**Q. Create a structured document by your own words for all the topics in in this week.**

**1. CRM (Customer Relationship Management)**

* It is technology for managing company's relationships and interactions with existing customers and potential customers.
* It improves business relationships.
* By using CRM software to stores customer contact information.

**2. CRM Process**

1. Generate Brand Awareness (Reaching Potential customers).
2. Acquisition/Lead Generation.
3. Convert Leads into Customers.
4. Provide Superior Customer Service.
5. Drive Upsells.

**3. ERP (Enterprise Resource Planning)**

* It is a business management software which is used to integrate all the business activities in any organization.
* By using ERP, we connect customers, sales, inventory, production, marketing, finance, order management, accounting, human resource.

**4.SDLC (Software Development Life Cycle)**

It is process used by Software Industries to design, develop and test high quality software.

1. planning.
2. Defining/Analysis.
3. Designing.
4. Building/Implementation.
5. Testing.
6. Deployment/Maintenace.

**5. On-premise vs cloud**

On-premise:

The company is responsible for running, supporting and maintaining the data all the time.

Cloud: Vendors are responsible for everything.

**6. Different types of CRM's**

Operational CRM:

* Teams (Sales, Marketing, Service) are co-ordinating and sharing information about customers, getting good results.
* It helps to generate Leads, convert leads into actual contracts and provide service for as long as contracts is in place.

Analytical CRM:

* Gathering customer data and information across various source.
* Main Components: Data warehouse (collect & store), Data Mining (Pattern & trends), Online Analytical Process (multidimensional Analysis).

Collaborative CRM:

* It allows an organization to share customer information with others to gain loyalty and acquire new customers to drive sales.

**7. CRM Automation**

* CRM systems supports a diverse range of automations to enhance productivity and streamline workflows.
* It is a process that automatically records and stores email, social media and even phone interactions.

**8.Salesforfce**

* Salesforce provides cloud based crm software and it has applications that are focused on sales, customer service, marketing automation, analytics and application development.
* Removing length installation process and moving everything to the internet.
* Building your application using salesforce tools.

**9.Force.com**

* Force.com is a PaaS product, which stands for Platform-as-a- Service.
* It provides cloud platforms and runtime environments for developing, testing and managing applications.

**10.Advantages and features of salesforce.**

Fast:

Traditional CRM software can take more than a year to deploy, compare that to months or even weeks with salesforce (Time & cost).

Easy:

you can spend more time putting it to use and less time figuring it out.

Effective:

Easy to use and can be customized to meet business needs, customers find salesforce very effective.

**11.Salesforce Products**

Sales Cloud:

* It is about identifying, selling and managing your prospects and customers to reach your sales objects.
* It includes leads, accounts, contacts, opportunities, products, price books, quotes and campaigns.

Service Cloud:

* It is salesforce application to support every customer, anytime, anywhere.
* Major Objects: Cases, Solutions.

Marketing Cloud:

* It provides powerful digital platform.
* It helps build better customer journeys and enhance customer engagement with a brand across channels.

Community Cloud:

* Infrastructure is shared by several organizations and supports a specific community that has shared concerns.

App cloud:

* This platform can be used build applications.
* It provides tools needed quickly create robust, secure, scalable.

IOT Cloud:

* It is hot topic among the salesforce products, and its provides a lot of opportunities with a lot of challenges.
* It's a connection between people-thing, thing-thing, thing-people.

Analytics Cloud:

* It is a type of cloud service model where data analysis and related services are performed on a public or private cloud.
* It refers to any data analytics process that is carried out in collaborative with cloud service provider.

**12. Salesforce Editions and Licenses**

Available in both (Classic and Lightning)

* Editions tells about what set of features are provided by salesforce on your environment.
* Based on cloud, difference editions are available and difference prices are charged for the edition.

1.SalesforceIQ CRM Master (Group):

* Designed for small scale organizations.
* Looking for only basic sales applications.

2.Lightning Professional:

* It provides complete CRM applications with declarative functionalities.
* We can't make APEX programmer's, Triggers, Web Services.

3.Lightning Enterprise:

* It is most popular.
* It provides both declarative capabilities and programmer able capabilities.
* We can make APEX Programs, Triggers, Web Service.

4.Lightning Unlimited:

* It provides complete CRM power and support.

5.Developer's Edition:

* It provides access to many of the features available in enterprise edition.
* It provides access to the lightning platform and API's.
* It allows developers extends salesforce, integrate with other applications, develop new tools and applications.

**License:**

* If user want to access/login into salesforce, use should purchase a license from the salesforce.
* Only one user can login to the sales with one license.

**User License:**

Internal Users: It is used by within the organization people.

Example: Salesforce License, Salesforce Platform License.

External Users: It is used by customers, Agencies.

Example: Community License, Chatter License, site.com License, Authentical License.

**Feature License**:

Feature License used to grant access on additional functionalities.