

Group 2
Thecasesolutions.com

What is Salesforce?
Thecasesolutions.com

Strengths, Weakness and Outlook

Comparison
Salesforce.com vs Microsoft Dynamics

Is there any success case by using Salesforce.com?
GE Aviation

Suggestions

Conclusion
World's most innovative company
Internally: Strengths > Challenges
Willing to make improvements
Externally: Microsoft Dynamics CRM
Better performance
Suggestions: Improving its services
Exploring new service opportunities
Successful Company

Thecasesolutions.com
Social Innovation at salesforce.com



Thecasesolutions.com

**Social Innovation at
salesforce.com**

Group 2

Thecasesolutions.com

What is Salesforce?

Thecasesolutions.com

- Global Cloud Computing Company
- Specialized in Customer Relationship Management(CRM)
- Launched in 1999
- Ranked #1 World's Most Innovative Company by Forbes magazine in 2011 and 2012

What is CRM?

Thecasesolutions.com

- **Strategy** for managing interactions with clients
- Main goal is to get and keep customers
- Helps organizations learn more about customers' behavior to create stronger and more lasting relationships



What is CRM?

Thecasesolutions.com

- **Strategy** for managing interactions with clients
- Main goal is to get and keep customers
- Helps organizations learn more about customers' behavior to create stronger and more lasting relationships

Introduction with Leview

Thecasesolutions.com

Salesforce CRM

Thecasesolutions.com

- Sales Cloud
- Services Cloud
- Marketing Cloud
- Force.com Platform(AppExchange)



Introduction with Leviev

Thecasesolutions.com

Salesforce CRM

Thecasesolutions.com

- Sales Cloud
- Services Cloud
- Marketing Cloud
- Force.com Platform(AppExchange)

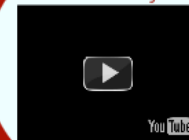
Sales Cloud

Thecasesolutions.com

- Allows managers and sales representatives sharing of real-time information
- Understand how well each sales team is doing
- Track expenses, leads, opportunities and campaigns



Force.com Platform



Service Cloud

Thecasesolutions.com

- Enhancing the level of customer service by creating an online service community
- One stop service center to handle client accounts
- E.g. automatically receiving customer tweets / facebook posts / emails etc. about your company's products



Marketing Cloud

By observing social media websites and clients' online behavior companies can create different advertisement content specifically for different customers



Sales Cloud

Thecasesolutions.com

- Allows managers and sales representatives sharing of real-time information
- Understand how well each sales team is doing
- Track expenses, leads, opportunities and campaigns



Service Cloud

Thecasesolutions.com

- Enhancing the level of customer service by creating an online service community
- One stop service center to handle client accounts
- E.g. automatically receiving customer tweets / facebook posts / emails etc. about your company's products

