RETAIL MANAGEMENT APPLICATION USING SALESFORCE

1.Introduction

1.1 Overview

Retailing encompasses the business activities involved in selling goods and services to consumers for their persons or family household etc. A CRM product owner has requested to create two applications one is a sales app for sales reps to use this application and store customer data and the second application is a service app for service reps/agents to provide support to customers in dealing cases. To generate business on top of the customers.

1.2 Purpose

Uses

*Retail management saves time and ensures the customers easily locate their desired merchandise and return home satisfied.

*An effective management avoids unnecessary chaos at the store.

*Management controls shopliftings to a large extent

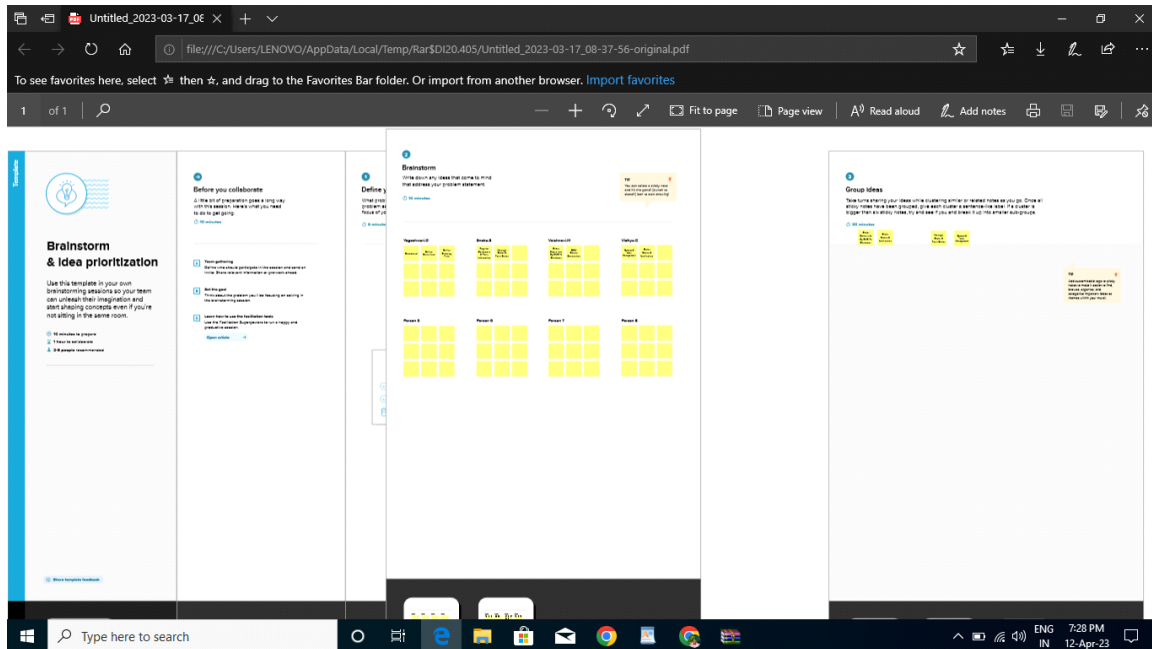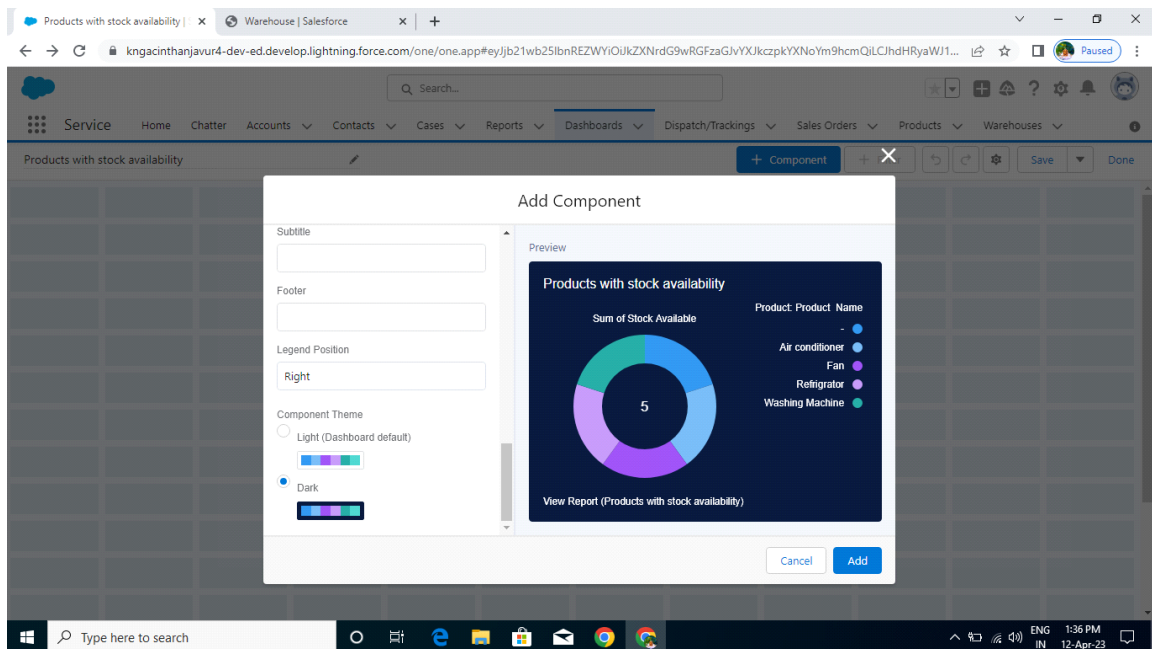2.Problem definition & design thinking

2.1 Empathy Map

2.2 Ideation & Brainstorming Map

3.Result

4.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.

Disadvantages

*High competition.

*No benefit, of bulk buying.

*You have to pay for add ones to get the most out of the software.

*Customer support has a poor reputation

5.Applications

Sales app

*Sales apps can result in faster sales, stranger tracking and communication practices happier employees, and increased sales overall.

*The best sales apps can be grouped into several categories, including note taking communication and project managements.

*The best business sales apps include well-known platforms such as basecamp and Microsoft teams, as well as lesser-known names such as a map

*The article is for business owners looking to purchase sales apps to expedite their sales processes.

Service app

*Service cloud by salesforce is one of the world's most popular and highly rated customer service software solutions.

*Whether by phone, web chat or email, this customer support software enables agents and customers to quickly connect and solve customer problems.

6.Conclusion

The purpose of sales force training is to make salespeople successful. Training programs need to change as capability gaps arise. A significant capability gap exists when a candidate is hired, so most organizations have training programs for new salespeople. Changes in selling environments frequently induce capability gaps that require that a company modify its selling strategy and selling process.

7.Future Scope

*Making products available.

*Presenting products appropriately and attractively.

*Small retailer: all carried out by owner manager.

*Large retailer: central buying office

8.Appendix

Retail_Management
_Application_using_