A REPORT
ON

CUSTOMER RELATIONSHIP MANAGEMENT IN SALESFORCE

Submitted by,

Neha H D - 20211CSE0519

Under the guidance of,

Mr. Asad Mohammed Khan

in partial fulfillment for the award of the degree

of

BACHELOR OF TECHNOLOGY

IN

COMPUTER SCIENCE AND ENGINEERING

At

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

PRESIDENCY UNIVERSITY

BENGALURU

MAY 2025

PRESIDENCY UNIVERSITY

PRESIDENCY SCHOOL OF COMPUTER SCIENCE AND ENGINEERING

CERTIFICATE

This is to certify that the Internship report **"Customer Relationship Management in Salesforce"** being submitted by "Neha HD" bearing roll number "20211CSE0519" in partial fulfillment of the requirement for the award of the degree of Bachelor of Technology in Computer Science and Engineering is a bonafide work carried out under my supervision.

Mr. Asad Mohammed Khan
Assistant Professor
School of CSE & ISE
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Dr. Asif Mohamed H B
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Dean –PSCS / PSIS
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PRESIDENCY UNIVERSITY

PRESIDENCY SCHOOL OF COMPUTER SCIENCE AND ENGINEERING

DECLARATION

I hereby declare that the work, which is being presented in the report entitled **"Customer Relationship Management in Salesforce"** in partial fulfillment for the award of Degree of **Bachelor of Technology** in **Computer Science and Engineering**, is a record of my own investigations carried under the guidance of **Mr. Asad Mohammed Khan, Presidency School of Computer Science and Engineering, Presidency University, Bengaluru.**

I have not submitted the matter presented in this report anywhere for the award of any other Degree.

Neha H D

20211CSE0519

INTERNSHIP COMPLETION CERTIFICATE

ANUNAADHA SOLS LLP

LLP #: ACG-9724 Date: 13-05-2025

CERTIFICATE

This is to certify that Ms. NEHA H D, (20211CSE0519) B.Tech. (Computer Science and Engineering), student at Presidency University has done Internship on "Customer Relationship Management on Salesforce.com" in "Anunaadha Sols LLP" for a period of 3 months from 27th January 2025 to 27th April 2025.

The student has shown keen interest in learning during the period she was with us for the internship.

We found her enthusiastic, diligent, hardworking and creative.

We wish her a bright future and success in all her endeavors.

For ANUNAADHA SOLS LLP

Designated Partner

(Manjunatha Chidanandappa Holekade)

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ABSTRACT

CRM is short for Customer Relationship Management. This technology enables you to manage your relationships with your customers and prospects and monitor data on all of your interactions. It also enables teams to work together, both within and outside your organization, listen to social media, monitor key metrics, and communicate through email, phone, social, and other media. By concentrating on the convergence of CRM with sales and marketing strategies, this study illustrates how Salesforce improves productivity, customer retention, and business performance of organizations.

Salesforce gives you everything you need to manage your business from anywhere. With standard products and features, you can run relationships with prospects and customers, work and interact with employees and partners, and safely store your information in the cloud. But standard products and features are just the starting point.

Salesforce CRM enables companies to develop improved relations, close quicker deals, and deliver outstanding customer experiences. It applies automation and AI features for enhancing customer relations and business performances. The abstract further states that Salesforce is comprehensively applied within various industries thanks to its nature of being customizable and scalable based on the needs of the expanding business.CRM offered in a cloud solution format that automates and simplifies sales, marketing, customer service, and support operations in a company.