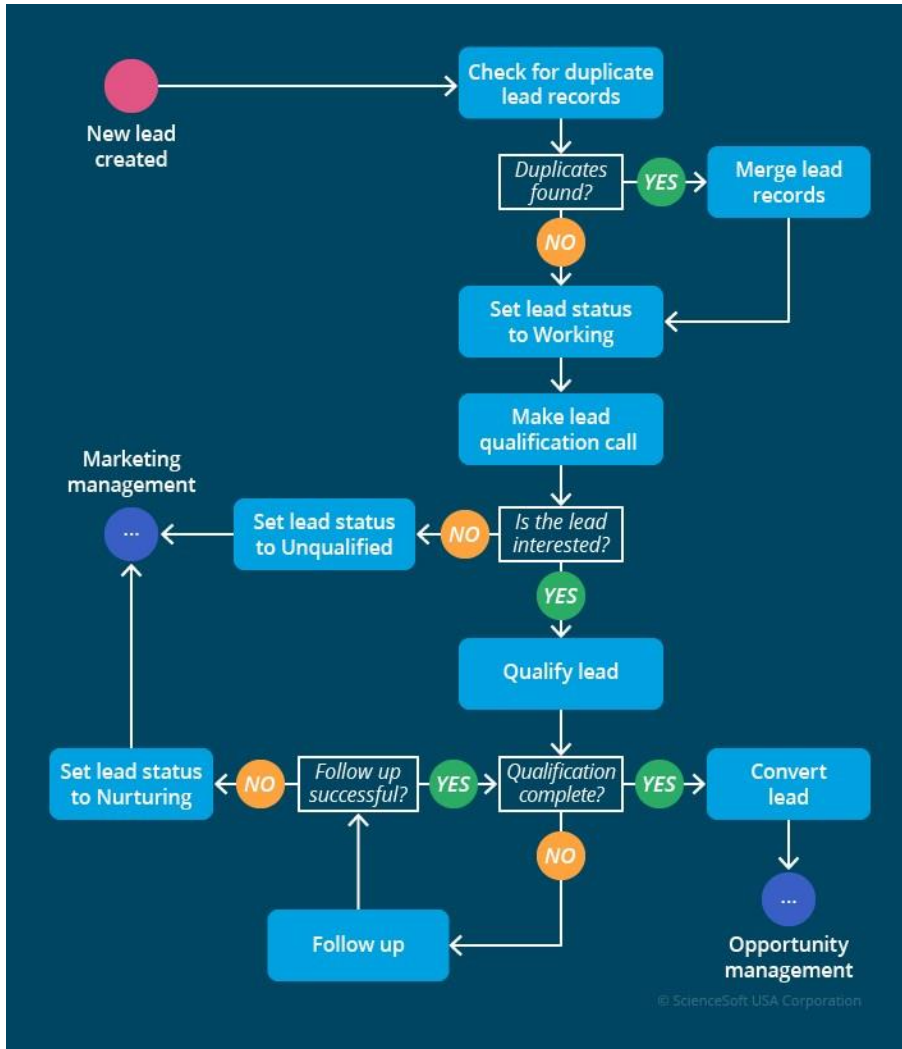


Figure 2.1: lead creation and management

2.2 QUALITY LEAD GENERATION FROM YOUR WEBSITE

Using Salesforce web-to-lead we can generate enormous amount of good leaves per day Salesforce will capture the prospects and provide their contact information like email or phone number we

can also redirect through links to web pages that can be of great use to manipulate and have a critical impact in the campaign success. Add the line to your code to test the Web-to-Lead type. When you submit the form, this line guides you to a debugging page. Before publishing the Web-to-Lead page to your website, remove this section. The email address area in Web-to-Lead forms is not validated. Establish a validation rule for the Email field on leads to verify email addresses of web-generated leads.

The Lead Status picklist assigns the "default status" to leads provided from your website at the start. The member status of new web leads generated as part of a campaign is set to the Member Status value specified in the form.

2.3 PROSPECTING

The main phases described in the early 1900s as the four stages in the purchasing process to better understand how prospecting fits into the overall sales process:

- The consumer is aware of the product and is paying attention to it.
- The consumer expresses an interest in learning more about the commodity.
- Consumer Desire: The customer decides whether or not to buy the product.
- The customer completes the transaction.

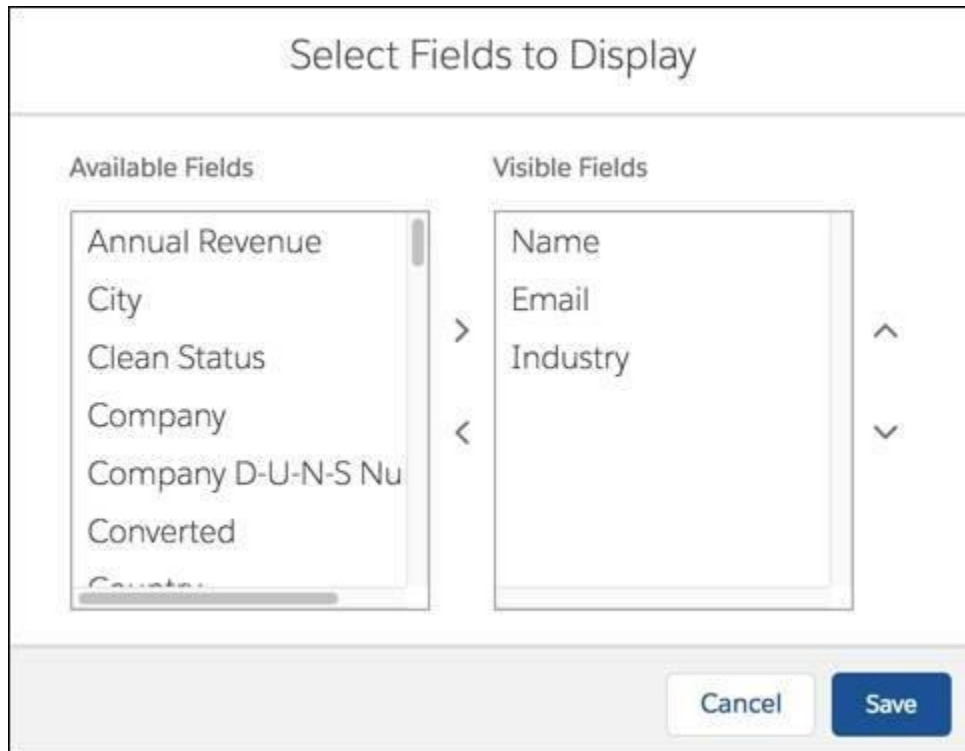


Figure 2.2: Managing fields to view in Salesforce software

When we shortlist an employee or an organisation for a particular course for training which will be used to upskill them, we further take follow ups and tap them on various social media platforms or through cold calling and emails.

This all is easily managed and categorised using Salesforce CRM software. We are facilitated and can change various modifiers and use containers to specify which prospects are useful and which are not to be contacted further. This provides a streamline structure to prospect generation and further keeps the database of previous prospects in the storage which can be further churned and used in later months to generate more business as they can be viewed as quality leads.

We can further filter and organise our leads and previously generated leads by using lists, in these lists we can use custom fields like date source of income, annual income and various other details that are relevant to the product.

2.4 DATA CHURNING

There is a lot of data available in an organisation of potential customers, leads, prospects and previous customers. It is extremely beneficial to take that data and randomly assign it to different departments so that they can generate business and revenue from that data only. This can be efficiently done using Salesforce CRM software where you can change the owner of specific data points and assign it to a different owner. A single record may be transferred to another user by the record owner or any user in the position or territory hierarchy above the owner. Sharing may be used to give a user access to transferring records for certain items, such as cases, leads, and campaigns. Record ownership can be passed in a variety of ways depending on the type of item to produce quicker performance.

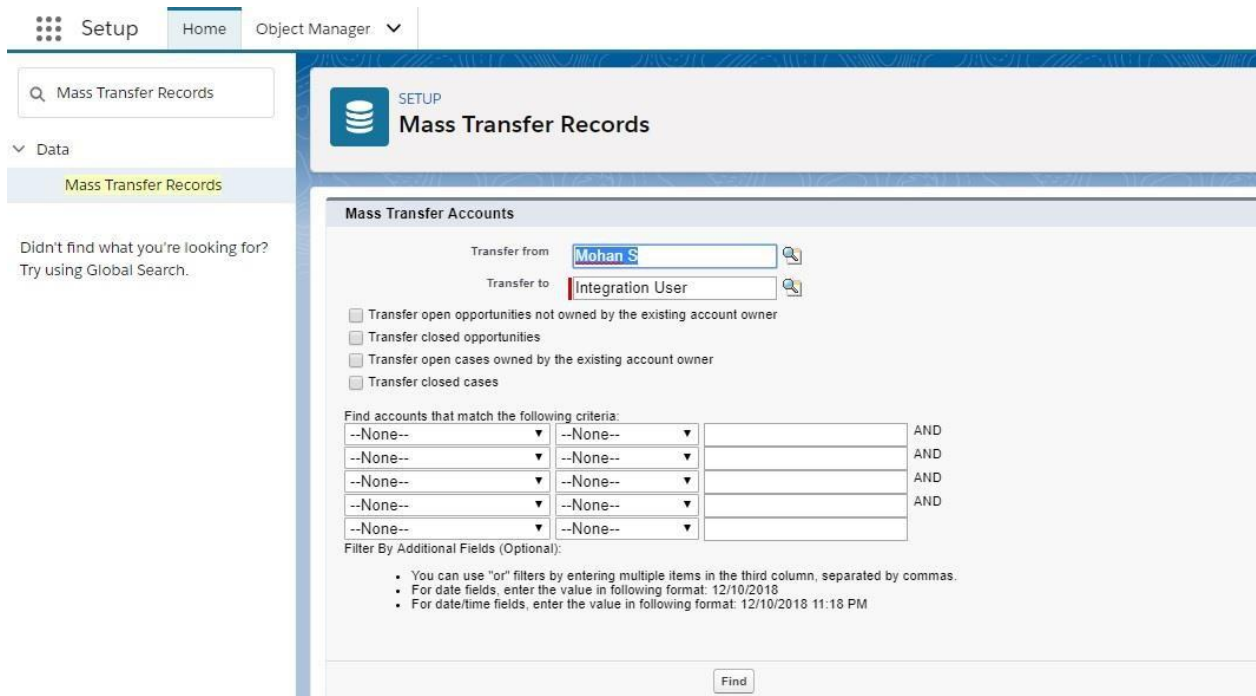


Figure 2.3: Transferring records in Salesforce software

This is how we achieve complete data utilisation and make sure an efficient workflow is maintained. By tracking what is the last modified date of various data sets by the current owner we can accordingly reassign the data to a different owner to achieve results quickly.

CHAPTER 3

BUILDING PROCESS CHECKPOINTS

Documentation is an important part during the closure; it has to be done after all the proceedings are done and the business or the employee has finally come to an agreement. It is necessary to assist your client in all the ways you can so that you can build rapport and further draw references from them in the future for business development.

3.1 CUSTOMER RELATIONSHIP BUILDING

This relationship is broadly achieved by completing their documentation from the universities or the training institutes and cross verifying and cross checking every personal detail while filling the forms for checking their eligibility. If necessary financial assistance is also to be provided during fees submission or anything else, this is how a customer relationship is built. All the areas process documentation is necessary because we have to verify whether they are eligible for the training or not, generally that requires verifying if they are passed out from a UGC recognised University and whether they meet the desired percentage of marks.

After all documents are verified and uploaded to the university they can start their course after the information and the login credentials to the student Web Portal for the training are provided to them by the University. The training goes on a system for the complete duration to make sure that they are not facing any problems whether they desire to to change fee plans or any other situation which arises.

Often outdoor or indoor meetings are required to resolve these issues ,this can be done by displaying pre-made PowerPoint slides. Any issues regarding the course or training assurance has to be provided to maintain a good customer relation and it is mandatory to clear all their doubts this is regularly updated in the sales force software. For example, whenever we schedule a meeting with a prospect or an organisation we update those details on the Salesforce CRM documentation

and it helps keep track of how many candidates are in the pipeline and how close are we to achieve our our deliverables.

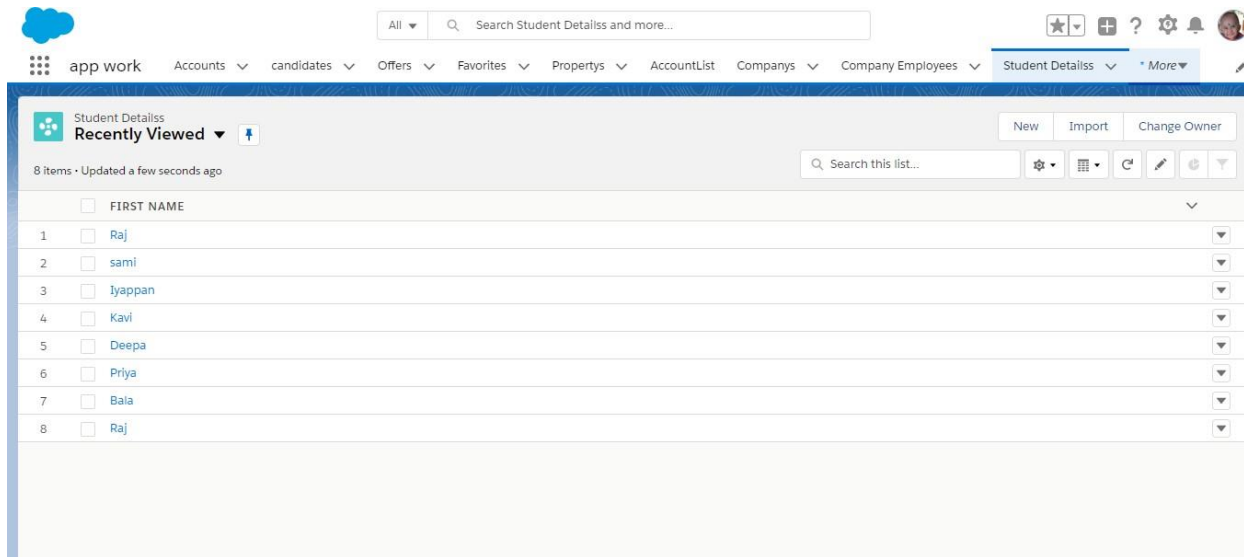


Figure 3.1: Custom tabs and objects

3.2 THE END- TO-END PROCESS

- The workflow from generating leads to identifying prospects to finally deal closure and admission confirmation in the organisation is as follows:
- Firstly old leads and assigned data is checked and follow ups are attended to, to identify any further prospects.
- Then rigorous follow-ups and counselling is done to achieve more clarity.
- After that final confirmation about fee payment, academic batch and mode of payment are decided and the deal is finally closed with the organisation or the organisational employee.
- Details are verified and eligibility is checked after which documents are uploaded on the institutes / university's website or Jaro application portal.
- After all the academic and fee details are filled the accounts department Indore organisation cross checks and verifies all the information including the post dated cheques (PDCs).

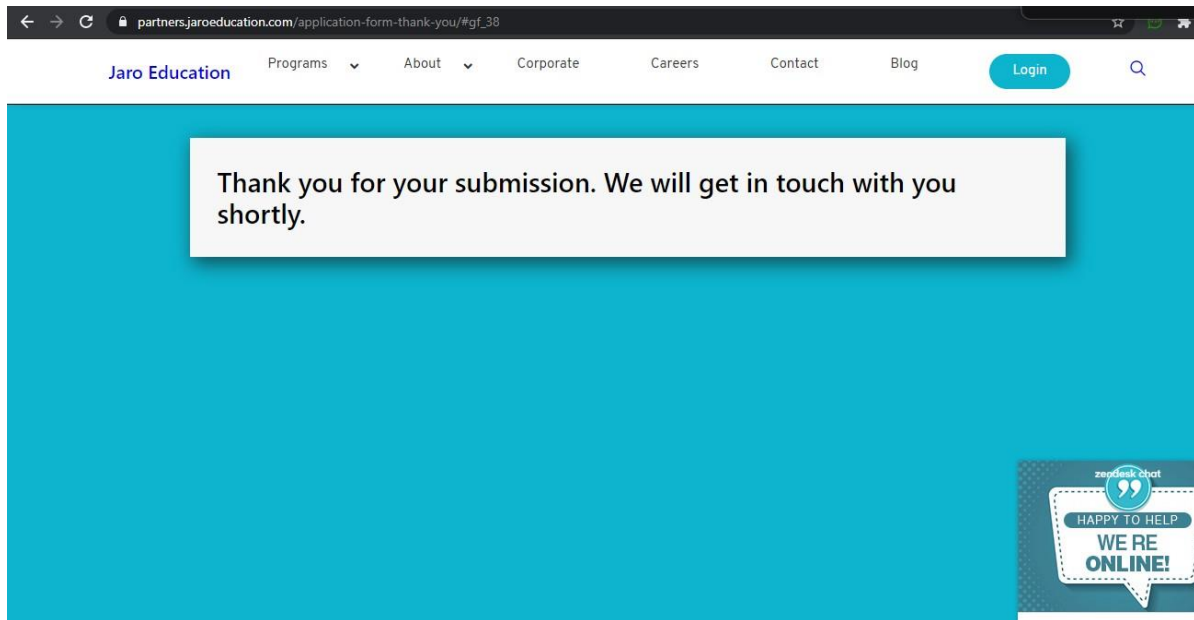


Figure 3.2: Acknowledgement page after document submission

- If all is good then the amount is finally dispersed from the accounts team and the admission is processed.
- Final update is done from the employees side on the Salesforce CRM software and the status is done and all the application remarks are checked and they have to be listed as 'Completed'.
- After that the candidate might receive some verification calls followed by the login credentials and student portal access granted to them through their email ID.

CHAPTER 4

FUTURE SCOPE

Number of small and medium sized enterprises or businesses are emerging all over the world nowadays. However these enterprises were hesitant initially to incorporate such types of CRM software applications. But over time priorities and specifications both evolve. High cost infrastructure and complicated technicalities were some of the major problems that were incurred in CRM softwares a little while back. Therefore during those Times the cost of the CRM softwares rose and it became even more difficult for businesses with limited resources to incorporate them into their business models.

On top of that the organizations did not even have the required skills to handle and operate these CRM applications. Ultimately, they had no choice but to recruit specialised technicians, which in turn flared up the operations cost even more. In the past, these technicians would charge a flat fee for their services. As a result, the most discouraging factor for small and medium businesses used to be the rate.

If we look at the current situation, the CRM programme has been very inexpensive. CRM app is also available for free from several developers. Since most CRMs are web-based applications, infrastructure upgrades are not needed. As a result, it has emerged out to be the best way of cutting costs.

Apart from all the services mentioned in the above project, CRM softwares such as Salesforce offer a vast variety of things that can be accomplished through them, which expands their future scope to even better and solution oriented possibilities.

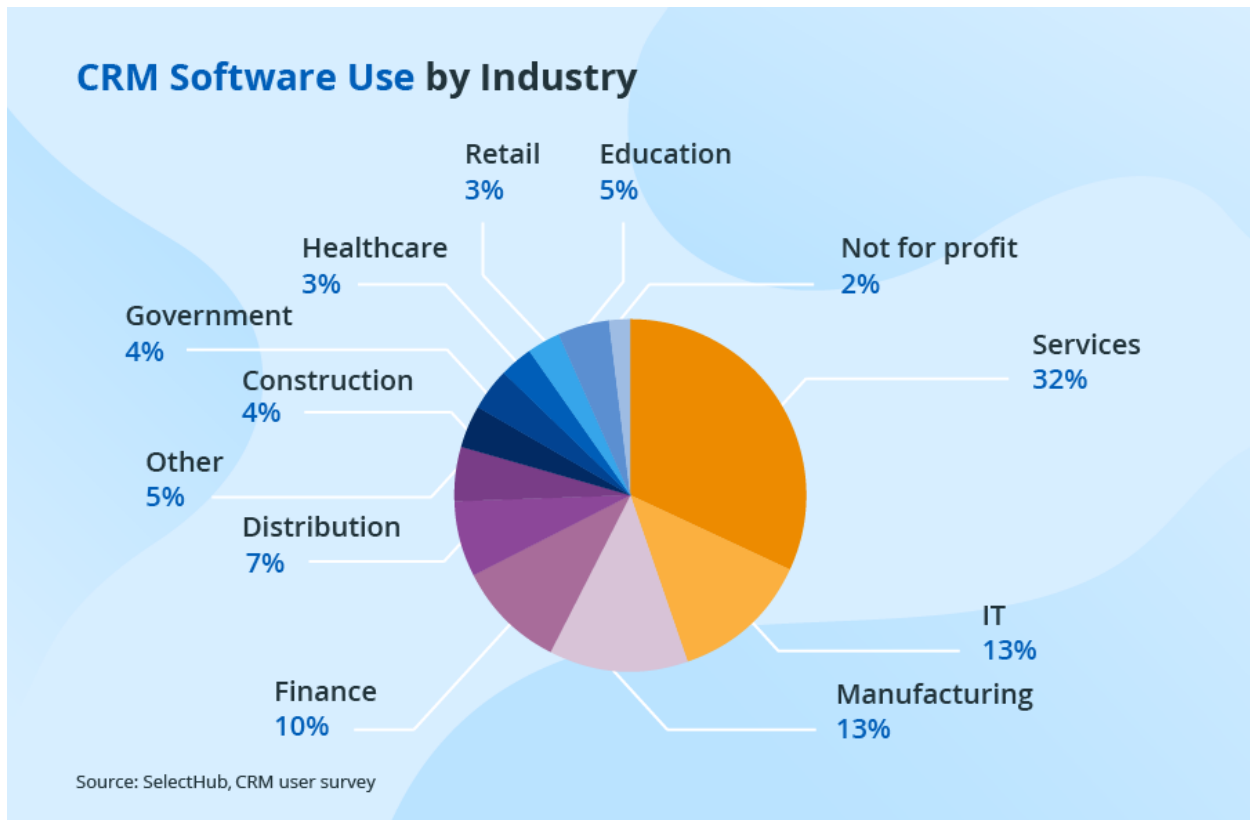


Figure 4.1: Industrial segregation of CRM usage

4.1 TASK MANAGEMENT USING CRM:

Syncing activities with CRM tools makes it easier to organise them in the order of importance. As a result, you can easily add, update, and uninstall tasks as required. In addition, the CRM programme can produce a status update on the company's current activities. As a result, you'll be able to determine the state of each assignment and take steps to finish them on schedule. Furthermore, the management would be given a hierarchy to use in delegating duties to the appropriate authority. Another important element in promoting the company's well-being is task management.

4.2 TRACKING PERFORMANCE:

CRM software helps you to associate revenue data with the expected sales of your company. As a result, you'll have a better idea of what to do next to meet your company's sales goals. So, if you have CRM software, you won't have to worry about updating your client data on a regular basis. You will learn more about each client's style of company by visiting this page. As a result, identifying the most important clients for your company becomes simple. After that, you'll be able to easily steer your efforts into achieving your company's goals.

4.3 CRM AS A MEANS TO MANAGE SOCIAL MEDIA:

If you own a company, you must be aware of the current influence of social media. It is one of the most effective tools for attracting new clients and marketing the brand internationally. As a result, CRM apps can be used to monitor all new and current consumers on social media sites. You don't have to hire a specialist or go to the trouble of gathering data. Instead, you would be able to get all of the required details when seated in the comfort of your own home. CRM will make it easier to build consumer profiles based on their patterns, likes, desires, and decisions.

Therefore, the future scope of CRM softwares cannot be just limited to the field of business development, in the days to come it could become a means of simulating and controlling everyday aspects of a professional working organisation.

CONCLUSION

The project at Jaro Education thus provides an inside view of how CRM softwares such as Salesforce can provide for a platform from lead management to post lead conversion services management all at one place, in the field of business development. To broaden the usage of these softwares, various industrial sectors have been customizing it so that it does not stay limited to customer relationship management but can also be used as an effective tool for marketing, business development, post sales services, employee management, contact allocation and management, revenue growth projections and market trends projection by practicing the standard SOPs.

- A thorough understanding of Salesforce CRM software.
- Regular updation of the lead conversion checkpoints on the software.
- Database management on an everyday basis.

The project at Jaro lead to achieving

- Productivity Improvement to meet monthly Goals/targets.
- Implementation of business development strategies so as to provide a holistic view of the profit maximization.
- Most importantly, database segregation and management, leading to effective and easier sales.

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