



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), Highrise (www.highrisehq.com), and the marketleading Salesforce.com (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**

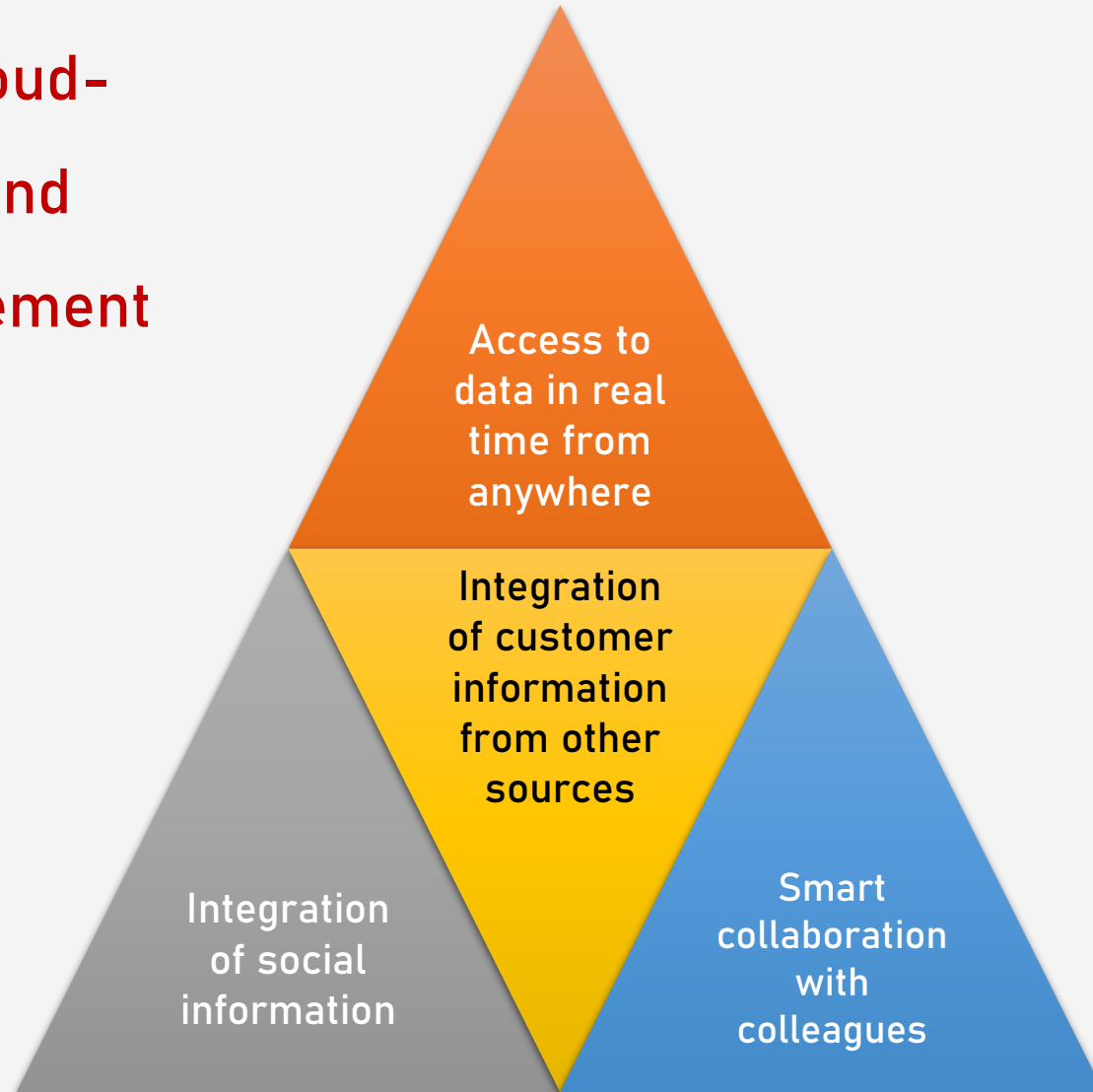
Collaborating on Contact Management

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...