



AN EFFECTIVE CRM TOOL: SALESFORCE

PAROMITA VISHVAS

UG Student, Affiliated to the Department of BTech,
Rajasthan College of Engineering for Women, Jaipur

MONIKA MEGHWAL

UG Student, Affiliated to the Department of BTech,
Rajasthan College of Engineering for Women, Jaipur

BHAVIKA MATHUR

Assistant Professor, Affiliated to Department of BTech,
Rajasthan College of Engineering for Women, Jaipur

ABSTRACT

In today's Market, among the CRM services, Salesforce SaaS (Software as a Service) cloud-based platform is used widely as it provides very useful features and advantages to its beneficiaries like, bar charts, customizable dashboard, interactive messaging system, email integration, centralized data centre etc. Salesforce is #1 CRM platform that employees can access entirely over internet.

The significance of CRM (Salesforce) in modern business is enhancing the customers' satisfaction, profitability, personalized interactions and many more.

Salesforce emerges as global leader in cloud-computing services, providing smooth customer interactions with the respective producer companies. And with its continuing advancement, Salesforce continues to dominate the CRM landscape through innovation, SaaS cloud computing and mobile technology.

Key-words: CRM, SaaS, Salesforce, cloud-computing, innovation.

INTRODUCTION

In worldwide, where thousands to lacs products are being manufactured and being deployed to their respective customers, whether it is any services or goods, CRM tools track of the buyers, sellers, suppliers, service users, or anyone else the organization does business with.[1]

CRM stands for customer relationship management, it's a technology that is used for managing the organizations' relationships and interactions with its customers. CRM also helps the organizations to find new customers and help to build strong organization-customer relationships.

Nowadays, Salesforce is the world's #1 Customer Relationship Management (CRM) platform [1], that offers cloud-based services, for organizations as well as customers whether its small, midsize or large-scale organizations. it uses integrated platform to store all customers' information, that makes it very simple and convenient to use. Salesforce has 800+ applications to support various functionalities like Contact and Account management, by allowing to manage the customers contacts and accounts in one centralized location. We can easily access important information.

Salesforce also provides the feature of customizable dashboards and reports to provide the realistic insights into the sales, company's performance and its interactions with the customers.

Moreover, Salesforces as a best CRM tool also provides different features and functionalities as email integration, Automation of Workflow, Centralized Information, Improved Messaging through Generative AI and also Salesforce makes Collaboration easy.

There are so many companies that uses Salesforce such as: Spotify, AWS (Amazon Web Services), US Bank, Walmart, BMW, L'Oreal Americas etc. [8]

REVIEW OF LITERATURE

There is a misinterpretation that, "customer relationship management" or CRM is originated towards the end of the twentieth century [2]. The term 'CRM' may be new, but the practice is old as trade or even money.

The concept of CRM was come in early of 1970s, when customer satisfaction was evaluated using annual surveys or by front-line asking. [3]

Later on, Customer Relationship Management was brought into vogue in 1997, because of the work of Siebel, Gartner and IBM. Til 2000, CRM products are enriched with advance marketing capabilities [4]. The first CRM mobile app named 'Siebel Sales Handheld' is launched by Siebel in 1999. Then, the emerged cloud-based customer was soon adopted by popular leading companies like, Oracle, SAP and Salesforce.com [5].

Customer Relationship Management (CRM) has emerged as a prominent technology-related subject in recent times. According to Chen and Popovich's research in 2003, CRM is not a new concept in market, but has gained significance due to advancements in information and enterprise software.[6][7] The foundation of CRM lies in marketing, which aims to enhance long-term customer's profitability by shifting from product-centric marketing, as noted by Bose in 2002. [6]

As highlighted by Chou et al. in 2002, Chen and Popovich also argued that CRM is essential because customers exhibit diverse preferences and purchasing habits. Understanding customer drivers and profitability allows businesses to tailor their offerings effectively. This heightened attention to CRM is a response to the highly competitive and saturated marketing landscape today.

Greenberg in 2004 emphasized that CRM encompasses all departments in an enterprise, going beyond customer service to include manufacturing, product testing, assembling, purchasing, billing, human resources, marketing, sales, and

engineering. It is a complex application that mines customer data from various touchpoints to provide a holistic view of customers, enabling firms to identify the right customers and predict future trends.

In a comprehensive approach, CRM seamlessly integrates sales, customer service, marketing, field support, and other customer-related functions, leading to increased profits, as per Chou et al. (2002). The modern CRM concept draws influence from total quality management theories and new technological paradigms. Practitioners have produced numerous practical papers discussing the challenges and opportunities of CRM system implementation.

CRM can be viewed as a technology solution in some firms, employing databases and sales automation tools to improve targeting efforts. Others see it as a tool designed for one-to-one customer communications, as suggested by Peppers and Rogers in 1999. Frow and Payne (2004) add that CRM emphasizes two-way communication, greatly enhanced by technological advances like the Internet.

From an IT perspective, CRM involves the enterprise-wide integration of technologies, including data warehouses, websites, intranet/extranet, phone support systems, accounting, sales, marketing, and production. It uses technology to gather data, creating a more personalized interaction with customers and fostering continuous analysis and reinforcement to enhance customer lifetime value.

Successful CRM implementation transforms businesses into customer-driven, technology-integrated entities, as described by Goldenberg (2000). While some may view CRM as a technology application, it is increasingly recognized as a value-focused, rather than technology-centric, effort.

As technology, competitive marketing, and the internet drive customer profitability, firms allocate resources effectively across functional areas affecting customer relationships, according to Chou et al. (2003).

For customers, CRM offers customization, simplicity, and convenience regardless of the interaction channel used, as noted by Gulati and Garino in 2000. Many businesses now appreciate the importance of CRM in gaining a competitive edge, especially in a rapidly changing global environment, as emphasized by Bose in 2002. Successful firms focus on developing genuine customer relationships to stay ahead in the market.

A study conducted in India by Manchar and Chouhan (2017) found that organizations are shifting their Customer Relationship Management (CRM) systems from local servers to cloud-based models hosted on the internet. This transition is driven by the rise of cloud computing. Salesforce, a popular on-demand CRM platform, plays a crucial role for many organizations. The study analysed research spanning 43 years (1975–2018) and focused on various aspects such as research emphasis, methodology, type, and geographical location. It revealed that different approaches to salesforce management, such as behaviour-based and outcome-based systems, have distinct impacts on sales organizations and sales force characteristics. This has significant implications for how sales organizations operate.[7]

Another study by Fatima (2021) emphasized the importance of Salesforce as a key tool for organizations to guide their salesforce activities through control systems. This study also examined research published between 1975 and 2018, investigating historical developments, research emphasis, methodology, type, and geographical location. It highlighted that behaviour-based and outcome-based control systems have diverse effects on salesforce characteristics, sales territory design, salesforce performance, and overall efficiency of sales organizations. These findings have substantial implications for organizations relying on Salesforce for their sales operations.

According to Son (2018), the use of Customer Relationship Management (CRM) salesforce in Indian SMEs has the potential to improve customer retention. The research aimed to determine whether Salesforce can be effectively implemented by Indian SMEs as a cost-effective solution for managing customer relationships, especially when faced with limited capital for marketing campaigns. Despite facing constraints that hinder business growth, such as limited resources and innovative ideas, interviews with sales managers and representatives highlighted the importance of CRM in enhancing the sales landscape in India. The study suggests that collaborative efforts between the government and businesses, along with the utilization of technology, could contribute to increased team revenues in the modern sales environment.[7]

CONCLUSION

Salesforce nowadays, is among the best cloud computing service providers all over the globe. Their customers never complain regarding their services. They make their customers satisfied with their provided services. They have strong links with major companies like Dell, Intel, and Oracle. A lot of companies show that they have strengthened by getting in touch with Salesforce. Salesforce provides infinite services to companies, groups, teams, and individuals. They have their own anonymous social performance service platform, where millions of users perform their tasks every day.

Salesforce is best known for its advanced CRM system. Many companies, marketers, individuals everyone can easily promote, sell, market, and service their products in an advanced way through socializing, cloud computing, and mobile technology. Salesforce is the world's leading cloud computing system nowadays and will be on top in the future.

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