

Group 2
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What is Salesforce?
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Strengths, Weakness and Outlook

Comparison
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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





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**Reckitt Benckiser: Fast and
Focused Innovation**

Group 2

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What is Salesforce?

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- 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?

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- **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



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Introduction with Leview

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Salesforce CRM

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



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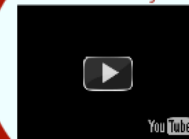
Sales Cloud

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- 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

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- 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



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