Resolution in CRM

Mayur Tiwari

SFDC Automation and Adoption of Technolog . Cloud Computing, SRM University, India

Abstract: **In CRM industries before some time when cloud comes than some new platform arrives like Force.com, Google Application, Engine SDK, Facebook API and so on. Foce.com is based on ADM. It took a big bang Approach to implementing the Adaptive Development Methodology (ADM). It Replace the Traditional Waterfall cycle. The result was a huge success. After Using SFDC CRM Model (with ADM Methodology) productivity increase around 37% within 3 to 5 months. Old CRM methodology is not common platform oriented and not successfully fullfills the requirements of all customers. SalesForce is the solution that companies access from the cloud, pay for by the drip and manage. Unless a Salesforce user is into the procedural logic of the applications (or is building one from scratch), he or she will encounter the front end of the Salesforce application and probably not much else. Force.com is both the pioneer and poster child for the SaaS CRM Movement. It provides all users a different platform, rights and unique individual preferences. It also finds various different methods for communication with their customers and representatives.**

Keywords: **CRM, Salesforce, Cloud, PaaS, SaaS, Force.com.**

I.   INTRODUCTION

Sales people are usually the first and many times the only person customers are about to contact with User or Customers. Highly-qualified and motivated individuals in sales departments are the base for taking a long term run in the competitive market. They are the most "visible" representatives of the company and they are customer relationship builders. When a company manages to grow a group of motivated and educated sales people it has a greater opportunities to realize longer and more productive relationships with customers. It is not easy to keep a quality sales people without a wide range of benefits and incentives to compensate effort, commitment and good results. Countries have been fastest-growing market in many products and services. In spite of emerging markets' large population it is usually difficult for companies to recruit skilled workers and executive staff because it is hard to find and discover talent due to lack of quality recruiting agencies. New Internet-enabled platforms had appeared enabling open collaboration and creation. These platforms represent a new way of delivering software applications. While the practice of outsourcing business functions such as payroll has been around or decades, its realization as online software services has until recently became popular. In the online service model, the provider develops an application and also operates the servers that host it. Customers access the application over the Internet using industry-standard browsers or Web Services clients. Online software delivery is now conceived and defined as Software-as- Service (SaaS). SaaS is a well-established phenomenon in some areas of enterprise IT. It is growing into a mainstream option for software-based solutions and this will impact most of the enterprise IT departments. A wide range of online applications, including e- mail, human resources, business analytics, customer relationship and enterprise planning, are available. This market will be growing in the next years, according to Gartner, trends in SaaS business are:

- By 2009, 100% of Tier 1 consulting firms will have a SaaS practice.

- By 2010, 20% of companies deploying e- commerce will use a SaaS delivery model.

- By 2010, 15% of large companies will have started projects to replace their ERP backbone with SaaS-based solutions.

- By 2010, 85% of SaaS vendors will offer uptime service levels of 99.5% or beyond in standard contracts, as well as performance SLAs.

- By 2011, 25% of new business software will be delivered as SaaS.

- By 2012, business process management suites (BPMSs) will be embedded in at least 40% of all new SaaS offerings.

- By 2012, more than 66% of independent software vendors (ISVs) will offer some of their services as SaaS.

Salesforce is the market and technology leader in both Software-as-a-Service (SaaS) and Platform-as-a-Service (PaaS). With over 41,000 customers and 1.1 million subscribers worldwide, salesforce.com processes more than 150 million transactions per day. Salesforce.com offers numerous on-demand CRM solutions (such as Salesforce Automation, Marketing, Service, and Partner Management), as well as an on-demand platform that supports the CRM solutions and lets users create their own apps. The CRM solutions and the platform were produced by the salesforce.com R&D team, which consisted of product managers, developers, user experience experts, program managers, quality assurance engineers, and technical writers.

I.   Services (PaaS and SaaS):

Force.com is an example of PaaS, on other hand Salesforce Work as a SaaS. Force.com is Salesforce.com's cloud computing platform as a service (PaaS) development framework. It facilitates developers in building multi-tenant applications to be hosted by and presumably integrated to Salesforce.com. The company pushes the tag line "development as a service", however that phrase has not gained acceptance outside its own marketing context. Other vendors and the industry at large continue to describe this type of service within the "platform as a service" cloud category.Force.com development is performed using nonstandard, purpose-built tools and a proprietary development language called Apex. Specialized tools are designed for the presentation layer, application layer and data model. For example, Visualforce uses an XML-like syntax for building user interfaces in HTML, Ajax or Flex. Force.com uses a logical database without the same physical access some might be used to with MySQL. Instead of the traditional entity relationship modeling, the Force.com database uses logical data entities that are reused across an entire project.

II.   Details Roadmap and Feasibility of SFDC:

A. THE CHALLENGE: How to manage huge amount of customer and sales data, how to manage and quick access from anywhere with full functionally. Some other Software are present for it but sales team realized that they still require some more function. Management also wanted a solution that would support its global accounts to ensure accurate price quoting for subsidiaries of customer organizations.

B. STRATEGY: In January 2013 one Team of management implemented the Salesforce Data.com solution. It took approximately eight weeks to implement the solution. It took approximately 60 hours for the IT department and 20 hours for the rest of the business departments to complete the implementation. Because Data.com is built in the Salesforce Sales Cloud, no additional hardware or outside consulting was required for implementation. Sales staff in the field now have instant access to saved customer data and pricing information, without the need to re-enter and modify data for every contact. In addition, it has been able to redraw territory lines to keep employees focused on the best clients in their space.

C. Key Benefit Area: Using Salesforce Data.com, Management has been able to generate new leads in all territories and streamline the way its sales force saves customer data resulting in increased profitability and productivity. Key benefits of the project include:

D. Increased bookings: The company was able to generate more than $400,000 in business related to leads generated directly from use of Data.com Prospector, which provides information on individuals and companies. In addition, it has developed over $2 million in potential business in its sales pipeline.

E. Increased productivity: By using the Data.com Clean service to maintain and enrich customer information in its Salesforce instance on a regular basis, sales reps no longer have to verify and validate customer data. They saved approximately five percent of their time by eliminating time devoted to research to verify account information. The sales staff was able to use the saved time to follow through with additional lead generation. Person was also able to use firm graphic data provided through the Data.com Premium Data offering to create fair territory lines. Without any other changes, efficient territory redrawing led to an approximate three percent increase in productivity because the best reps were in more fair territories. Territory management became a more mathematical, rather than iterative process.

F. Reduced cost: He/she was able to reduce its software licensing fees by eliminating Hoovers. Rather than add an additional layer of software and cost to its existing systems, it was able to replace a software solution with one that offered greater capabilities.

G. ROI: if we calculated the costs of software licensing, personnel, and training over a 3-year period to quantify Management investment in its deployment of Salesforce Data.com. Direct benefits quantified included the eliminated cost

for the previous Hoover software, increased profitability of sales representatives in the form of business generated by new leads. Indirect benefits quantified included increased productivity based on the time sales staff saved by not doing additional customer data research and entry. These productivity savings were quantified based on the average annual fully loaded cost of an employee using a correction factor to account for the inefficient transfer between time saved and additional time worked.

H. Feasibility: A key success factor for any CRM or sales force automation (SFA) project is making sure to plan out the project ahead of time. Here I explain the requirements, schedules and costs that are involved in completing a Salesforce.com project successfully. A feasibility study is an evaluation of a proposal designed to determine the difficulty in carrying out a designated task. Generally, a feasibility study precedes technical development and project implementation. In other words, a feasibility study is an evaluation or analysis of the potential impact of a proposed project. In feasibility study Economic, Cost based and times based study , Operational and technology feasibility is more important. Economic analysis is the most frequently used method for evaluating the effectiveness of a new system. More commonly known as cost/benefit analysis, the procedure is to determine the benefits and savings that are expected from a candidate system and compare them with costs. If benefits outweigh costs, then the decision is made to design and implement the system. An entrepreneur must accurately weigh the cost versus benefits before taking an action. If we talk about cost benefits than ration of other CRM and SFDC CRM model is 1:3.2. Is a measure of how well a proposed system solves the problems, and takes advantage of the opportunities identified during scope definition and how it satisfies the requirements identified in the requirements analysis phase of system development. In field of Operational SFDC CRM is somewhat better than other current CRM model. The assessment is based on an outline design of system requirements in terms of Input, Processes, Output, Fields, Programs, and Procedures. This can be quantified in terms of volumes of data, trends, frequency of updating, etc. in order to estimate whether the new system will perform adequately or not. Technological feasibility is carried out to determine whether the company has the capability, in terms of software, hardware, personnel and expertise, to handle the completion of the project. Force.com provide best platform for operational task, there are so many things are predefine and database is interconnected. We can develop any module or project faster than other CRM platform.

III.   Comparison and Advantages:

A. Proven Customer Success: Salesforce.com has dedicated resources in our Customers for Life (CFL) organization focused specifically on the lifetime success of our customers; 93% of our customers plan to continue to use Salesforce and 85% of customers will recommend

B. Effortless Upgrades: Truly seamless upgrades are delivered automatically, three times a year. Every customization and integration is upgraded without requiring any re-development or "fixes".

C. Everything You Need In One Application: Salesforce.com is more than CRM – Collaboration and Document Management applications are included at no additional cost and no required integrations. And, because our products are built on our Force.com platform, you can easily scale Sales, Service, or Custom applications.

D. Mobile Is In Our DNA: Experience a seamless user experience on any major device with Salesforce1. Access and update your real-time data, collaboration feeds, analytics, customizations, and relevant files and documents – all within the same mobile application.

E. One platform for Employees, Partners, and Customers: Salesforce1 is not just a mobile app, but an entire connected Platform. Write once, deploy on any device. Leverage the hundreds of simple, powerful, secure API's to access all the data you need, and with Visualforce you can build the UI to match your brand's look and feel.

F. Collaborate anywhere and everywhere with Chatter: Collaborate both inside and outside of the organization without any add-ons, integrations, or additional cost. Chatter is native to our platform and included in all our products.

G. Real-Time Analytics in the Hands of End-Users: Anyone can easily create a report or dashboard. No need to log a ticket with IT, or export data to your desktop. Everyone from executives to sales reps are a few clicks away from the information they need to answer key questions and manage their business for success.

H. Extend Your Success with the AppExchange: Easily find, evaluate, and install apps to enhance your features with just one- click. Our marketplace of business applications and consulting partners allows customers to choose from thousands of apps to expand your investment.

I. Most Innovative Company: Forbes Magazine declared salesforce.com the world's most innovative company for the 3rd year in a row! Salesforce.com is acknowledged for our continued innovation, commitment to cloud computing and visionary leader in business being social.

J. World's Leading CRM Vendor: Salesforce.com is #1 in CRM market share. With over 100,000 customers you have a community of peers to connect with. Whether it's salesforce.com executives or executives from other salesforce.com customers, there are resources available to ensure your success.

II.   CONCLUSION

Using a "big-bang" approach to transitioning from a waterfall model to an agile development methodology can be a daunting task, but well worth the time and effort it requires. If you are transitioning your organization to agile, consider moving your whole organization at once, and use the information and advice in this report to get all your product managers in the same rhythm. This will help ensure a smooth and successful transition. Today global companies expand operations and place higher-value operations in emerging markets so, they require employees equipped with more sophisticated skills and they are after local talent. In order to build up performance companies have to go beyond compensation and design programs that leverage the power of intangible non-material rewards and recognition to motivate salesforce. Material incentives used in compensation plans in companies operating in Croatia are not completely adjusted to sales people perception of importance of these material incentives. Therefore compensation schemes should be upgraded to better suite employee's needs. New service delivery platforms will become an important channel for software distribution in the near future. The application development process over these platforms should considerate several factors not present in the common software delivery methods. The differences between developing software to be delivered as a good and to be delivered as a service are evident. These differences are changing the way this new kind of software applications are being developed. Given the differences identified so far, this work depicted some considerations for every phase of the development of software to be delivered as a service. This work also makes some recommendations for developing software in Software-as-a-Service business environments. Working in emerging markets has always brought some inherent challenges.

III.   DISCUSSION

One of the biggest risks currently facing organizations in emerging markets is the risk of not having enough qualified and talented people to take the full advantages of the opportunities. To have a successful business over coming years companies have to implement human resources strategy with talent management in focus. Although a performance-driven organization usually means compensation plan is dominated by financial rewards the need for new generation of highly skilled and knowledgeable executives brings into consideration alternative non-monetary rewards that could retain well performing sales force. Attraction, retention and development of quality sales force are talent management issues which have to be supported by compensation strategy. To be successful in getting talented employees in emerging markets competitive compensation is important but is just one the tools companies need to use. It is even more important they induce and encourage developing the skills of their employees. Companies in developed economies take for granted the critical role that soft skills play in their day- to-day business in their market. That kind of "soft facilities" are usually absent or not developed in emerging markets. So, to compete in emerging market environment companies have to enrich compensation and offer added value through incentives, benefits, development opportunities, career paths, working conditions, company culture etc. The survey showed that sales people in Croatia are the most usually awarded with fixed salary with addition of a bonus (30%) what was not our expectation. We presumed that the most common compensation model used in companies operating in Croatia would be in form of fixed salary with added commission. In this research it was found that material incentives used in compensation plans in companies operating in Croatia are not completely adjusted to sales people perception of importance of these material incentives. The most often used material incentives for sales people in Croatia are Smart phone/ Cell phone, Christmas bonus, Paid vacation, Laptop and Company car. These incentives are also considered among employees as most important but they also think more attention should be paid to giving Awards for new ideas, Easter bonus, Lump sum Bonus and Supplementary Health Insurance. It is interesting that

incentives such as Life insurance and Fitness Club membership are apparently not so appealing to Croatian salesforce and so these incentives are not considered very important while non-material incentives are all valued as very important. According to Annual study companies often find they have to provide special benefits they wouldn't provide in developed markets, such as medical benefits for parents of workers in India, or allowances in China for such items as transportation, clothing, and housing. It is not surprising that offering

Appropriate compensation is essential but executives stress the importance of other strategies such as training, career opportunity and recognition as well.

REFERENCES

[1] Jacobs, Jean. "Enterprise software as service". July 2005. Queue, Volume 3 Issue 6.

[2] Turner, M.; Budgen, D.; Brereton, P. "Turning software into a service". Computer Volume 36, Issue 10, Oct. 2003 Page(s):38 - 44

[3] "Predicts 2007: Software as a Service Provides a Viable Delivery Model". 2006 Gartner, Inc

[4] Wolde, Erin Ten, Research Analyst, IDC. August 2007.

[5] "Businesses Get Serious About Software-as-a-Service." InformationWeek Research. Reported in InformationWeek, April 14, 2007.

[6] Dubey, Abhijit. McKinsey. Panel at the SIIA OnDemand Summit. San Jose, CA. November 8, 2006.

[7] Natis, Yefim V. "Introducing SaaS-Enabled Application Platforms: Features, Roles and Futures". 2007 Gartner, Inc

[8] Tomasevic Lisanin, M., Palic, M., Ozimec, K. (2009). Sales training techniques in Croatia. International Journal of Management Cases, Vol. 11, Issue 3, pp. 101-111.

[9] Galetić, L. Pavić, I., (1996.), Upravljanje plaćama. RRF, Zagreb.

[10] Darmon, R. Y.,(1974), Sales response to financial initiatives; an empirical study, Journal of marketing research, pp. 418-426

[11] Bahtijarević-Šiber, F., (1999.), Menadžment ljudskih potencijala. Golden Marketing, Zagreb.

[12] Tomasevic Lisanin, M. (2010). Profesionalna prodaja i pregovaranje, Zagreb: HUPUP.