

Rukmini Devi Institute of Advanced Studies

Madhuban Chowk, Rohini, Delhi-110085

(Approved By AICTE &Affiliated With GGSIP University)

DOSSIER

On

**Session on Cloud CRM: SALESFORCE for the
students of MCA**

From

October 12, 2017

Prof. Col. (Retd.) Mahander Singh
Director General, RDIAS



Resource Person/Facilitator: Mr. Mayank Jain, System Engineer, TCS

Summary: Cloud CRM (or CRM cloud) means any customer relationship management (CRM) technology where the CRM software, CRM tools and the organization's customer data resides in the cloud and is delivered to end-users via the Internet. Cloud CRM typically offers access to the application via web-based tools (or web browser) logins where the CRM system administrator has previously defined access levels across the organization. It provides users with mobile apps to make it easier to use the CRM on smartphones and tablets.

Mr. Mayank Jain, the guest speaker, elucidated about the basic concept of Cloud Computing and Cloud CRM. The tool which is commonly used now days is “SALESFORCE”. Sir told that Salesforce typically works for metadata. Sir provided a complete demonstration of how to create an account on Salesforce and how to use its various features. Effective utilization of this technology helps a business grow into a more streamlined, effective and efficient organization across sales, service, marketing and more.

The speaker addressed queries of the students wonderfully. This session made the students learn a lot about the recent trends in the IT Industry during interaction with the speaker and they were also made aware of job opportunities in Cloud CRM technology.