



Internship
On
SALESFORCE ADMIN/DEVELOPER
Project Based Experience Learning Program



SRI VENKATESWARA COLLEGE OF ENGINEERING

Project submitted by: -

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A CRM Application on E-Commerce Activities

Introduction:

Project Overview:

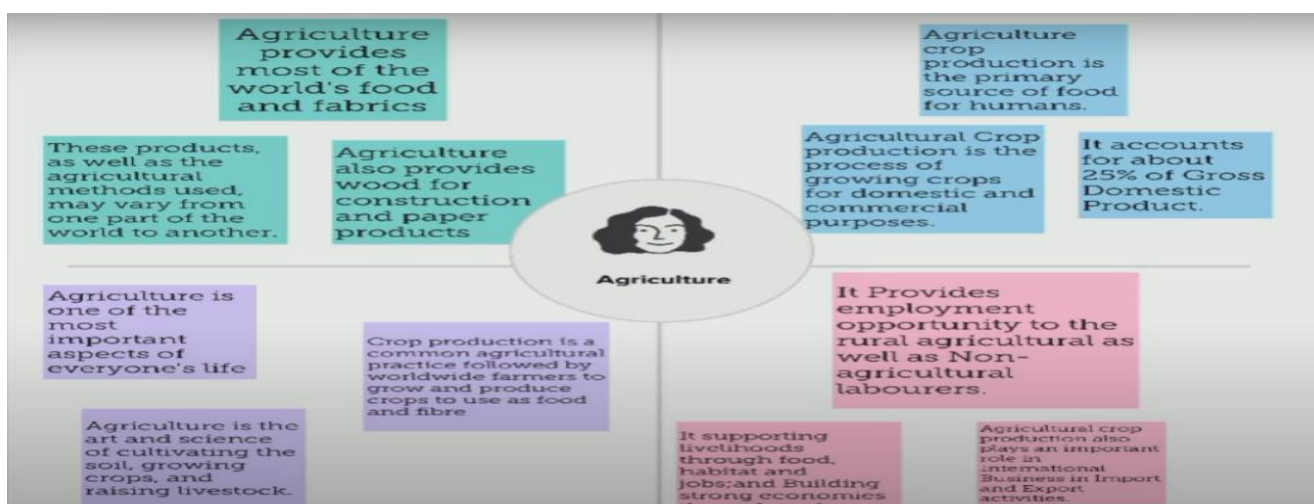
1970s: Electronic Funds Transfer (EFT). Used by the banking industry to exchange account information over secured networks. Late 1970s and early 1980s: Electronic Data Interchange (EDI) for e-commerce within companies. Used by businesses to transmit data from one business to another. 1990s the World Wide Web on the Internet provides easy-to-use technology for information publishing and dissemination. Cheaper to do business economies of scale). Enable diverse business activities (economies of scope).

Purpose:

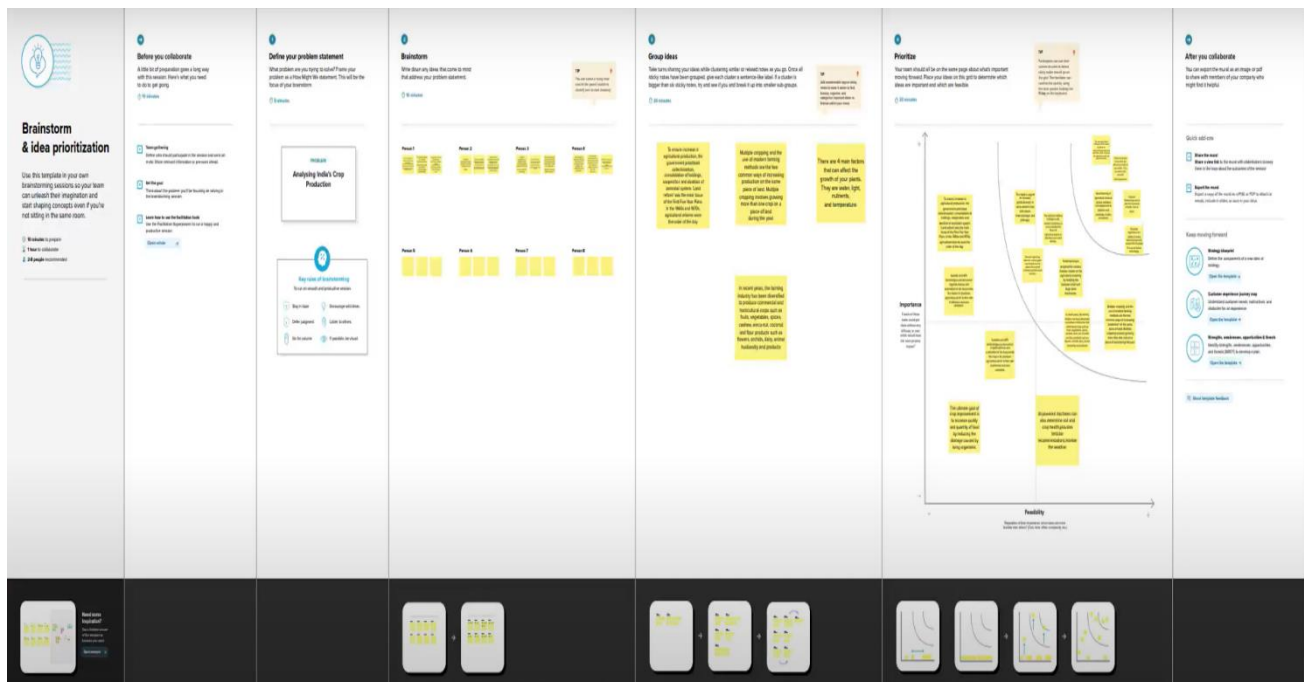
Commerce is a division of trade or production which deals with the exchange of goods and services from producer to final consumer. It comprises the trading of something of economic value such as goods, services, information, or money between two or more entities

Problem Definition & Design Thinking:

EMPATHY MAP:



Ideation & Brainstorming Map:

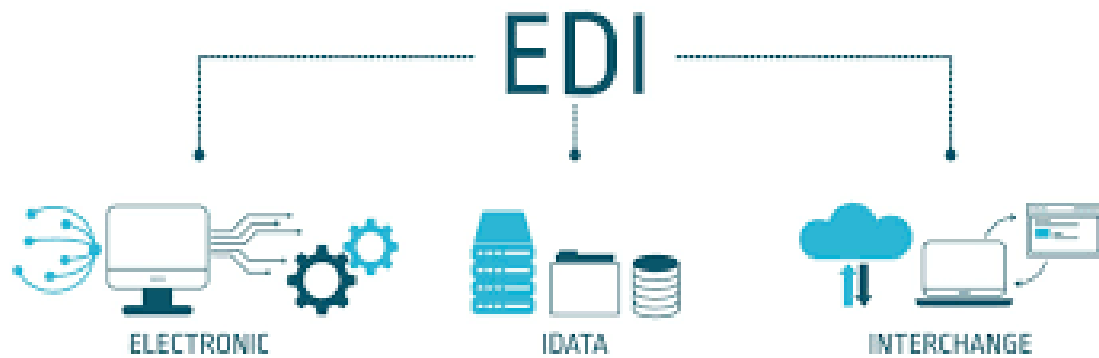


E-COMMERCE

- It is commonly known as electronic marketing.
- It consists of buying and selling goods and services over an electronic system such as the internet.
- E-commerce is the purchasing, selling & exchanging goods and services over computer network or internet through which transactions of terms of sale are performed electronically.

Electronic Data Interchange:

- Electronic Data Interchange (EDI) is the electronic interchange of business information using a standardized format; a process which allows one company to send information to another company electronically rather than with paper. Business entities conducting business electronically are called trading partners.



CRM E-COMMERCE

- A CRM system is something that allows you to store, manage and use customer relationship data to improve your business in specific ways.
- A customer relationship management system is a central location or piece of software that you can use to store customer details, accounts, information, and leads that can then be leveraged for future sales opportunities. Small and large businesses will benefit from some ecommerce CRM systems in that they firmly place client data in the 'cloud, which means that it can be accessed by multiple people, anywhere, at any time, from any number of mobile devices. For the mobile developer who has spent time, energy and money building a responsive mobile e-commerce web. CRM is more important than ever. Using select CRM practices and processes, sales on an ecommerce website with integrated CRM will help you better understand your cross-channel customers, and what makes them buy from you.

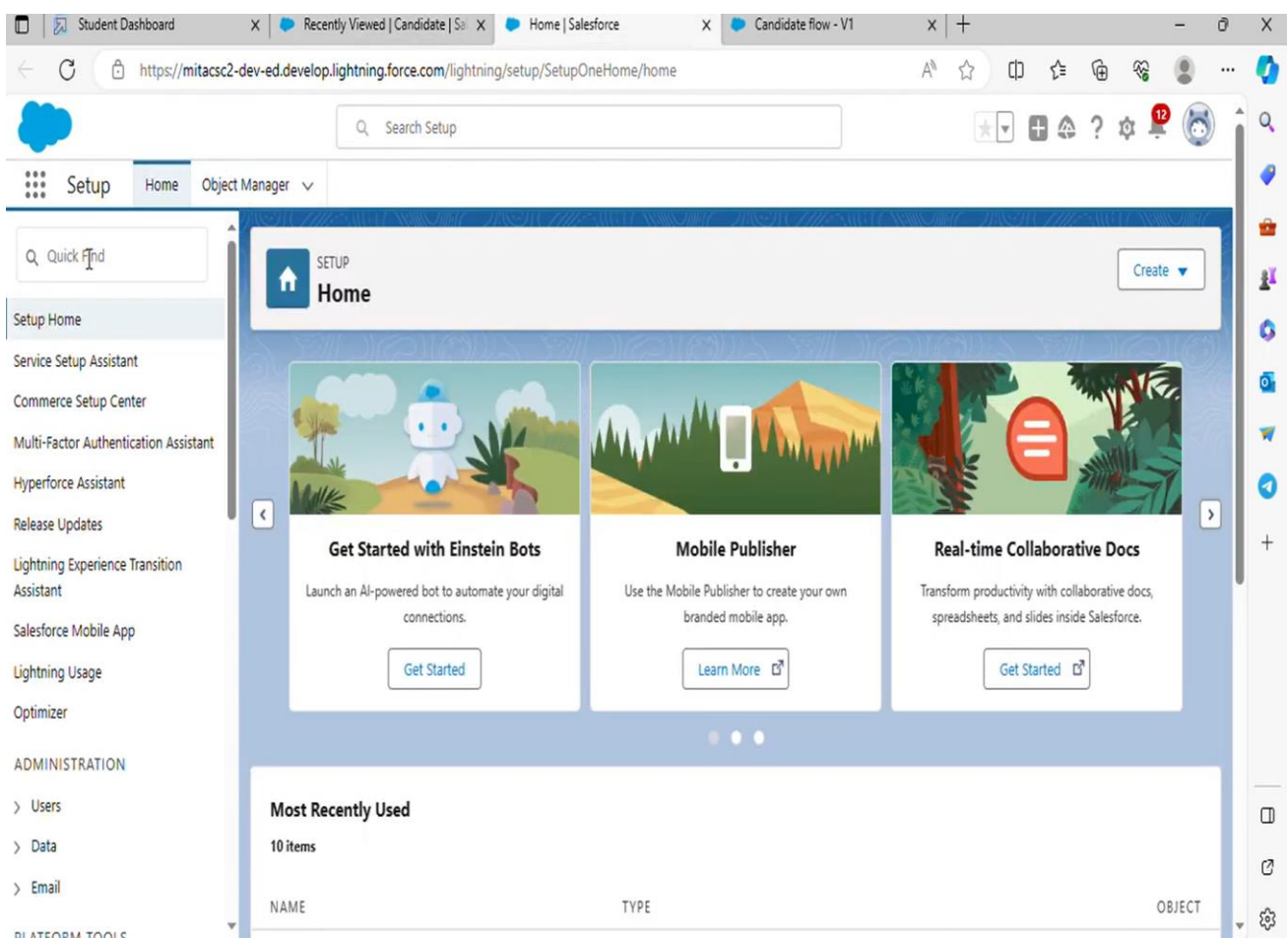
E-COMMERCE CRM

- E-commerce CRM systems have the power to harness your customer data, so that you can gain insight into customer behaviour, social experience, and purchasing habits which gives your website the power to improve your offerings and increase your sales, With this kind of valuable market

information, your ecommerce website or app is sure to expand rapidly in your chosen niche market.



Activity & Screenshot

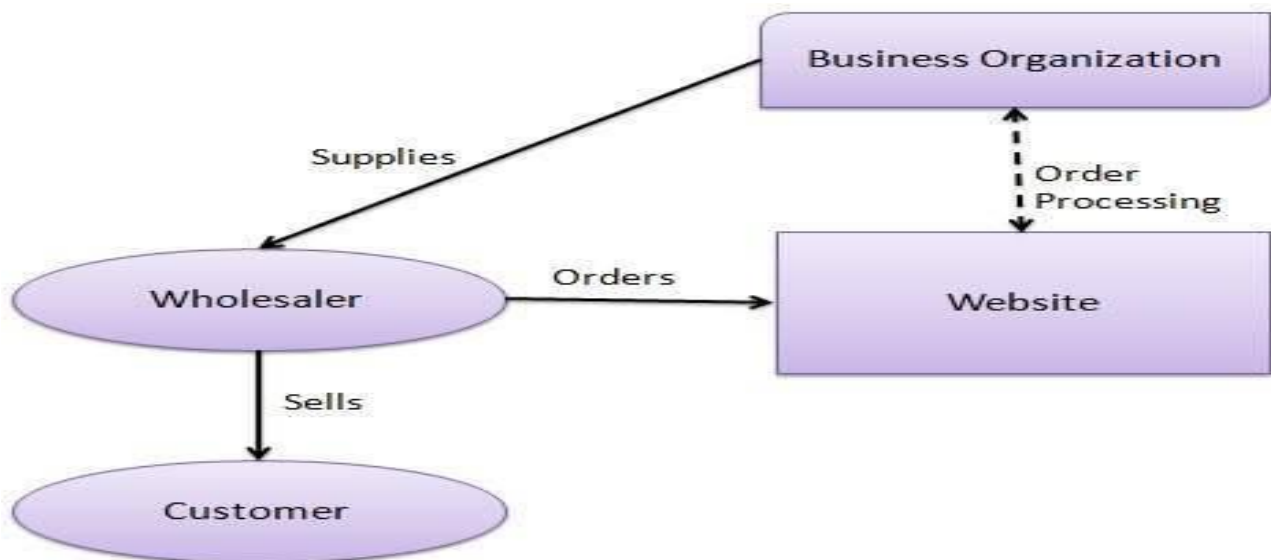


Nature of E-Relationship

- Business-to-business (B2B)
- Business-to-consumer (B2C)
- Consumer-to-consumer (C2C)
- Consumer-to-business (C2B)

Business-to-Business (B2B):

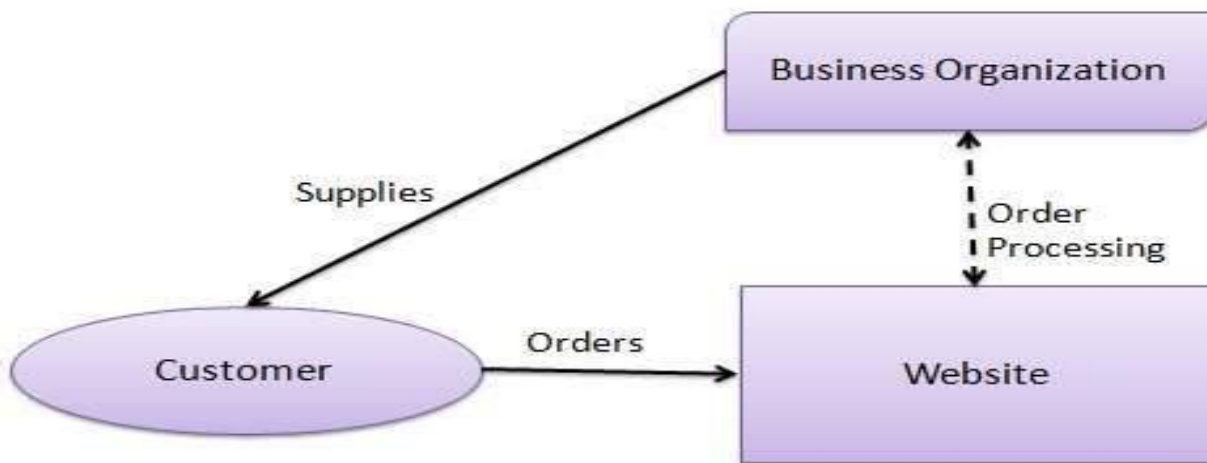
- B2B e-commerce is simply defined as ecommerce between companies. About 80% of e-commerce is of this type.
- B2B CRM stands for Business-to-Business Customer Relationship Management, and refers to systems, technologies, strategies, and processes that help 823 companies manage their relationships with existing and potential Customers. B2B CRM can help 828 companies better understand their customer needs.



BUSINESS-TO-CONSUMER (B2C)

- Business-to-consumer e-commerce, or commerce between companies and consumers, involves customers gathering information, purchasing physical goods or receiving products over an electronic network.
- A B2C CRM is a single platform that brings customer data and campaign execution together, enabling marketers to better understand buyers and use

data to directly power campaigns across channels USC CRMs are built to scale with your business.



Consumer-to-Consumer (C2C)

- Consumer-to-consumer e-commerce or C2C is simply commerce between private individuals or consumers.
- In the concept of e-Business within the CIC, the consumers among themselves actively sell or exchange goods or information about it. An example of C2C business relationship are various online exchanges, auctions and goods exchange, The most famous example of CDC is eBay. CPC also includes various discussions forums or pages on social needs in these cases, the Wond Of Mouth Marketing may apply.

E-Commerce Apps for CRM

1. SugarCRM
2. Salesforce
3. Zoho
4. Act!
5. Microsoft Dynamics
6. SAP
7. Maximiser

8. Ready Cloud

Advantages of E-Commerce

- Faster buying/selling procedure, as well as easy to find products.
- Buying selling 24/7.
- More reach to customers, there is no theoretical geographic limitations.
- Low operational costs and better quality of services.
- No need of physical company set-ups.
- Easy to start and manage a business
- Customers can easily select products from different providers without moving around physically

HOW TO DEVELOP TRUST IN ECOMMERCE?

- The whole machinery of e-Commerce functions on trust. Customers trust online stores to sell them genuine products, online stores trust customers to pay promptly and sellers trust store owners to give them their due.
- Ways to Develop Trust
- Be transparent
- Show you're trustworthy
- Be easily reachable
- Share testimonials
- Be social
- Build security
- Be responsible

STEPS TO BUILD BETTER CUSTOMER RELATIONSHIPS ONLINE

- Minimize customer effort, maximize the experience
- Offer different service options

- Personalize their visits
- Develop loyalty programs
- Learn from your costumers
- Establish their trust

Conclusion:

Our conclusion is that in order to improve the performance of e-CRM, an organization should choose a e-CRM technology that suits with organization strategy and practice as well as employee's technology and service capabilities.