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| 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 | * 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 |