



FACULTY COMPUTER SCIENCE AND INFORMATION TECHNOLOGY

BIT30603 CUSTOMER RELATIONSHIP MANAGEMENT

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ASSIGNMENT

CLOUD-BASED CRM

SECTION 3

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PART A

1. Social CRM

The integration of your customer relationship management (CRM) software with social media platforms like Twitter and Facebook is known as a social CRM. Your employees will be able to better understand and engage consumers, get market insights, and deliver better customer service as a result of this.

2. Mobile CRM

Mobile CRM, or mobile customer relationship management, allows field workers and remote employees to access customer data and accounts from any location using mobile devices like as smartphones and tablets.

3. Cloud-based CRM

CRM software that is housed on the CRM provider's servers and accessed by clients through the internet is known as cloud-based CRM. Software as a service (SaaS) refers to this type of software (SaaS). It's also distinct from on premise or installed software, which comes with greater upfront expenditures and various manpower requirements.

4. Gamified CRM

Gamification is the use of game thinking and game principles to non-game environments in order to engage users in problem-solving and boost self-contribution.

Cloud-Based CRM

1.0 Definition

Cloud-based CRM refers to customer relationship management software that resides on the CRM provider's servers and is accessed via the internet by its clients. This software is sometimes referred to as software as a service (SaaS). And it differs from on-premise/installed software, which has higher up-front expenses and various personnel needs.

With a cloud-based CRM system, the software supplier owns and maintains the entire infrastructure required to run the product. Businesses that utilise the CRM application run the software on their desktops via an internet connection.

However, the CRM supplier is responsible for maintaining and protecting the company's data at its own location. This prevents firms from incurring substantial up-front expenses for establishing the infrastructure required to store and secure all of this data.

In contrast, with on-premise/installed software, the business owns and maintains the necessary servers, networks, security, and hardware to install and run the application. Having the resources to host and manage so much data needs a significant initial investment. And typically, a dedicated IT professional is needed to maintain the software in the data centre.

2.0 Advantages/Disadvantages of Cloud-Based CRM

Advantages	Disadvantages
More accessible database	Security Breach Risk
Flexibility	Incompatible migration of data
Ease of use	Employees needs special training
Cost effectiveness	May not suit all business

3.0 Why you need Cloud-Based CRM?

CRM software is utilised by businesses of all sizes and in a variety of industries to generate and maintain satisfied customers. But due to the initial expenditures of on-premise software, a cloud CRM solution is particularly advantageous for businesses that desire a sophisticated customer relationship management platform without having to invest in the infrastructure required to support it.

Today, many sales applications are subscription-based, requiring monthly or annual payments to maintain the hardware and security of the platform. Cloud CRM is an excellent digital tool for small businesses, eCommerce retailers, nonprofits, sales teams, and anybody else whose business depends on a strong customer base.

4.0 Features of Cloud-Based CRM

Firstly, the contact management system that stores and organises contact information for clients and customers. The more advanced platforms will also enable users to monitor conversations related to their contacts, plan appointments and meetings, and manage documents.

Secondly, the sales dashboard is a graphical display of real-time sales data. View KPIs, monitor goals, and compare performance to historical figures to keep on top of objectives.

Thirdly, utilize the cloud to conduct business on the fly. Mobile CRM permits users to access and retain data on any mobile device, even in regions with patchy mobile coverage.

Fourthly, data back-up. Frequent backups ensure that your customer data is always secure and accessible, even if your hardware is compromised.

Fifth, sales funnel software. Create a step-by-step procedure for converting leads into customers, managing sales activities, and meeting quotas as you track prospects through your pipeline.

Lastly, integrations. Integrate with other popular business applications, such as Gmail, Outlook, and WordPress, so you don't have to switch browsers when utilising other platforms.

5.0 References

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