

# Survey of CRM Tools Salesforce

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**Abstract:** *Welcome to salesforce the innovative company World's #1 CRM platform can access over the internet. There is no infrastructure to buy set up, or manage –just logged in and start the work. Now salesforce become more User Interface with the Lightning Experience gives the fastest, way to put customer at center of everything. Salesforce is leading CRM software it is design to manage organisation focus on customer and sales. It also offer feature that customize a inbuilt GUI to specific need of Bussiness. This make easy to manage the relationship with customer to better growth for organistion. Following their different features of Salesforce.*

*Contact: It manage all the data to view customer contact details, activity history, communication.*

*Opportunity: It provide detail of the stage deal which product involved in deal, quotation of a deal that helps to identity the progress and close deal.*

*Salesforce Engage: It is personalization feature in salesforce sales cloud design that help marketer better. It also real time sales alert.*

*Sales performance Management: Sales performance management (SPM) is an approach to improving individual and team selling effectiveness throughout an organization by using data analysis, surveys, reports, and other sources.*

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*Lead Management: It can track all the lead management process like capturing lead, sales ready, convert lead to sales opportunity etc.*

*Partner Management: This help to build a community with partners. It directly connecting with channel partner to share goal, objective and activities.*

*Salesforce Mobile App: Mobile platform to carry out all activities*

*Workflow and Approval: It visual design to Aumotion business process. This is simple drag and drop to make design interface. It help to create Approval process with deal discount and expense management.*

*Email Integration: It is an existing email platform. This provide easily to team with no addition learning*

*Reports and Dashboard: We can create detail report and it can access from anywhere .Dashboard can create a Real time GUI image to show business progress in various form.*

*Security: Salesforce has a security level to secure at different level which user cannot access more than access given. It also provide sharing tools to open upo and allow acces .There are three level of security object level, Record level and Field level so this tools is so popular in salesforce*

*Flow Updates: Salesforce Flow allows users to automate and simplify complicated business processes, Ability to relabel button labels in a screen flow instead of developing a component to edit them. Including outbound messages, communication sent to external services, as an action in the flow builder. In a record-triggered flow, call a sub-flow and initiate element changes. In screen flow, customization is easier, and it's not necessary to build new flows from templates. Also, there is now a new Roll Back Records element.*

**Keywords:** CRM, Cloud Technology, Salesforce, SAAS

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