

ENQUIRY MANAGEMENT SYSTEM ON SALESFORCE.COM

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ABSTRACT

Salesforce is trendy cloud computing technology in IT industry, which is available on cloud, No need install any software as well as no hardware required. Salesforce.com (SFDC) is a number one on demand CRM, which runs on force.com platform, as well as CRM is a model used to manage organization interactions like phone calls, Emails, Meetings and Social media with customers and also prospects penetrating to Sales, Marketing and Support. In this paper, we are discussing about Introduction to salesforce, introduction to CRM, advantages of using open system CRM, Salesforce architecture. The aim of this paper is to show mainly importance of enquiry management system using Salesforce which is a software giant that manages to give the students an easy to use as well as extremely effective CRM solution.

KEYWORDS: CRM, Information Systems, Cloud Computing, Mobile, Salesforce, Sales Force Automation, Salesforce.com, multitenant architecture.

I. INTRODUCTION

What is cloud Computing?

Cloud Computing the practice of using a network of remote servers hosted on the Internet to store, manage and process the data, rather than a local server or a personal computer.



Fig-1

What is Salesforce?

Salesforce is a modern cloud computing technology, which is available on cloud, no need to install any software as well as no hardware required. You can develop our own applications as well as need any application on demand, then you can buy from app exchange. App Exchange is a market place to sell our custom applications as well as to buy applications from app exchange easily Salesforce is a leading CRM (Customer

Relationship Management) software which is served form cloud. It has more than 800 applications to support various features like generating new leads, acquiring new leads, increasing sales and closing the deals. It is designed to manage the organization's data focused on customer and sales details. It also offers features to customize its inbuilt data structures and GUI to suit the specific needs of a business. More recently, it has started offering the IOT (internet of things) connectivity to the CRM platform.

Salesforce Architecture: Salesforce delivers a highly customized experience to the customers, employees, and partners of an organization. Such a platform is used to customize standard functionality and create custom pages, components, apps, etc. Also it is done faster, mainly because of the superb architecture on which it is built. Below is a brief introduction to the Salesforce Architecture.

The architecture of Salesforce can be put into layers for better understanding. The purpose and function of each layer is described below –



Fig-2

What is CRM?

CRM Salesforce is trendy technology in IT industry and with CRM, you can easily store customer and prospect contact information, accounts, leads and sales opportunities in one central location, ideally in cloud so information is accessible by many, in real time. Customer relationship management (CRM) is a system for managing a company’s interactions with current as well as future customers. CRM often involves using technology to organize, automate and synchronize sales, marketing, customer service, and technical support. CRM cloud apps need to be easy to use for sales, marketing, and service professionals in industry. An effective CRM infrastructure is based on multitenancy and with multitenancy, you don’t have to worry about application or infrastructure upgrades because they happen automatically.

CRM is a set of processes and methodologies that has as main objective to bring together a wide range of information about customers and their consumption behavior. This type of information allows companies to define groups of users, making possible some sales strategies and campaigns and promotions targeted at different types of customers.

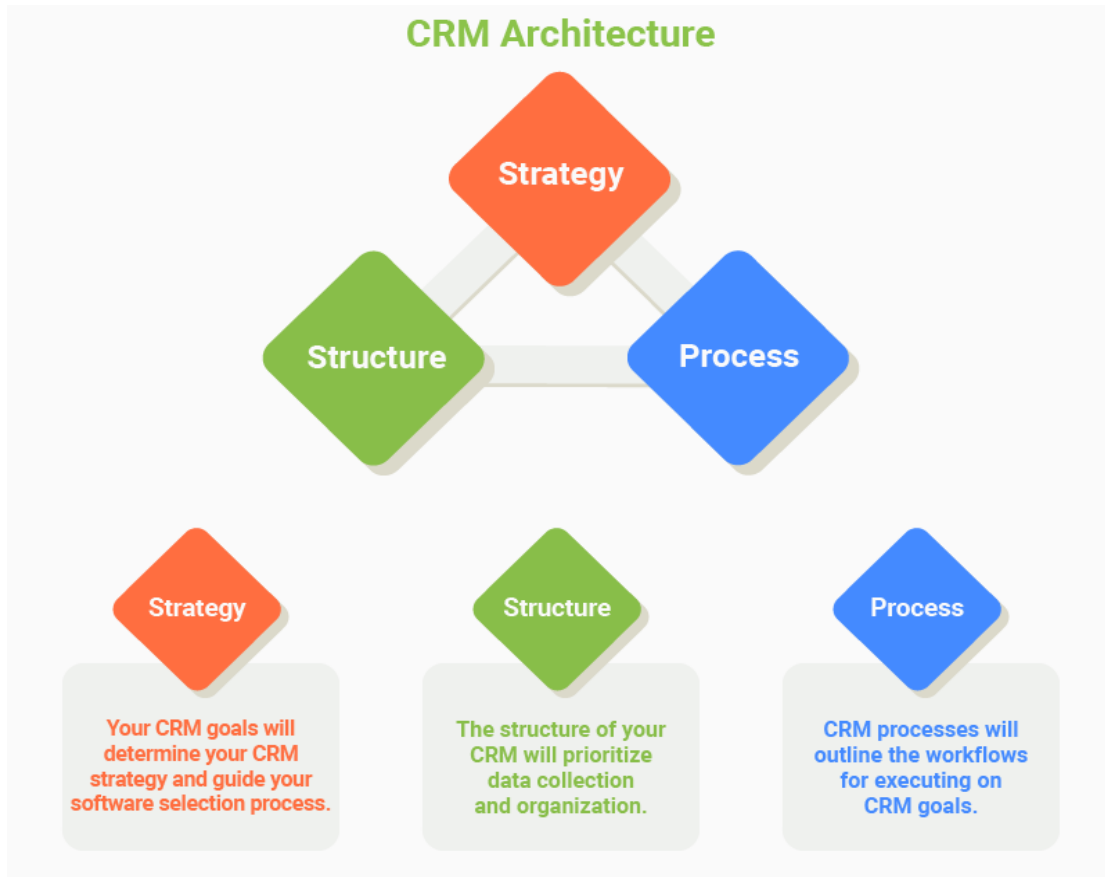


Fig-3

This project is based on Salesforce where we will generate form of inquiry form for the users, they are supposed to add there some general information for the given fields. They will be given their required information whereas the general information provided by the user will be stored in the sales force application EMS. The authorized admins will receive the information of the users. Admins will generate lead for every users by contacting personally. They will complete the lead information, while the lead information gets completed admin will check all the activities of user id fulfilled or not. At the end while completing every process this lead will be converted into an opportunity. Opportunity signifies the customer has registered successfully for what he had generated inquiry. This will create transparency between the user and organization.

II. PROBLEM IN EXISTING SYSTEM

Now a days students have to search about college to visit different college, it takes time and money and also physical energy. Along with institute also have to face the problem to track the Record of student's admission process. To visit college and complete the paper work it takes time and create problem of data redundancy. Our application which is based on salesforce solves this problem and give a user friendly environment to end user In case of manual system they need a lot of time, manpower etc. Here almost all work is computerized. So the accuracy is maintained.

III. MODELING AND ANALYSIS

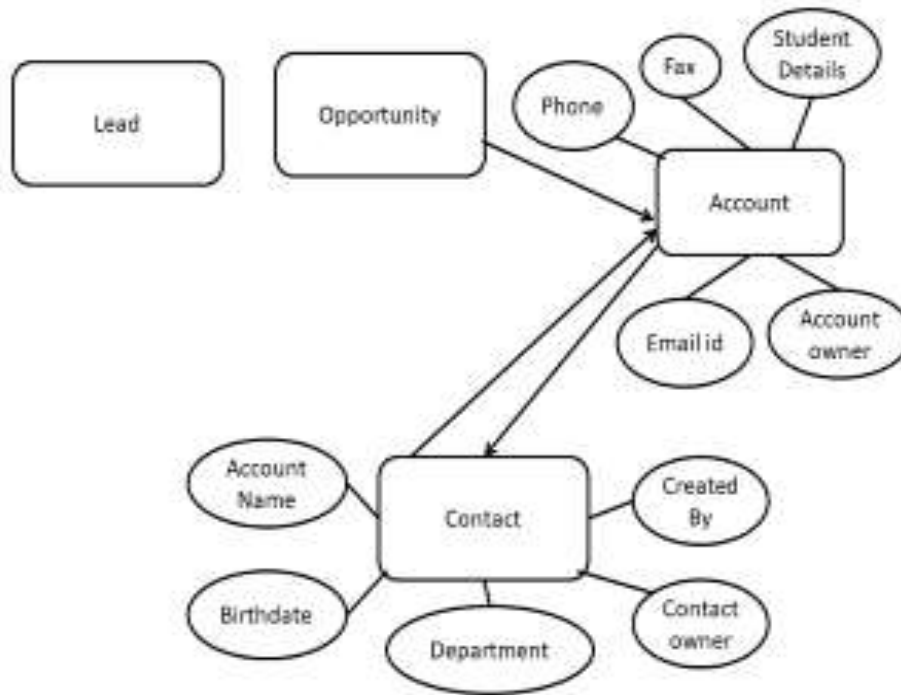


Diagram of proposed system

Fig-4

IV. METHODOLOGY

4.1 PROPOSED WORK

In this application Salesforce.com cloud platform would be used which provides college enquiry services to the students. As it is cloud based, it is the big advantage related with the security of the data. We will generate customize reports. These reports are dynamically interactive. Second important thing is multitenant architecture of the salesforce.com where database is single but can be accessible to number of end users. We can provide the security to the data enter by user. With the Apex platform, salesforce.com has delivered the first on-demand platform. This paper is based on Salesforce where we will generate a form of inquiry form for the users, they are supposed to add there some general information for the given fields. They will be given their required information whereas the general information provided by the user will be stored in the salesforce application EMS. The authorized admins will receive the information of the users. Admins will generate a lead for every users by contacting personally. They will complete the lead information, while the lead information gets completed admin will check all the activities of user id fulfilled or not. At the end while completing every process this lead will be converted into an opportunity. Opportunity signifies the customer has registered successfully for what he had generated inquiry. This will create an transparency between the user and admin and will help to manage every information related to them. This online enquiry management system will do the best for the needful who are at very large distance and will clear information about the process so that enquiry can be implemented in an smooth way and by reducing the efforts and by increasing the efficiency in the college work process.

The Enquiry management system is an automated version of manual Student Management System. It can handle all details about a student. The details include college details, student personnel details, academic details, maintaining backup is very easy. It can do with in a few minutes. Our system has two type of accessing modes, administrator and user. EMS is managed by an administrator. It is the job of the administrator to insert update and monitor the whole process. When a user log in to the system?

V. FUTURE SCOPE

The current system stands apart from other systems since its platform on which it is developed is quite new with use of sales force. In future we will develop this app for others colleges for maintaining students enquiries. Proper management, feedback system and running events update makes this project unique from others.

VI. CONCLUSION

Salesforce is a great platform and, easy to use, powerful, quick as well as have good community. This paper showed in the above text, what concept of cloud computing and Salesforce is all about. After reading this paper you easily know, that Salesforce offers a conclusive concept to deliver an easy to use CRM Software as a service using a dynamic scale free cloud computing approach and also how to make enquiry management system using salesforce. So Salesforce.com is an excellent example for an e-Commerce company, management of information in college, universities, With mobile friendly Salesforce application, these reports would be accessible anywhere, anytime.

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