|  |  |
| --- | --- |
| CRM | SALES FORCE AUTOMATION |
| * Basically, Customer Relationship Management is used for interactions with customer and manage customer life cycle * It is used to make marketing activities automation, track customer buying trends, predictive analysis on purchasing style, * Main goal is to build and maintain strong customer relationships across marketing, sales, and service departments. It aims for a 360-degree view of the customer journey. * A company uses CRM to track customer interactions across different departments—sales, marketing, and support—to ensure a seamless customer experience. * Key features: Sales Force Automation (SFA),marketing automation,customer support, customer data management and reporting analytics * To be more brief, it is built with a focus on customer satisfaction and all the benefits of customer retention. It is designed to look after the client, once they become a client | * Sales force is subset of CRM but used for internal purpose in organization within marketing, sales, supply chain, production and sometimes with HR team. * Sales force automation technology (SFA) refers to any suite of software apps that streamline the sales management process. This includes tracking leads and opportunities through the sales pipeline, sales team and customer activity, communication and analysis for individual performance evaluation. * A sales team uses SFA to track which leads are in their pipeline, automate follow-up emails, schedule meetings, and predict future revenue. * Key feature   Lead and Opportunity Management, Contact Management, Sales Forecasting, Order Processing and Follow-ups Activity Management.   * SFA, on the other hand, focuses on the sales process – making it as efficient and transparent as possible. Generally, SFA software will consist of potential sales management and pipeline management tools, providing sales directors with a clear picture of future prospects, recent sales and past performance of their sales reps. * benefit of sales force automation technology is its ability to optimize the sales forecasting process for managers and directors. |

BMW CRM PLATFORM

To address safety concerns and rebuild customer confidence, the BMW Group quickly shifted gears. The 104-year-old Munich-based automaker accelerated digital transformation efforts to streamline processes and increase collaboration from anywhere to future-proof their business. As a result, even while people stayed home to avoid the virus, BMW successfully engaged employees, dealers, and customers — a top priority on every automotive company’s digital agenda

BMW built out remote services, including coaching and training to improve employees’ soft skills — such as empathy and better listening habits. This training improved communication between sales and post-sales teams.

BMW implemented a CRM to link 5,000 dealerships, each with as many as 80 different systems in addition to online apps and events. The company pulled all that data into a single platform and layered in artificial intelligence and analytics. Sales and service reps could then access this information and use it to manage leads, smooth handoffs, and improve the customer experience at every touch point. It set dealers up for success, which was clearly visible in their results.

BMW used Salesforce to route the right leads and streamline customer outreach. More than 60 markets also received home-to-home virtual customer engagement tools to put together deals, send out offers, and close contracts.

implementing a retail CRM system at one of the biggest locations in Hanover, Germany, without setting foot on the property. “We did overall data cleansing by remote services, cutover, go live, even customer support at the beginning when of course a lot of questions pop up, was done by remote services.

When the customer was ready to move to an in-person experience, the dealer had all customer information, their preferences, and details on the experience thus far within the platform.

In addition to Salesforce, BMW may use other specialized tools and integrations to complement their CRM strategy, such as:

* **SAP CRM**: BMW also integrates with **SAP** for enterprise resource planning (ERP) and customer data management.
* **Microsoft Dynamics 365**: Some reports indicate that BMW has used **Microsoft Dynamics** for certain customer engagement processes.

Source: https://www.salesforce.com/blog/bmw-shifts-gears-during-pandemic/