An overview- Sale force implementation by Adam Smith

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Sales force implementation is a cloud computing enterprise, which distributes business software on subscription basis. Itâ€™s a CRM product that is Customer Relationship Management and has expanded as social enterprise arena. Sales force is also an enterprise level business application, a powerful tool for many nonprofit organizations.

There are numerous services with sale force implementation that are particularly availed by clients for maintaining their Customer Relationship Management, as follows

1. Ongoing support

2. Implementation and research of sales force

3. Business process reports, findings and review

4. End-user support and remote administration

5. Development of dashboards and custom reports

6. Workflow and User Interface customization

7. Import services and Data migration

8. Integration of third party systems with sales force

9. Enrichment and data quality testing

10. Extending the force.com platform with native custom applications

11. Visual Force Development, Apex and S-Controls are used

12. End user training

13. Business & Analytical Intelligence

14. Research and recommendation on Apex change solutions

There are three steps that can help an organization to get started with sales force implementation, which are as follows-

1. Deciding on implementation strategy- Anything can be done on sales force platform with technical skills, time or with money. There are different paths on different platforms. It depends on the combination of resource selected by the client, which will implement the client with sales force CRM lead.

2. Joining the community- There are several ways to join sales force community as there are very active users and clients involved. Clients can join various media channels, such as Face book, LinkedIn, Twitter and You Tube.

3. Clients need to extend applications and must focus on adoption- Enabling useful tools, such as Google, Outlook, add Mobile access or other apps in the sales force platform.

Sales force massively improves the customer satisfaction and workforce productivity for the clients businesses. Though, a sales force platform may not match to clients business but it can be adopted or customized to any specific business processes.

The Customer Relation Management (CRM) platform helps in creating complex custom application development and CRM integration with least efforts and maximum productivity at less time. The API system assist easier connections of the back-end business systems with the Sales force CRM. There are numerous organizations that offer these CRM services to the clients to build a healthy relationship with customers.

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