Salesforce CRM: A new way of managing Customer Relationship in cloud environment

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Abstract—with the appearance of distributed computing, associations are hoping to move their Customer Relationship Management (CRM) applications from an On-Premise environment or we can say local servers to an On-Demand environment that is on cloud server. On-Premise environment is when association has the framework and programming inside their system. In On-Demand environment, outsider has the base and programming and charges the relationship in light of its participation show. Salesforce is the principle On-Demand CRM thing.

Keywords— Cloud environment; CRM; force.com platform; On-demand computing; PaaS; salesforce.com; SaaS

I. INTRODUCTION

Salesforce was born cloud. Center to distributed computing or cloud computing is the idea of programming conveyed as a Service, or SaaS. Salesforce helps you deal with your customer connections, incorporate with different frameworks, and manufacture your own particular applications. This means you don't have an application installed on your computer. All you need is Internet connectivity and a program, and you can sign in from anyplace to access Salesforce. Salesforce helps you assemble more important associations with your customers; to better comprehend their needs, recognize new chances to help, and address their issues speedier. [3]

This document focuses on the Customer Relationship Management stored and managed in the Cloud Environment on Salesforce.com platform. CRM, or customer relationship management, alludes to software or an application that gives organizations a chance to track each collaboration with present and future clients. It is a term that allows to practices, techniques and advancements that organizations use to oversee and break down customer alliance and information all through the client lifecycle, with the objective of enhancing business associations with clients, helping with client maintenance and driving deals development. In Salesforce, all of the information is stored securely in the cloud. Salesforce CRM organizes your data into *objects* and *records*. An object is a tab on a spreadsheet, and a record is like a single row of data. [10]

The better approach for building and running applications are engaged by the universe of cloud computing, where we can get to applications, over the Internet as utilities, rather than as bits of programming running on your desktop or in the server room. [1]

TABLE I. ON-PREMISE VS. ON-DEMAND FUNCTIONS

Function	On Premise	Cloud Computing
Software	Installed on your computer	Delivered via service over Web
Access	Through your computer	Through the Internet
Upgrades	Manual and complex	Automatic and easy
Versions	Multiple versions to maintain	Single code base with no infrastructure maintain
Hardware	Purchase, Maintain and Manage	Pay for what you need

The Force.com is the world's first Platform as a Service (PaaS), empowering people to make and convey any sort of business application in the cloud, totally on-request and without programming. Also, Salesforce CRM is the world's no.1 Platform giving SaaS. [2]

Applications that keep running in the cloud are conveyed as an administration service so organizations no more need to purchase and keep up equipment and programming to run them. Force.com have opened up the foundation and made it available for anybody for establishing any business application and running it on the servers using the Force Platform. The

Force Platform permits to store organized information, execute business method with work process rules, supported methodology and custom code, coordinate with different applications, do reporting and investigation and scale up or down—all with sub second reaction time, high accessibility, and security.

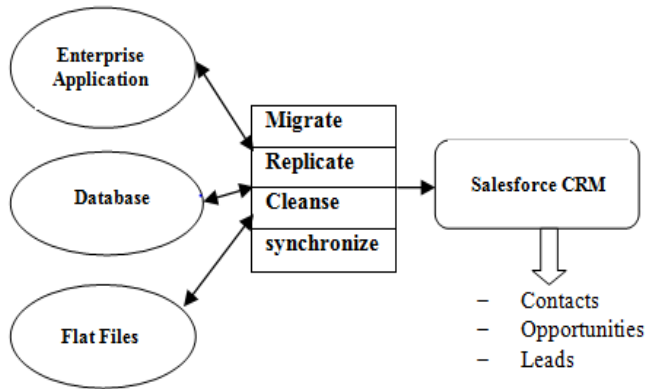## II. SALESFORCE CRM ARCHITECTURE

FIG I.   ARCHITECTURE OF SALESFORCE CRM

Salesforce CRM architecture is a multitenant Architecture consisting of major three components. Enterprise Application consists of the different Applications used by the organizations like SAP, PeopleSoft etc. CRM can also integrate the collection of different databases like Oracle, Sybase or DB2. The third important portion in the Salesforce CRM architecture includes the files and the documents of the organizations. These three components are collectively taken and passed through the Meta processes like Migration, Replication, and Cleansing etc. And finally there comes Salesforce CRM which stores the customers detail and track the progress via Campaign and Opportunities. [16]

III. SALESFORCE CRM OBJECTS

Objects are the database table that allows storing data specific to any company or organization. There exist two types of objects in Salesforce i.e. Standard Objects and Custom Objects.

A. Standard objects

The objects provided by Salesforce.com are known as standard objects like account, contact, lead etc. Salesforce CRM includes these standard objects.

- *Account:* The organizations that your association is connected with. in short, Companies you're working with. You can likewise work with unique individuals, similar to solo temporary workers, utilizing Person Accounts.
- *Contacts:* Individuals who work at an organization you're working with (Accounts).

- *Leads:* Potential prospects who are not yet prepared to purchase or you haven't figured out what item they require. You don't need to utilize Leads, yet they can be useful in the event that you have group offering, or on the off chance that you have distinctive deals forms for prospects and qualified purchasers.
- *Opportunities:* Qualified leads that you've changed over. When you change over a lead, you make an Account and Contact alongside the Opportunity.
- *Campaign:* Creates and tracks a marketing advertisements , such as a direct mail promotion, webinar, or trade show.

FIG II.   SALESFORCE CRM CUSTOM OBJECTS [15]

- *Dashboard:* Represents a graphic, which indicates information from custom reports as visual parts. Access is read-only. This object is available in API version 20.0 and later.
- *Report:* Report refers to an arrangement of company specified data and information that meets certain criteria, showed in a sorted out way. Access is read-only.
- *Idea:* Speaks to a thought on which clients are permitted to remark and vote, for instance, a recommendation for an improvement to a current item or process. This protest is accessible in API rendition 12 and later.

B. Custom objects

The objects made by the users are called custom objects. Custom objects store information that is unique and vital to your organization. Custom objects give the structure to sharing information. Custom objects have properties such as

- *Custom Field*
- *Relationship to other object*
- *Page layouts*
- *A custom user interface tab*[5]

IV. CHALLENGES TOWARDS SALESFORCE CRM

Getting any new business arrangement up and running can be a difficult task to be done. Salesforce CRM is the simplest way to arrange and maintain the data stored on cloud. Although there exists some difficulties for using it.[6]

A. Lack of strategic vision

Each effective CRM extend begins with an unmistakable vision of what you need to fulfil. That vision will drive your procedures and choices at each progression of your usage.

B. No project team

To be fruitful, you require the upfront investment and support of individuals with different points of view and abilities, including partners from all specialty units. That way, you can maintain a strategic distance from numerous correspondence and selection issues before they begin.

C. No clear business process

As you work to characterize your procedure, know about an excess of intricacy. In the event that there are an excessive number of fields, pick lists flooding with qualities, or ineffectively sorted out page designs, your clients will be overpowered, inefficient, and baffled. Keep it basic and get criticism from planned clients before you dispatch and up and down the path as you refine and work out your application.

D. No change management process

Change is a given. Since Salesforce CRM is so simple to change, you'll require a procedure to deal with the progressions, so they don't meddle with your business procedure or undermine your business technique. Making a change administration arrange keeps your association's vision, procedure, and objectives firmly adjusted.

E. Inadequate training

It's also a good idea to create training resources to support your specific implementation, such as newsletters, brown-bag sessions, and tips of the week. Many customers create an Education Web tab to manage their training resources.

F. Dirty data

A massive favourable advantage of a CRM application is that you get complete visibility into the pipeline, so you can do exact determining and use sound judgment. Messy information frustrates the customers and destinies that target. To clean your information and keep it clean, you require an arrangement. Salesforce.com can help with free and minimal effort instruments and also with some incredible guidance. [12]

V. Salesforce Crm Advantages

Salesforce CRM helps in many ways like Reporting to higher authority, Manage clients' data, Reminds of the tasks or activities, for tracking the leads, Analyze the market etc. Listed Below is some of the advantages of using Salesforce CRM. [13]

a. Get more leads, close more arrangements, and do speedier.
b. Effectively tracks and oversees client data.
c. Increase customer loyalty, retention, and satisfaction.
d. Simplifies repetitive tasks so you can concentrate on leads.
e. Connect 1-to-1 with customers on social, mobile, and more.
f. Expect customer wants based on past behaviour.
g. Monitor and manage business anytime, from anywhere.

VI. Conclusion

CRM allows you to oversee relationships with your customers and prospects and track information identified with the majority of your connections. It additionally helps groups team up, both inside and remotely, accumulate experiences from online networking, track essential measurements, and convey by means of email, telephone, social, and different channels. It helps organizations to anticipate customer needs based on their past requirements and choices.

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