Project Report Template

1. INTRODUCTION

1.1 overview

Create a CRM Application which helps the applicant to track the No. of jobs he applied and helps him to find the job posted by the various recruiters, find the best attributes to be involved to run the process in a smooth way and easily to track.

1.2 Purpose

Salesforce unites your marketing, sales, commerce, service, and IT teams from anywhere with Customer 360 — one integrated CRM platform that powers our entire suite of connected apps. With Customer 360, you can focus your employees on what's important right now: stabilizing your business, reopening, and getting back to delivering exceptional customer experiences.

When you buy Salesforce, you're not just buying a CRM platform; you're joining an inclusive community of over 10 million innovators, disruptors, and community shapers we call Trailblazers. With free online learning from Trailhead, they're learning the skills to improve their companies and careers.

Before moving to understand what is Salesforce, this tutorial will acquaint you with the term CRM. Back in time, employees managed manually data. They jotted down information and stored them in files. This way, they failed to make use of all the available data.

Gradually, as years passed by with the advent of computers, companies made use of Excel sheets and documents

for managing their data. However, this approach proved to be time-consuming and inefficient when handling large volumes of data.

There was a requirement to effectively handle and analyze vast volumes of user data by every employee in the organization. By the term effective, it refers to methods that could be incorporated to improve customer satisfaction. This was when CRM, known as customer relationship management, was introduced, and it addressed the above issues.

Initially, customer relationship management (CRM) solutions were hosted on a company's server. This became time-consuming and highly expensive. Such CRMs were also challenging to use.

The solution was to build an affordable and cost-effective CRM software and provide it entirely online as a service. This was the core idea behind Salesforce.

2 . ADVANTAGES AND DISADVANTAGES

Advantages:

- Better Time Management. Time management is a huge benefit of Salesforce and one of the best ways to allow a business to grow and thrive. …

- Ultimate Accessibility. …

- Increased Revenue. …

- Greater Customer Satisfaction. …

- Simple Account Planning. …

- Trusted Reporting. …

- Improved Team Collaboration.

- A single view of the customer for cross-functional insight and reporting.

- Dashboards that visually showcase data in action.

- Customer-centric automation.

- Proactive service.

- Optimized processes.

- Simplified collaboration.

Disadvantage :

- Definitely not the cheapest CRM solution on the market, especially, considering the fact that Salesforce subscription should be paid upfront for a year.

- Numerous related and hidden fees for third-party tool integration, customization.

- It may seem that there are always add-ons you need to buy.

- Lack Of Support From Salesforce. …

- Difficult To Customize. …

- User Permissions. …

- Compromised Data Integrity Linked to Support Issues. ...
- Lack of Useable Reports and Dashboards. …

- Poor User Adoption. …

- More Support, Fewer Salesforce Challenges.

3.APPLICATIONS:

- **Customer Service**: Salesforce provides excellent customer service from anywhere in the world. It helps in resolving customer issues faster and improves support agent response time. Salesforce allows you to unify email, social, phone, and chat support and helps manage every channel from one view.

- **Customize Data**: Salesforce allows you to handle and customize different types of data. It helps you track real-time analytics and enhance the customer experience.

- **Flexible Data Reporting and Analysis**: Salesforce allows flexible data reporting and analysis. Here, sales representatives can create their reports to check the accounts they haven't worked on for a while.

- **Understand Customer Data**: The Salesforce tool makes you understand customer data, identify their interests and

perception. You can locate and re-engage inactive customers and increase sales by tracking customer interaction.

4.CONCLUTION:

Salesforce is a popular CRM platform today. After reading this tutorial, you would know what CRM is, why Salesforce, what is Salesforce, Salesforce services, and its applications.

If you are interested to learn more about Salesforce check out Simplilearn's [Salesforce Admin Certification Training](#) where you will learn how to manage and develop apps for one of the most popular CRM platforms worldwide.

Do you have any questions with respect to this article on what is Salesforce? If you do, then please put it in the comments section of this tutorial. Our team will solve your queries at the earliest. Click on the following video to know more: [What is Salesforce?](#)

5.FUTURE SCOPE:

Despite the expanding enterprise software market and the tremendous success of the tool, without a stream of new products and features, growth in an arena where the challengers include the likes of IBM, SAP, and Microsoft is difficult, at best.

This is a strategy that Salesforce has grasped well. With the launch of Lightning Experience in August, 2015, it has remained upwardly mobile in the CRM market. This was a more efficient version of the core CRM product that met its aim in increasing sales rep productivity, and providing businesses with the analytics and intelligence that are key factors to increase sales.

Some striking features of this new Salesforce Lightning is that it provides customizable dashboards and opportunity boards which help in getting a complete picture across all deals. Sales professionals can drag-and-drop deals from stage-to-stage like digital sticky notes. Also, with the feature of contextual hovers, one can get to know what is going on with a customer without having to navigate through many pages.

In the longer term, we expect Salesforce to integrate data science and big data capabilities to its Service Cloud and Marketing Cloud. This would result in automated customer service tasks (via Service Cloud) and would let marketers leverage data for predictive and targeted marketing (via Marketing Cloud). If this is done, it will be a step in the right direction, considering a report from MIT which stated that 71% of businesses invest in business intelligence and big data, of which 20% have said to have made substantial investments.

By providing customized CRM tools to specific categories of businesses and by providing personalized experiences for clients that in turn help in capturing relevant and specific information, Salesforce can promise itself a growth that it has sustained for itself so far.

Salesforce forays into the healthcare industry and the Internet-of-Things (IoT) has already begun, with the company outlining its Health Cloud at this year's Dream Force convention. And as one of the first CRM-providers to take to the mobile platform, Salesforce's various mobile apps are well-established tools at large enterprises.