

## Week-5 Assignment

How ITT can use CRM?

How using CRM in ITT can make an impact?

**Salesforce provides a lot of cloud services. We can use different types of cloud services based on our ITT requirement. Let's explore diff types of cloud services provided by salesforce cloud.**

They are:

*Salesforce Sales Cloud, Salesforce Marketing Cloud, Salesforce Service Cloud, Salesforce Community Cloud, Salesforce Commerce Cloud, Salesforce Analytics Cloud, Salesforce App Cloud, Salesforce IoT Cloud, Salesforce Health Cloud.*

When the company uses all CRM services together, it solves customer problems faster, keeps all work organized, motivates employees, and grows its business by earning trust and repeat customers. ITT company can also use to make customers happy with their services and increase their sales profits and Every department in an ITT company benefit – better teamwork, more sales, focused marketing, and smarter management decisions – all because of using the right kind of CRM.

Let's get to understand with real-life example how an IT Company can get benefits from CRM and how actually it's impact on every IT company.

## **Example: Online Indian Furniture Retail Company**

This IT-enabled company sells furniture online in India. Earlier, they had many problems:

- Managing orders and customer requests was confusing.
- The workload was not distributed properly, so some centers had too much work and others had less.
- It was difficult to track if a customer's problem was solved, and how quickly.
- Employees couldn't clearly see their own performance.

## **How CRM Helped**

- CRM helped the company keep all customer information, orders, and complaints in one place.
- The support cases were automatically given to the correct branch based on location, so work was balanced.
- If an employee did not reply to a customer on time, the CRM sent reminders and escalated important cases, so customers got help quickly.
- Reports and dashboards were created. Employees and the team leader could easily see how many cases were solved, the time taken, and how well each person was doing.

## **Real Impact**

- The company managed 20% more orders with the same staff.
- Errors in order management dropped by 15%.
- Cases were solved faster, and customers were happier.
- Employees knew what work to do and how well they were performing, which motivated them.

## **Why CRM is Useful for IT Companies**

- CRM brings all customer and order information into one place, so anyone in the company can help the customer.
- Support work becomes less stressful because nobody is overloaded; everyone shares the work.
- Management can see where problems happen and fix them quickly.
- Customers get better and faster help, so they trust the company more.

This is just one example, but most Indian IT companies using CRM see higher sales, fewer mistakes, and better teamwork just like this.

CRM Service	What It Does (Simple)	Impact for IT Company Example
Contact Management	Stores all customer info in one place	Easy to find customer orders, history, issues; improves customer care
Ticketing/Case	Tracks every customer complaint or question	No customer issue gets missed; quick response and follow-up
Email Integration	All company emails are managed inside CRM	Fast sharing of order updates; team sees replies, avoids confusion
Reports & Dashboards	Makes charts for number of orders, complaints, etc	Team can see how they are doing; boss makes smart decisions
Workflow Automation	Auto-assigns work, sends reminders	Work given to right branch/location; no employee overloaded
Escalation Rules	Urgent problems get sent to manager automatically	Big problems solved faster; customer gets priority help
Mobile App Access	Employees use CRM from their phone	Delivery and support teams can work from anywhere; faster service
Social Media Integration	Receives requests from Facebook, WhatsApp	No customer is missed, even if contacting through social; engagement is higher

### Real Impact for the IT Company (with CRM features)

- **Contact Management** helps staff solve customer problems quickly because all information is easy to find in one place.
- **Ticketing/Case System** means every complaint is logged and tracked, so customers get answers faster and no issue gets forgotten.
- **Workflow Automation** gives orders and complaints to the right branch automatically, sharing the workload. Staff feel less stressed.
- **Reports and Dashboards** let the team and boss see who solves the most problems, what customers talk about most, or where delays happen.
- **Mobile Access** means delivery teams use the CRM anywhere, even on the road, helping customers immediately.
- **Email/Social Media Integration** means the company responds to customers wherever they contact, giving better, more complete service.
- **Escalation Rules** ensure if someone cannot solve a problem in time, a manager jumps in and helps, so complaints are resolved quickly.

## **Types of CRM and Their Impact**

### **1. Service CRM**

- Used to manage customer complaints, delivery issues, and support tickets.
- Impact: Customers get quicker solutions. The company easily tracks who solved what problem and when.

### **2. Sales CRM**

- Helps sales teams track new customer leads, manage deals, and follow up with old customers.
- Impact: No lead is missed, so more sales happen. Sales team spends less time on paperwork and more time talking to customers. For example, the company tracked all websites visitors asking about a product, followed up, and converted more leads into sales – sales increased by 20%.

### **3. Marketing CRM**

- Used to run and track marketing campaigns (social media ads, SMS offers).
- Impact: Company knows which advertisement worked best and what customers liked. Only interested customers are targeted next time, saving money. Marketing team saw that offers sent to WhatsApp, rather than SMS, worked better for their audience.

### **4. Management/Analytical CRM**

- Used by management (bosses) to see reports, analyze customer data, and check employee performance.
- Impact: Bosses see patterns, like why complaints come from a particular area, which branch sells more furniture, or which employee solves complaints fastest. This helps make smarter decisions for discounts, products, and staff rewards.

### **5. Collaborative CRM**

- Connects different teams (sales, service, warehouse, delivery) so everyone shares customer info.
- Impact: Less confusion, all teams know what's happening, so customers get smoother service. For example, if delivery faces a delay, sales/customer support team is informed and can update the customer.

CRM Type	Who Uses It	Real Impact For Company Example
Service CRM	Support Staff	Faster complaint resolution, happier customers
Sales CRM	Sales Team	More sales, better follow up, less lost leads
Marketing CRM	Marketing Team	Targeted ads, less waste, smarter campaigns
Management CRM	Bosses/Managers	Better reports, smarter choices, more rewards/bonuses
Collaborative CRM	All company departments	Smooth teamwork, quicker customer service

### Real-Life Example in Company

- **After CRM:** Customer asks for new sofa, sales team sees it, passes info to warehouse and delivery, marketing team notes which add attracted customer, support staff ready if complaint comes.
- All ***teams share information quickly***, no confusion, customers are happy and more likely to buy again.

*Based on the above example we can say that ITT company can also use to make customers happy with their services and increase their sales profits and Every department in an ITT company benefit – better teamwork, more sales, focused marketing, and smarter management decisions – all because of using the right kind of CRM.*