EXPERIMENT NO.:05

Title: Implementation and case study of Saleforce.com cloud

Solution:

Salesforce Service Cloud is a customer relationship management (CRM) platform for customer service and support. Salesforce based Service Cloud on its Sales Cloud product, a popular CRM software for sales professionals.

Service Cloud enables users to automate service processes, streamline workflows and find key articles, topics and experts to support customer service agents. The purpose is to foster one-to-one marketing relationships with every customer across multiple channels and devices.

Salesforce.com applied cloud computing in several ways. One of these ways included the use of contemporary Saleforce.com web site that focused on cloud computing and grading of commodities into three basic forms of clouds, namely; custom clouds, sevice cloud and sales cloud.

The firm applied both Sales and Service clouds in enhancing client related services. The firm also utilized the Force.com to enable its clients comes up with personal applications for utilization within the wider firm's network. That is the Force.com offered both IT services and tools that gave clients the capability to tailor their customer relationship management applications.

Main feature and benefits:

1. **Agent workspace.** This is a comprehensive and customizable user interface (UI) for customer service agents that offers various productivity tools, analytics and customer views.
2. **Case management.** Agents can use Service Console to juggle multiple cases at once across multiple channels. Case management is accessible via both desktop and mobile apps.
3. **Knowledge management.** Agents can create and access resources within the company's knowledge base.
4. **Service process automation.** Support functions can be automated with artificialintelligence (AI).
5. **Omnichannel routing.** Cases and leads can be automatically directed to specific employees based on factors such as employee skill set and availability. Supervisors can access a complete view of routing and agent activity.
6. **Service analytics.** Dashboards give employees easy access to reporting and key CRM data, such as backlog analysis, chatbot performance, case history and volume, and agent productivity and activity.

7. **Computer telephony integration (CTI).** Service calls to and from customers can be managed with customer information on hand.
8. **Automation with macros.** Repetitive customer service tasks can be automated.
9. **Asset and order management.** This tracks customer data, such as assets, order history and support history.

Salesforce Sales Cloud vs. Service Cloud

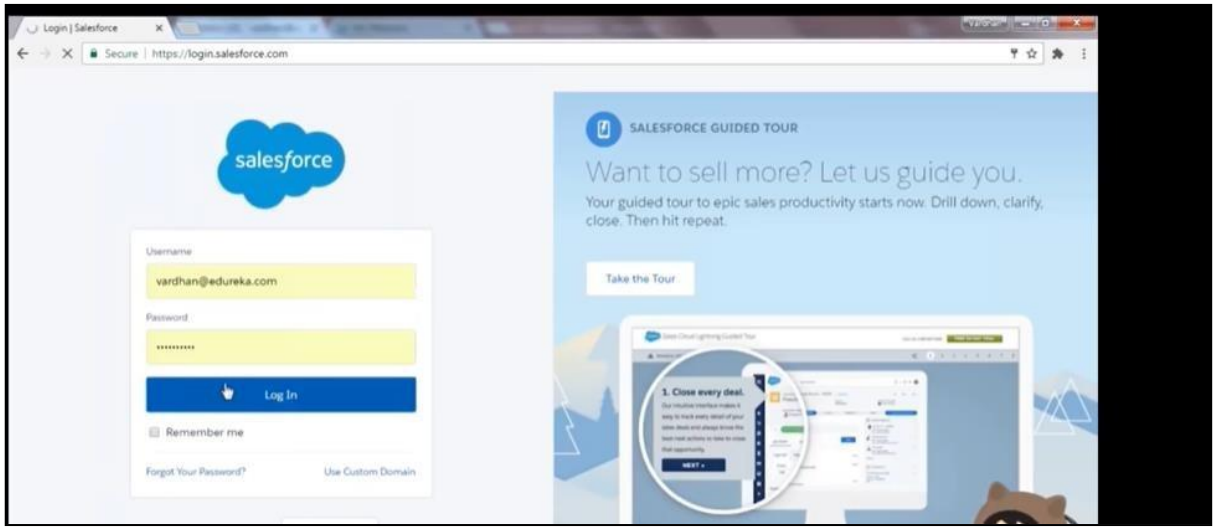
When customers enroll with Salesforce products, they have the option to choose between the Sales Cloud and the Service Cloud modules. There is considerable overlap between the two modules. The Sales Cloud product is used by businesses that are focused on generating leads, opportunities and sales. Salesforce Service Cloud, however, contains all of the features that Sales Cloud includes, plus additional features for service-oriented businesses with higher support process demands.

Follows Step for implementation of salesforce Cloud

Step 1:

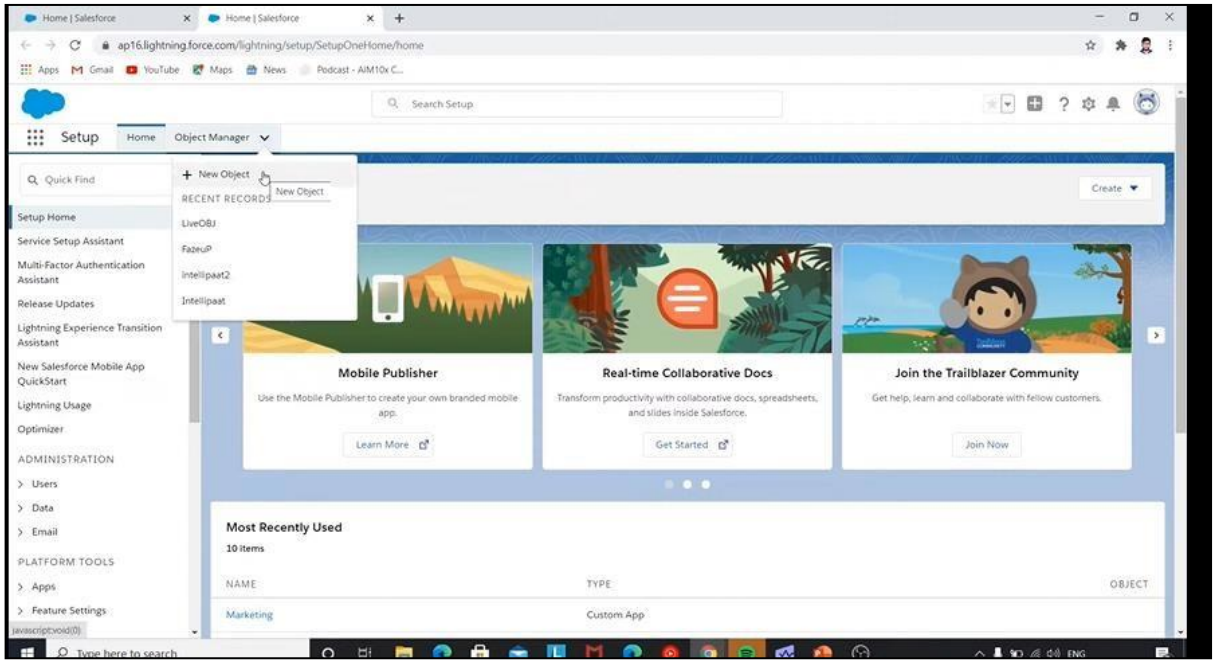
Open the Salesforce website URL
https://www.salesforce.org/

and login with Username and Password or create new cloud service account.



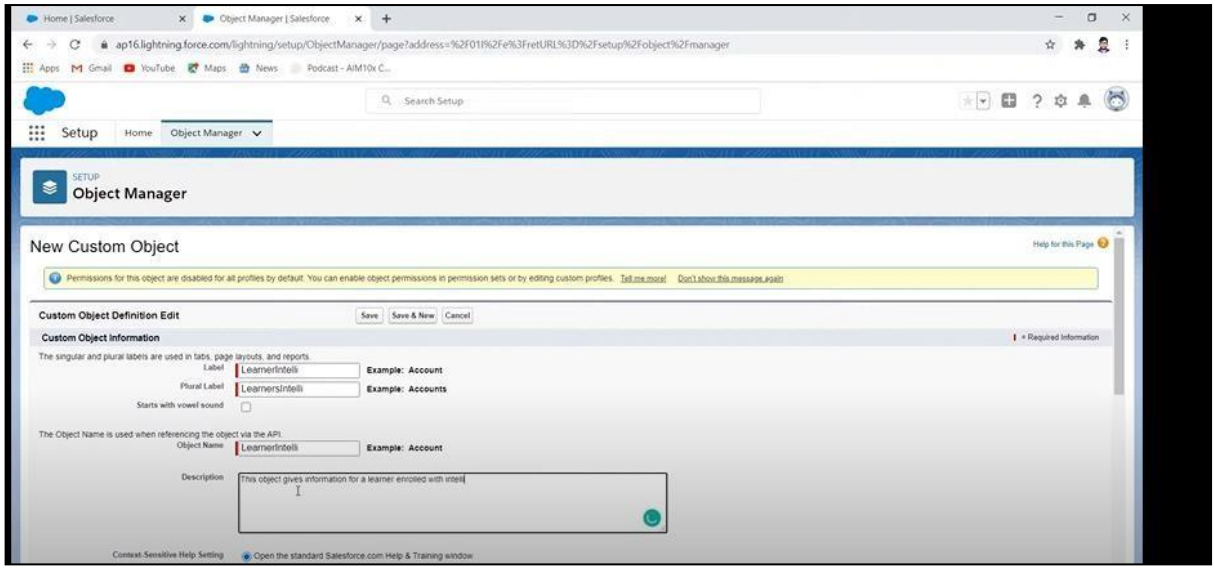
Step 2:

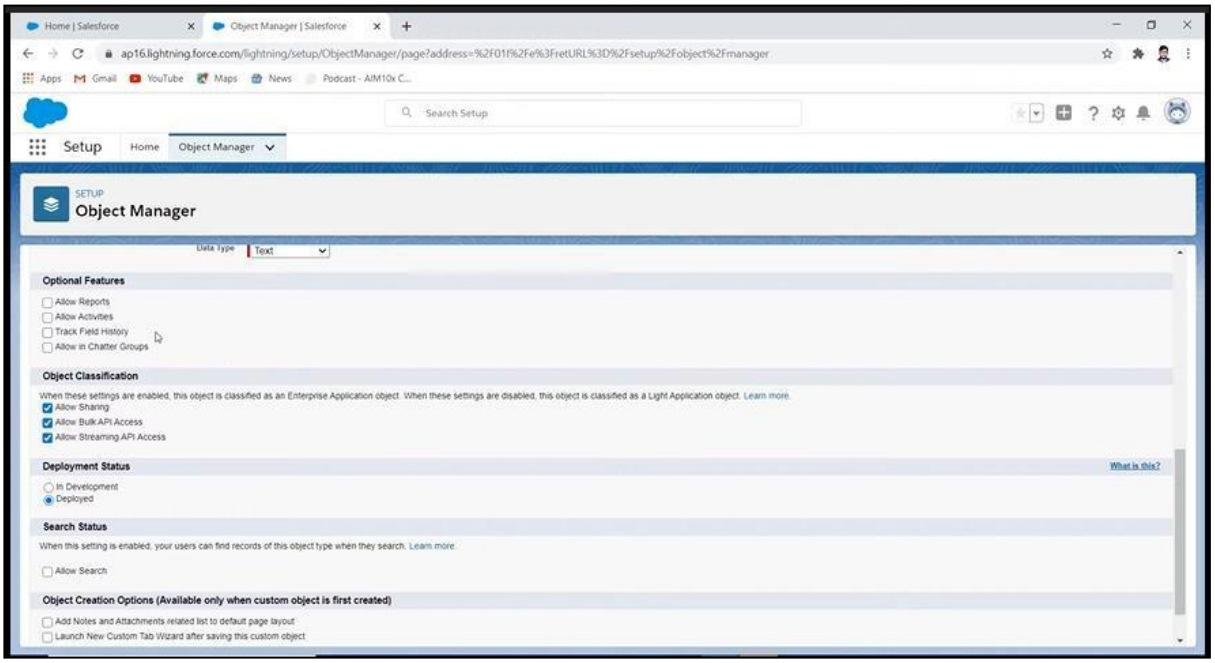
For the create new app in cloud first create the new object instances.



Step 3:

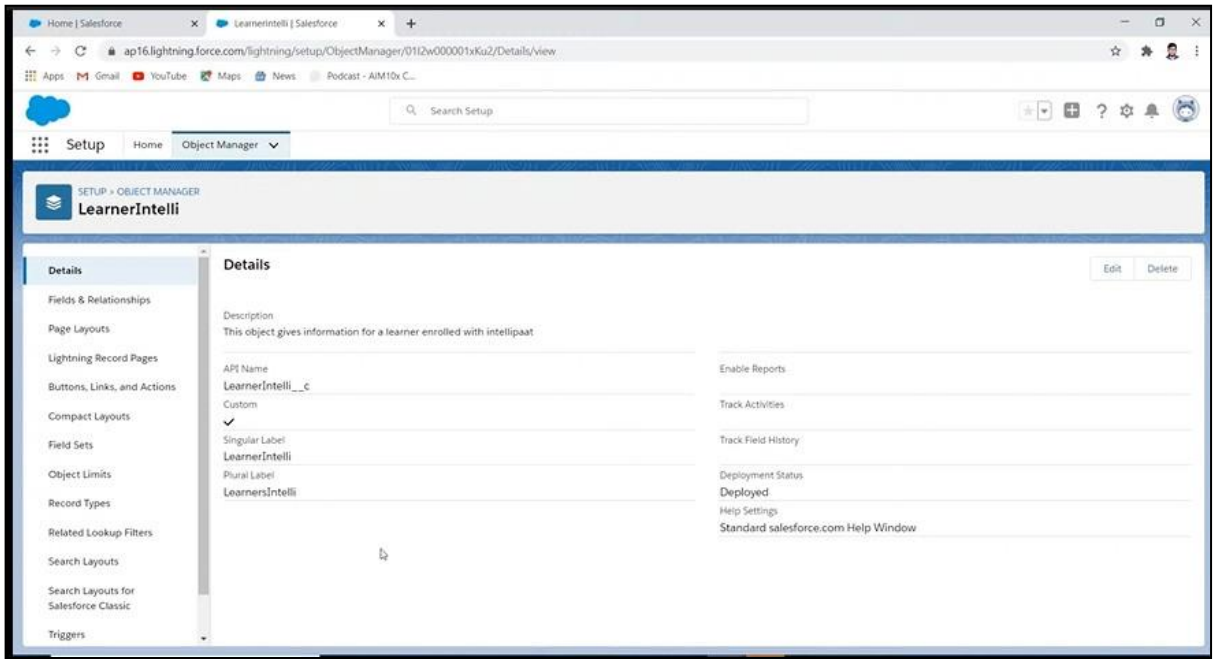
The new windows will be open fill the information related to the object creation.





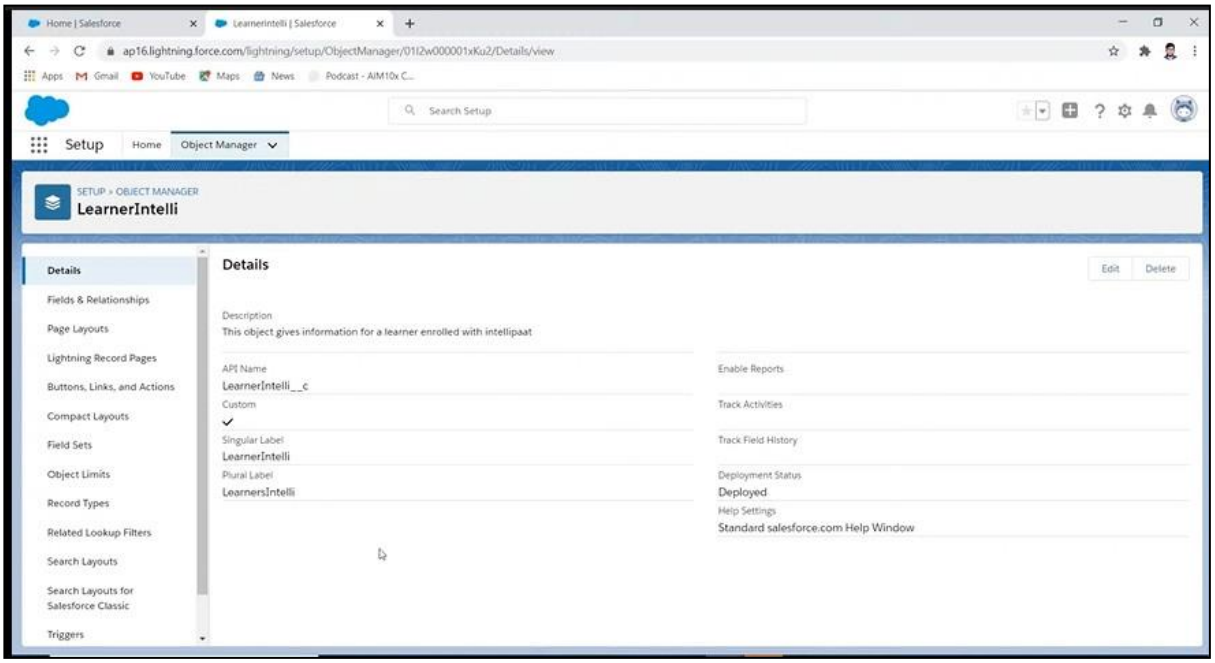
Step 4:

The new Object will be ready.



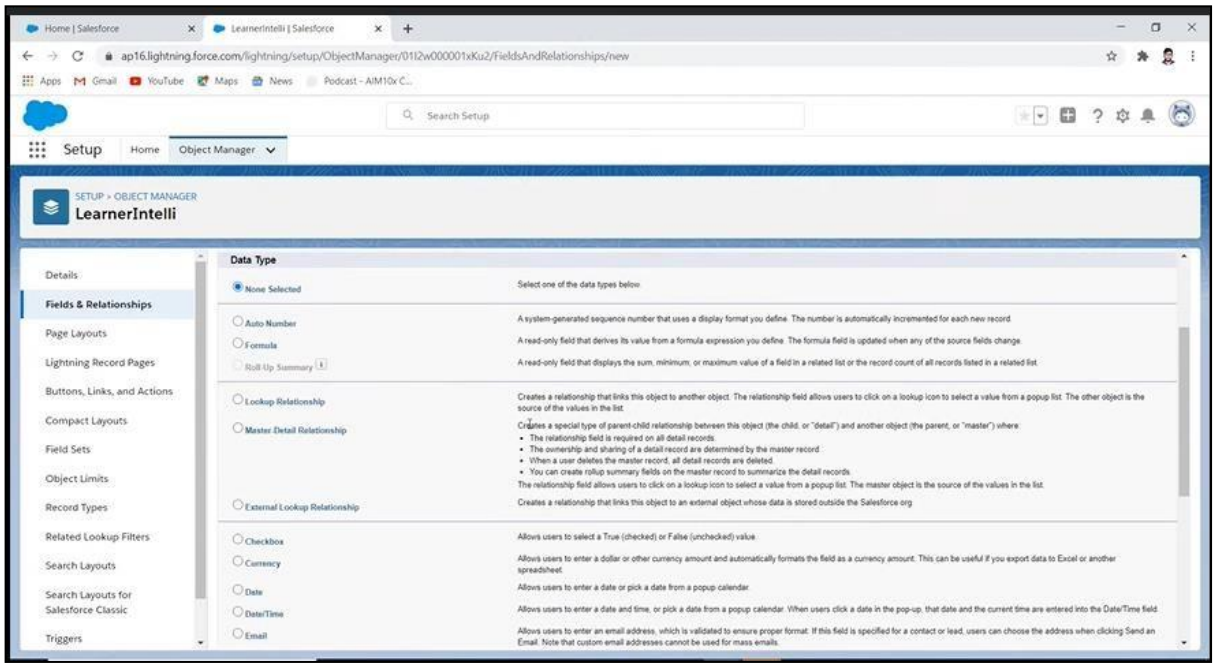
Step 5:

For accessing service and set implementation we add some properties,



Step 6:

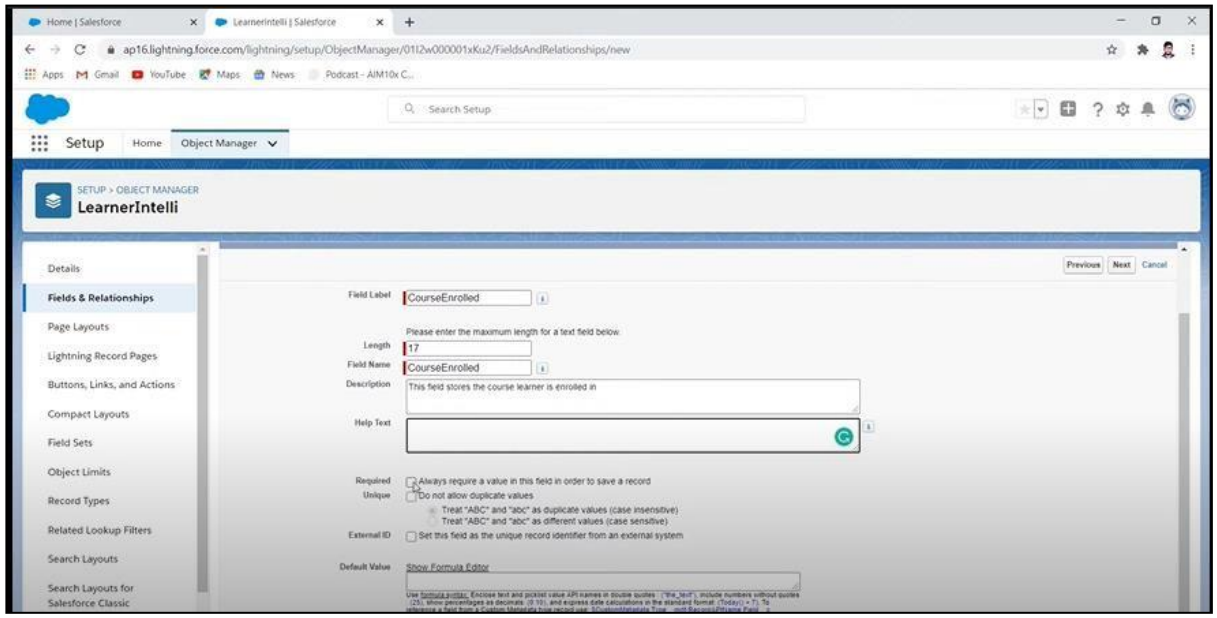
Go to the Fields and Relationship options and create new Fields,

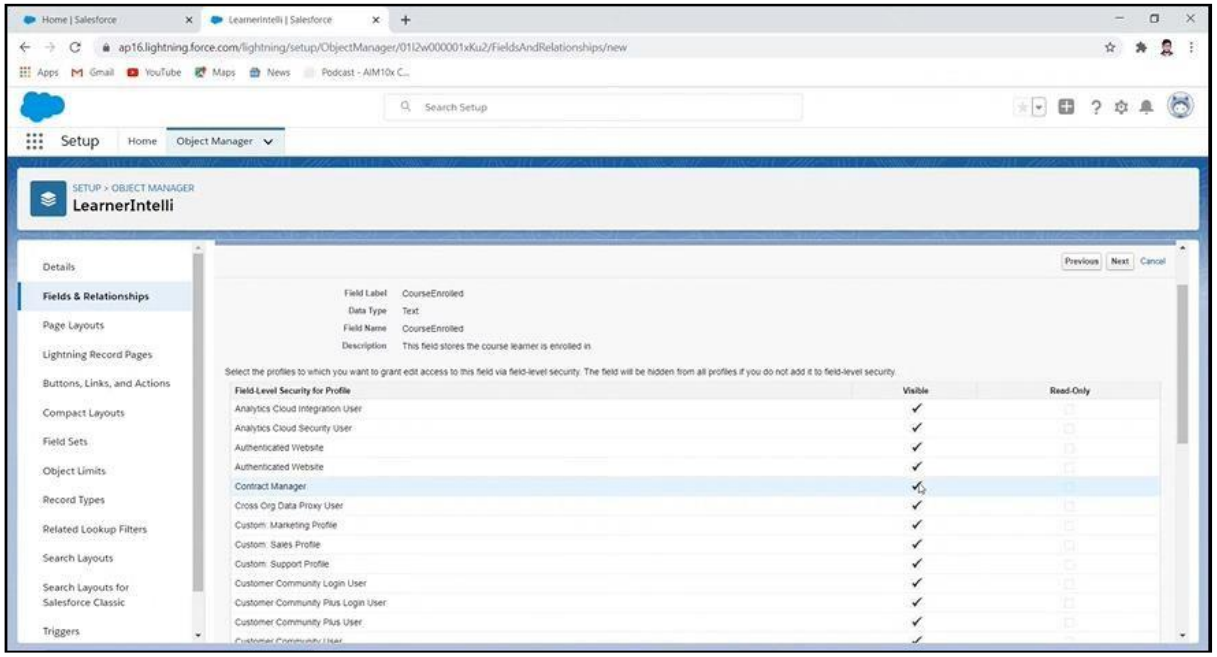


Step 7:

For example, create the text field in the properties list we select the text option.

Open new fields create windows will be open.

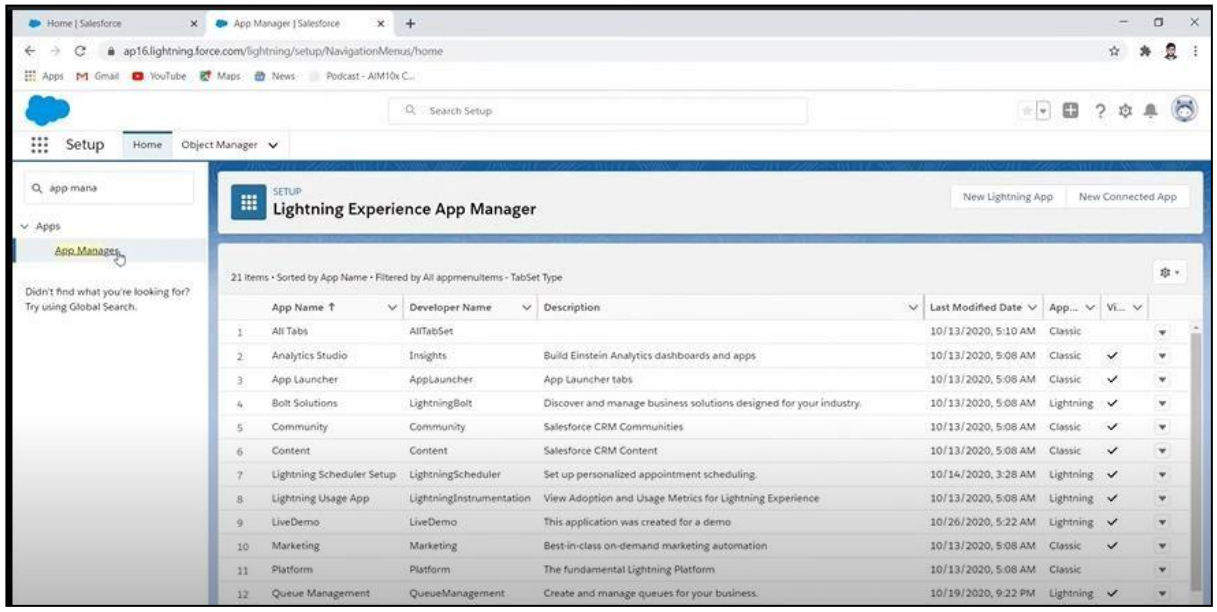




We create the app object.

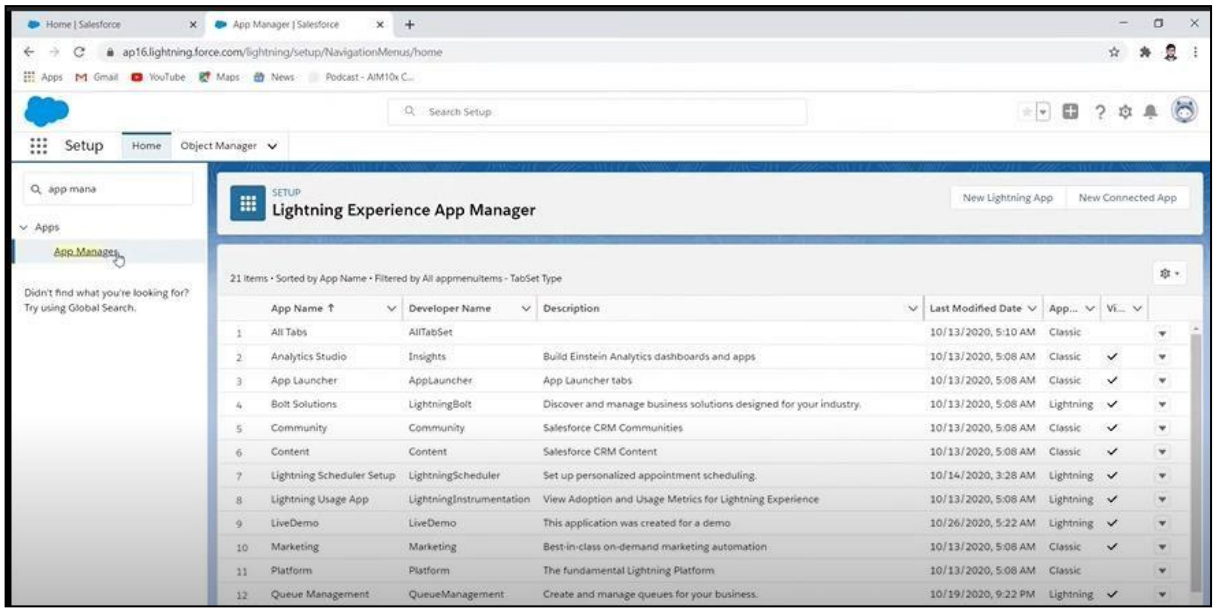
Step 8:

For app creation go to search bar and find app manager.

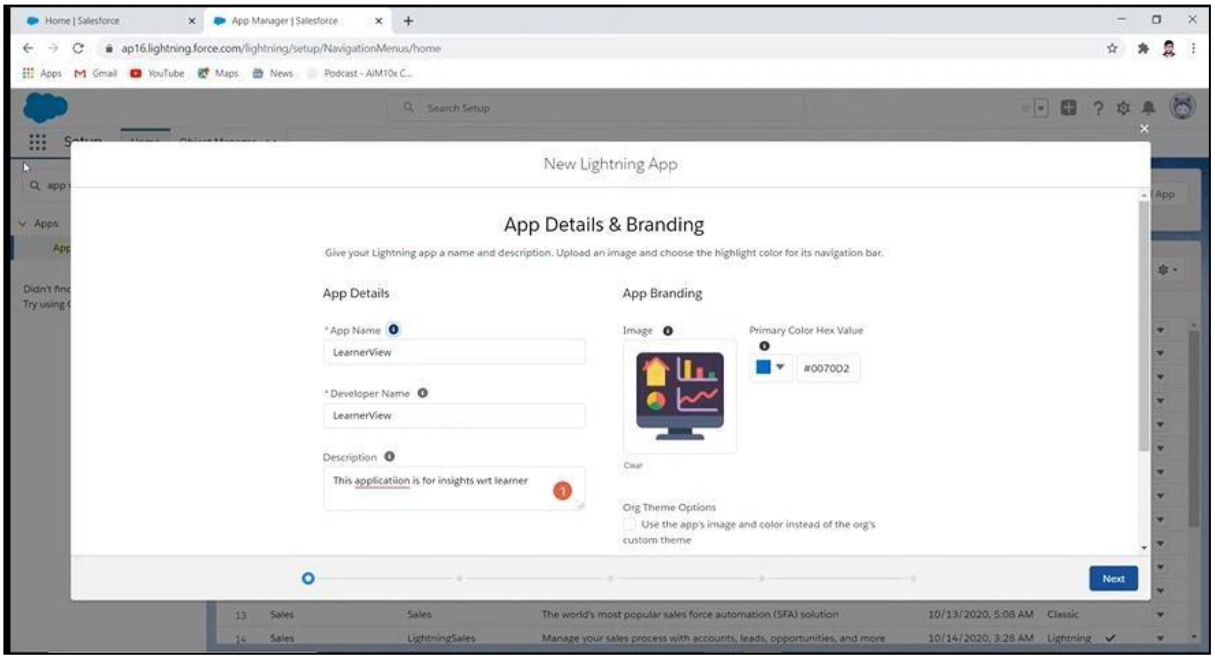


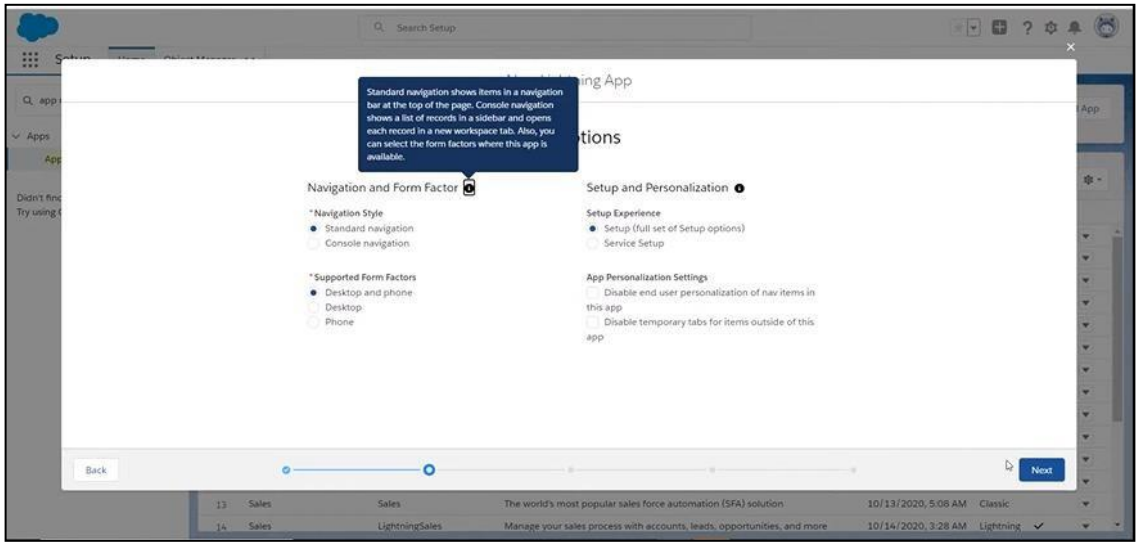
Step 9:

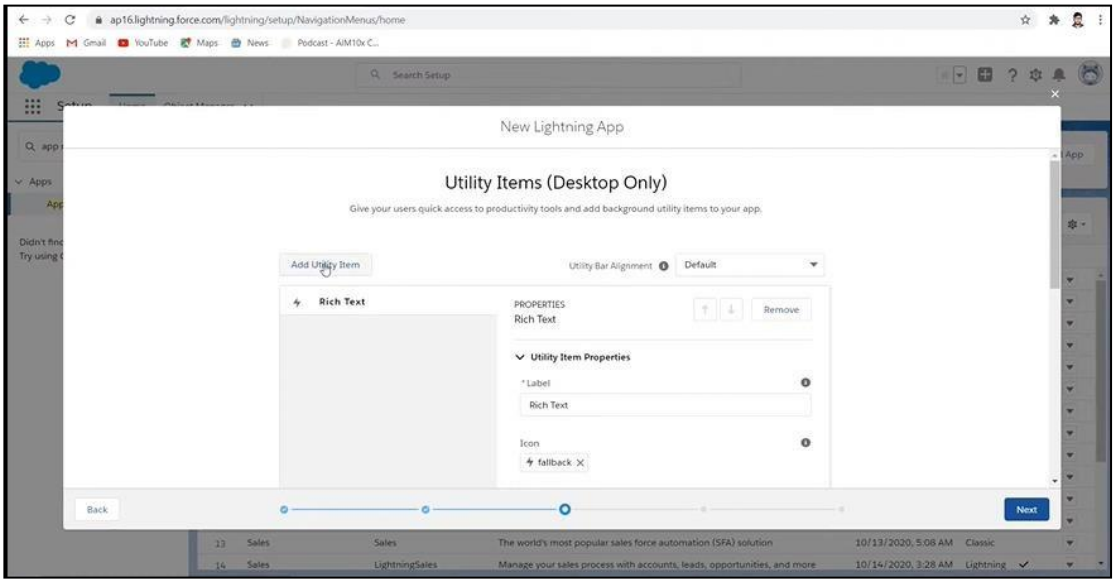
There are many ready app is available with two type (classic and Lighting).
But we create new app click the new app (classic and Lighting).

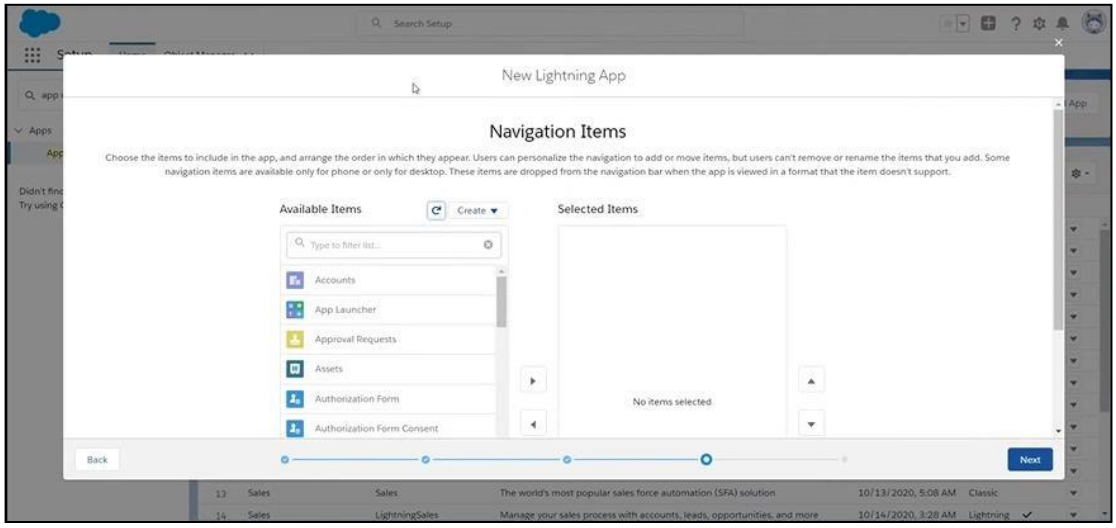


And fill all app properties and require data.


Home | Salesforce
App Manager | Salesforce
ap16.lightning.force.com/lightning/setup/NavigationMenus/home
Search Setup
New Lightning App
App Details & Branding
Give your Lightning app a name and description. Upload an image and choose the highlight color for its navigation bar.
App Details
App Branding
* App Name
LearnerView
* Developer Name
LearnerView
Description
This applicatiion is for insights wrt learner
Image
Primary Color Hex Value
#0070D2
Clear
Org Theme Options
Use the app's image and color instead of the org's custom theme
Next
13 Sales Sales The world's most popular sales force automation (SFA) solution 10/13/2020, 5:08 AM Classic
14 Sales LightningSales Manage your sales process with accounts, leads, opportunities, and more 10/14/2020, 3:28 AM Lightning


Search Setup
Standard navigation shows items in a navigation bar at the top of the page. Console navigation shows a list of records in a sidebar and opens each record in a new workspace tab. Also, you can select the form factors where this app is available.
Navigation and Form Factor
* Navigation Style
Standard navigation
Console navigation
* Supported Form Factors
Desktop and phone
Desktop
Phone
Setup and Personalization
Setup Experience
Setup (full set of Setup options)
Service Setup
App Personalization Settings
Disable end user personalization of nav items in this app
Disable temporary tabs for items outside of this app
Back
Next
13 Sales Sales The world's most popular sales force automation (SFA) solution 10/13/2020, 5:08 AM Classic
14 Sales LightningSales Manage your sales process with accounts, leads, opportunities, and more 10/14/2020, 3:28 AM Lightning



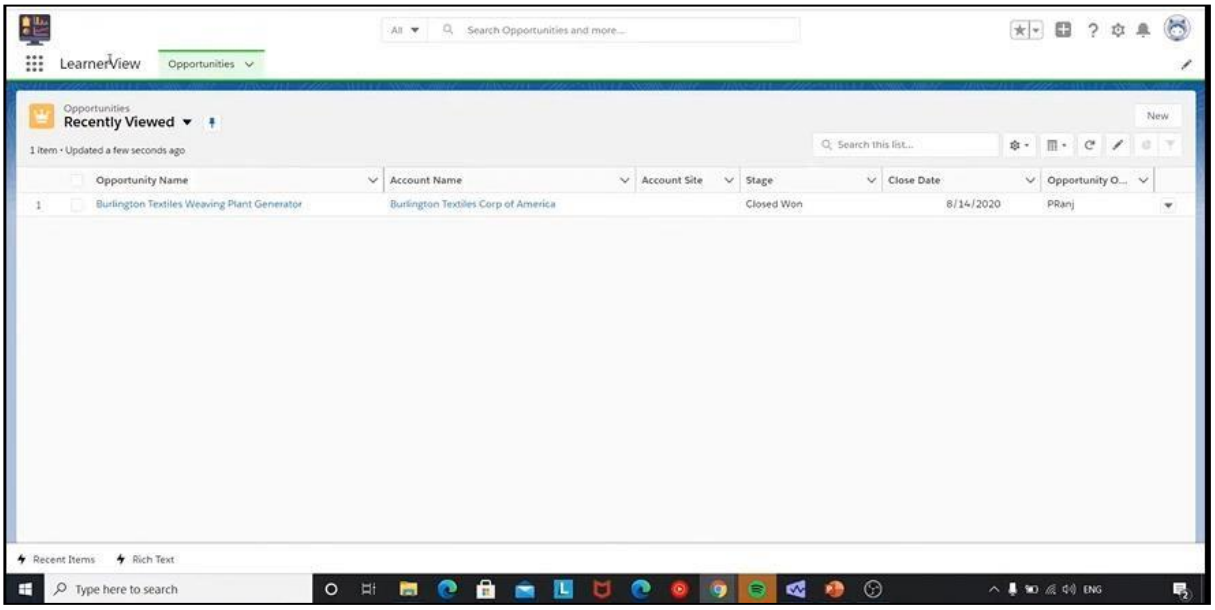


Step 10:

All the properties set; the app will be creating.

Go to app manager search the app name.

App will be created with properties and fields.



Step 11:

Set your all properties and develop your own app using custom feature.

Conclusion: We have studied and implemented own app on Salesforce.com