what is CRM?

crm stands for customer relationship management it is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal of crm is very simple: Improve business-customer relationships. A CRM system helps companies stay connected to customers at profit, streamline processes.

so basically, crm can help in 4 main area

1 enhancing customer satisfaction

2 enhancing customer base

3 enhancing sales

4 increase workforce productivity

Everyone can benefit from better organization, task management, and AI and automation tools that make work faster and better with less time and effort. Crm system can applied through different computing service model

computing service model

there are mainly three types of computing service model

1. Saas   2.Paas   3.Iaas

Saas=>Software as a service is also known as cloud application services. Utilizing the internet, it is managed by a third-party operator who is responsible for all the licenses and updates. The users just have to pay the subscription charges

Example—google apps, dynamics 365, go to meeting, salesforce, Netflix

Paas=>Platform as a service provide a platform to customers for developing, running and managing the applications. It helps them to create custom applications without worrying about the servers and networking

Example—Heroku, Azure, OpenShift, Kubernet

Iaas=>Infrastructure as a service are the best alternative to buying physical servers. Companies can now just offload this to IaaS firms that offer on-demand resources

Example—AWS, Microsoft Azure, google compute engine

so often we encounter the question which one is suitable to us?

When to use SaaS: -

As said, SaaS eliminates the need of downloading the software on each and every employee's system. As it can be accessed from any part of the world and purchased on subscription bases, companies can opt for any ready-made SaaS application and omit themselves from creating a custom software which might be a tedious task that can burn their pockets deep.

When to use PaaS: -

This cloud service can be really advantageous in situations when companies want to develop applications as it streamlines the workflow allowing a number of programmers to work on the same project.

When to use IaaS: -

Infrastructure as a service is the most scalable and flexible cloud service and will be suitable for both small and big businesses as it can be purchased based on requirements. And companies experiencing rapid growth can also take the benefit to save themselves from creating large software or hardware.

CRM V/S ERP

CRM and ERP are both e-commerce systems, which are used by entrepreneurs for their business management automation and productivity improvement.

CRM stands for Customer Relationship Management. This software is mostly focused on customer data collection, storage, processing, and analysis. Integrating data into CRM helps merchants to optimize their external with clients across long sales cycles.

ERP is an Enterprise Resource Planning. It is a more complex solution that involves all parts of a business, like accounting, human resources, supply chain, procurement, etc. ERP aims to combine activities of each department into a centralized system to make all processes more structured and efficient.

To sum up, CRM aims to organize and simplify mostly the sales department activities, while ERP covers various business areas.

Microsoft's solution for crm and erp.

Dynamics 365 is a set of interconnected Saas applications designed to maintain customers, employees, and business activities. It combines CRM and ERP for integrating your data, business strategy, and processes. Dynamics 365 offers automated, integrated, and intelligent sales and marketing capabilities that efficiently connect, prioritize, and convert potential customers into paying customers and paying customers to loyal customers

These interconnected Saas application are built on common data model schema and common data service. Some of default module which is provided by d365 are sales, marketing, customer service, supply chain, human resources and many more apart from that we can also create application according to our need by using common data service, common data model schema and using power apps

Microsoft d365 is built on Azure platform which is a trusted platform and offers many services like office 365

So in short Microsoft dynamics 365 is a platform which uses concepts of CRM and erp for making customer interaction as well as centralized enterprise communication very smooth it can help us in enhancing customer satisfaction, customer base, and workforce productivity along with intra organization management very easy