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Salesforce CRM: Picking out the Right Survey Tool by Roger Lopez

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Making good use of superior customer relationship management (CRM) to manage and share information is a key competitive advantage for businesses today. At the same time, getting the greatest productivity and revenue benefits from sales force automation, marketing automation, and customer service applications is quickly becoming a top priority for companies of all sizes.

CRM products and services make it easy for customers to conduct business with an organization in any way they want regardless of the communication channel they operate through. They also facilitate communication with customers across varying lines of business. In other words, CRM enables an organization to manage its relation with its customers efficiently through the introduction of reliable processes and procedures for interacting with those customers. Thus, in today's competitive business environment, successful CRM solutions have become indispensable.

Eventually a number of companies have evolved offering CRM products and services. However, Salesforce.com has emerged as a true winner out of them. Salesforce.com made its entry into the current market in the field of internet software and services way back in 1999. Marc Benioff, Parker Harris and David Moellenhoff were the founders of Salesforce.com, which is emerging as a pioneer in the field of CRM products and services during the recent times. Salesforce assists its clients in data contrivance, helps in maintaining candid and accurate customer feedback for umpteen products and services offered by different enterprises in the current competitive market.

The incomparable professional services provided by Salesforce.com results in remarkable client gratification. The technical experts at Salesforce.com assist the end-users in customization of the existing CRM solutions and achieving better performance by picking out the right merchandise for future CRM implementation. The Salesforce CRM automation services enable salespeople to be productive by automating manual and repetitive tasks, and provides organized data about their current and prospective customers, as well as permits companies to establish a system and a process for recording, tracking, and sharing information about sales opportunities, sales forecasts, and closed business.

With the advent of on-demand CRM, some very significant changes have been introduced in the realm of CRM. Salesforce.com is the worldwide leader in on-demand customer relationship management (CRM) services. The technology does away with the need to buy the software and hardware separately and then implement it yourself. With on-demand CRM, Salesforce performs the role of the IT experts for its clients. From building the infrastructure, the software, and providing upgrades, Salesforce executes all the operations in a transparent manner.

More companies trust their vital customer and sales data to salesforce.com than any other CRM company in the world because it delivers integrated, completely customizable enterprise applications for companies of all sizes. Also, because Salesforce is easy to learn and use, and it can be up and running in weeks or days â€” not the months or years required as by traditional client-server CRM software. In fact, more than 399,000 subscribers at 20,500 companies worldwide depend on Outsource Software Development Salesforce to manage their sales, marketing, customer center, and customer service.

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