



# ECAP470: CLOUD COMPUTING

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# Learning Outcomes



**After this lecture, you will be able to**

- ✓ Explore collaborating on contact management

# Collaborating on Contact Management

## Managing Contact Lists

Salespeople have to deal with lots and lots of contacts. Not only is their address book full, they need to know when to contact certain clients, when follow-up calls are necessary, what the boss needs them to do today, and the like.

# Collaborating on Contact Management

## Web-based Contact Management or Customer Resource Management (CRM) Application-

Contact management is the process of recording contacts' details and tracking their interactions with a business. Such systems have gradually evolved into an aspect of CRM systems, which allow businesses to improve sales and service levels by leveraging a wider range of data.

# Collaborating on Contact Management

Most popular of these applications are:

BigContacts ([www.bigcontacts.com](http://www.bigcontacts.com)), Highrise ([www.highrisehq.com](http://www.highrisehq.com)), and the marketleading Salesforce.com ([www.salesforce.com](http://www.salesforce.com)).

# Collaborating on Contact Management

How has contact management evolved into customer relationship management?

- Contact management evolved into customer relationship management as a result of two key developments:
  - The shift in focus from contact details to relationships.
  - The move from individual desktop databases to sharing information business-wide.

# Collaborating on Contact Management

Putting Customer Relationships at the  
Heart of the Business

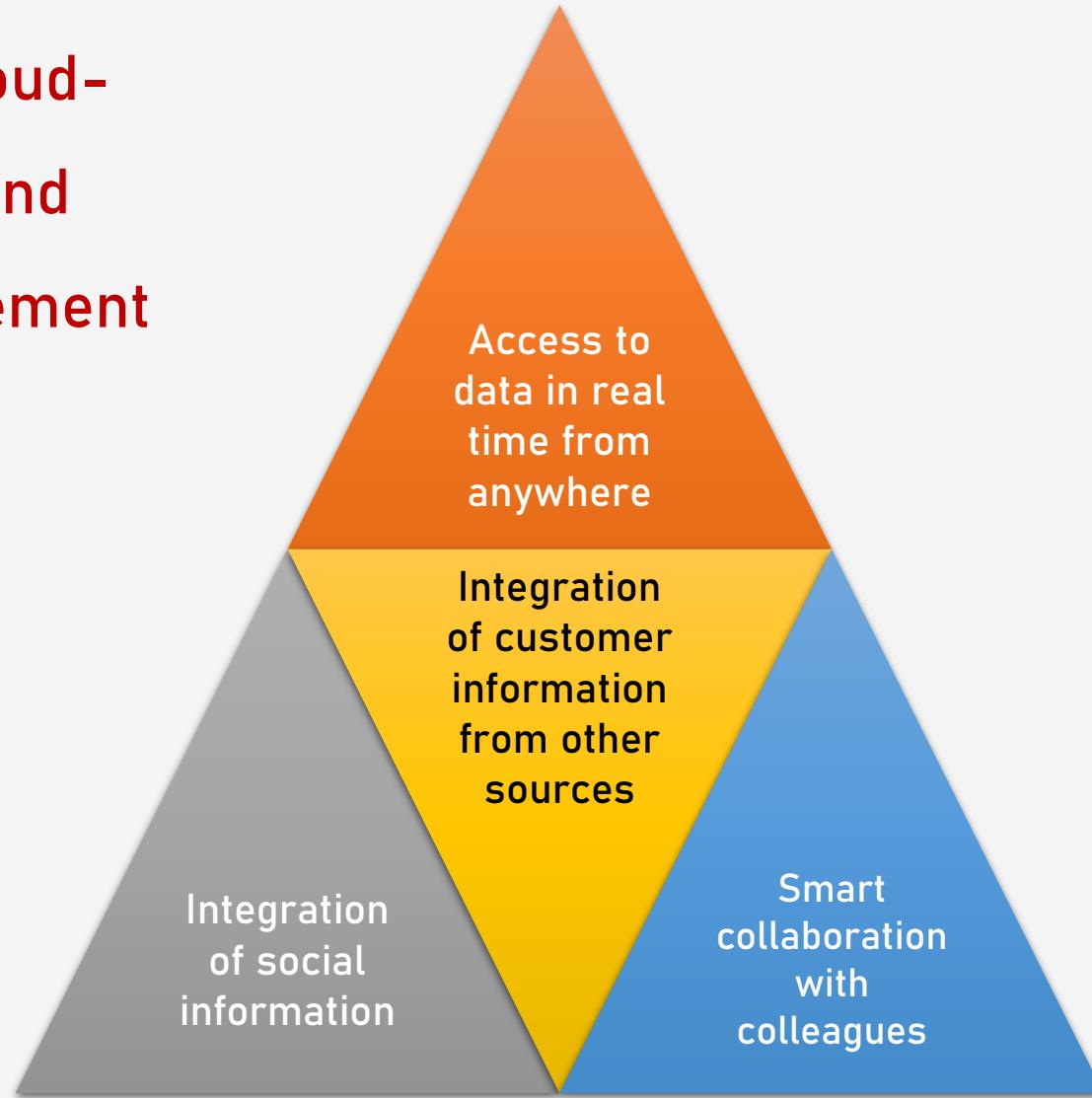
# Collaborating on Contact Management

## **Cloud-based Contact Management and CRM Systems-**

A cloud-based system allows employees to update their system with the latest information about a contact wherever they are, from any web-enabled device. This is possible because all data is stored on a single database based on the cloud, so new and updated information is instantly available to all employees.

# Collaborating on Contact Management

Benefits of Cloud-based CRM and Contact Management



# Collaborating on Contact Management

## Limitations of Contact Management Systems (CMSs)

# Collaborating on Contact Management

- Pobuca Connect
- SalesRabbit
- Lusha
- Salesmate
- Bitrix24
- EngageBay

# Collaborating on Contact Management

- Salesflare
- Salesforce Sales Cloud
- Zoho CRM
- Microsoft Dynamics 365

**That's all for now...**