

Effects of Sales force CRM on the customer satisfaction in Indian SMEs

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ABSTRACT: This research study is based on the Salesforce Customer Relationship Management (CRM) for Small and Medium Enterprises (SMEs) in India. This study has focused on identifying the possibility of success insurance by implementing the Salesforce to Indian SMEs in retaining the existing customers. Furthermore, this study also aims to describe the significance of Salesforce as a cost-effective tool for customer relationship management (CRM). These SMEs faces inconvenience in capital investment for managing its marketing campaign, adding further issues in their business problems. These can be the reason of an obstacle in the business campaign despite having promising products and innovating ideas, which causes new declination of their growth rate. It can be concluded that CRM can be the important resource to improve the Salesforce condition in India. The government along with the different IT companies should mutually cooperate with each other so that they could apply the CRM to their sales in present era and improve that. This would improve the revenues of their companies, through better execution of the technology in the sales field. One approach is to create a better customer relationship management and is an essential part of small and large businesses. Both directors have a in their own case-the answer is, their potential customers, affordable prices, and for their contacts it has become even more acute. An effective marketing strategy will also provide an excellent the opportunity for the future growth of any

business, and this approach is often to be mapped to a built-in-on customer relationship management strategy. The fighting, often to small-and medium-sized businesses for more on the companies to retain potential clients in the global market on the basis of the lack of a sufficient budget, and the efficient use of resources. In this study, the to show the importance of the application of the Salesforce tool in India for small and Medium-sized businesses it could also be the potential competitors of the global market (the " Hill-and-Kelsey 2019). The CRM needs to provide a variety of strategies to beat the competition, a business the environment. According to the Indian Government's ongoing efforts to highlight the rural areas and the rural areas of the region made of the contribution to the economic development of the mind. To connect component in order to solve the above problems, as well as the sales department of automation.

Keywords: Salesforce CRM, Customer Relationship Management, Small and Medium Enterprises, CRM, SMEs.

I. INTRODUCTION

Traditional business applications have always been very expensive, complicated and you need a whole team of experts to configure, install, test, run, update and secure software, hardware. You eliminate all headaches using cloud computing because you are not managing software, hardware that's responsibility of an experienced vendor



Fig. 1.1: Cloud Computing

New trend in IT is Cloud computing, Businesses are running all kinds of apps in the cloud, such as customer relationship management (CRM), accounting, HR and more, and with a cloud app, you just open a browser, log in,

customize app, and start using it. Cloud computing means simply storing, accessing data and programs over an Internet instead of your computer's hard drive, as well as with an online connection, cloud computing can be done anytime, anywhere.

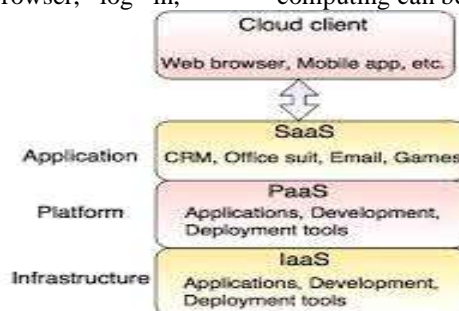


Fig. - Categories of Cloud Computing

Fig. 1.2: Service Models in Cloud Computing

The various industries have already implemented cloud computing technologies, and now the small and medium enterprises (SMEs) are also looking for their approach to catch up with the larger enterprises. Salesforce is one of the application platforms to build customer relationship management (CRM) for a better business assessment. Customer relationship management is a strategic scheme to build better relationship bonds with potential customers (Badwan et al. 2017) and their enterprises.

The CRM needs to provide different strategies to compete with rivals in the operating environment. The constant efforts of the Indian government to uplift the rural and regional are made considering the economic development. The CRM has many components to resolve these issues, such as Salesforce automation. The Salesforce automation is a business technique with the use of software for better workflow system. The human resource management is responsible for the

recruitment of skillful employees so that they can easily cope up with the competitive nature of the global market. This also includes the necessary training should be provided for the workers so the employee can easily acclimatize with the upgraded technology.

II. RATIONALE FOR THE SALESFORCE CRM TOOL IN INDIAN SMES

The Industries or enterprise with lesser employees are categorized as SMEs. The Indian SMEs are responsible for the country's economic crisis since it is a country of billion people and these SMEs are a reliable resource for providing jobs to the unemployed. The country is also focused on promoting its own products which are cheaper for the citizens rather than importing foreign goods which is way more expensive than its manufacturing price. It can be noted as the market data of India suggests the significance of

SMEs part in the global market. The SMEs sometimes faces challenges in sales and marketing due to the lack of resources. The marketing campaign for sales are also a significant area to focus on which the SMEs are often find difficult to handle. These SMEs also faces inconvenience in capital investment for managing its marketing and sales campaign, adding further issues in their business problems. These reasons are coming as an obstacle in the business campaigns despite having promising products and innovating ideas, which causes new declination of their growth rate. Hence, it is critical of the SMEs to provide effective relationship management with the customer for gaining the trust of their existing customers. Salesforce CRM can be an effective platform for accounting these issues more efficiently to the Indian SMEs to sustain a comparatively cheaper price solution of the Indian small to medium enterprises.

III. CURRENT SCENARIO OF SME'S IN INDIA

India has been a number one member within the developing countries panel with a considerable increase within the economic process over the past few years and about to substantial heights of development. As opined by Aryan et al. (2017), SME has referred as an enterprise that's comparatively medium or small sized and with a minimum of 25 per cent of its share is within the acquisition of another company. In recent times, SME has restricted their role within the manufacturing industry in India and has been a frontrunner within the economic process and development of Indian regional and rural manufacturing terrain. The little and medium industries possess strategic importance within the Indian economy thanks to their exaggerated and extended quality of products, exports and employment of people^[2]. Moreover, the overall share of the tiny industries within the prevailing economic scenario in India is 40 per cent of the gross industrial value addition and nearly 50 per cent of the overall manufacturing exports. Moreover, the SME's in India are one amongst the prominent employment providing sectors after agriculture and has employed nearly about 2.94 million individual in a very span of three years (Mehta and Tajeddini 2016). Moreover, the formation and performance of SME's are of the prominent features of the Indian economy since Independence. The small-scale business and concerns are successful in meeting up with the long-term expectations of the country economic urges in terms of contribution to GDP, employment

and exports thus equated the socio-economic development of the country. 2.2.1 Formation of SME's in India the Micro, Small and Medium Enterprises Development Act (MSMED), 2006, take care of the formation and legislation of the SME's in India, within the opinions of Singh et al^[8]. (2019), the Act governs the promotion, development and healthy competition among the SME's. Moreover, the registration of concern under the Act provides a series of amenities that are formulated for an SME. a number of the mandatory facilities provided by the MSMED Act include easy How does using Salesforce CRM affect the customer satisfaction in Indian SMEs availability of finances, preferences in purchasing and participating in government tenders, the concession is electricity bills, and so on. All sectors and kinds of enterprise can apply for registration within the particular Act. Because of the sustained growth of the tiny and medium enterprise within the Indian terrain has provided better development and success factors for further development in other sectors^[7], but that, because of the improved legislation and also the frequent amendments within the Fair foreign policy and Import Export Act the a number of the Indian SME's are acquiring foreign companies as an element of their growth plan and expansion strategy. However, the acquired concerns are mainly used as export related ancillaries. Furthermore, the apparent success of SME's within the Indian economy has carved better ways for local manufacturers and vendors within the manufacturing of a selected product (Galvão et al. 2018)^[3]. The recent trend followed by the Indian SME's is that the substantial investment in R&D facilities to form a world impact and survive the upcoming contingencies within the global economy. As per the present sources, the SME's sector individually contributes about 7 per cent to the Indian GDP.

IV. CRM AND ITS COMPONENTS

With the prevalence of the many rivals within the operating environment, a noticeable is required for the implementation of CRM policies and techniques in SME's^[3]. As opined by Deshmukhetal. (2016), over the years, there are constant efforts from the Indian Government to encourage regional and rural concerns to contribute to economic development. However, the recurrent efforts have led to excessive competition within the sector with concerns providing homogeneous products and implementing aggressive pricing strategies to excel within the current marketing terrain. The

implementation of adept CRM policies and techniques helps the concerns to secure a stable position in terms of standing out of them by establishing a productive relationship with its customer base. a number of the prominent components of the CRM policies are mentioned below:

Sales Force Automation: Sale Force Automation is an innovative business technique of using software for automating sales related task within the business organization, supported this technique, processing, product management, contact management, inventory management sales forecast analysis and customers management is conducted rapidly within the business.

Human Resource Management: HRM is one in all the most factors of CRM because it helps in developing employee performance. Human resource manager focuses on hiring highly skilled and qualified employees within the market so they're capable of achieving the aims of the company. Additionally, the training facility provided by human resource manager helps in providing appropriate service to customer, which may develop the account.

Lead Management: Lead management may be a set of methods that help in generating business clientele, campaign programs and variety in business performance. supported this process, the organizations are able to make an appropriate business decision in developing the customer relationship.

Customer Service: so as to mitigate the problems of consumers, the organisation needed 24/7 customers service. The customer service managers gather information regarding problems with customers and analyse it. The problems are forwarded to senior executives of the SME's and appropriate business decision regarding the problems of consumers is formed. it's been understood that supported the effectiveness of customer service, the market reputation of SME develops within the country (Tseng 2016). As a result, the organization can maintain continuous development in future^[5].

Marketing: Marketing is one amongst the crucial steps of the CRM process that also helps in identifying the target customers and taking an appropriate market decision for expanding the sales volume. It's been understood that supported marketing strategies, the standard of product and services may be increased, supported that, the purchasers can receive an expected service from the SME's within the future^[8].

Workflow Automation: during an enterprise, many processes runs simultaneously that involves prominent cost-cutting measures. The effective management of the sequenced steps within the manufacturing of a product or services is understood as Workforce Automation. The further analysis and investigation of the lined up process helps within the reduction of costs to a specific extent, thereby helping in increasing the share of profitability in concern, except that, Workforce Automation^[3] also helps within the effective allocation of resources to avoid wastages that may cause further delays. Routing out crucial documents and filling up forms is a private process involved within the function that helps to diminish the extent of effort and times in these processes. Business Reporting: the method of securing good relations with the customer involves active management of sales, customer care reports and marketing. one among the prominent aims of the How does using Salesforce CRM affect the customer satisfaction in Indian SMEs^[2] customer care report is to produce comprehensive data regarding the daily operational activities within the priority. As affirmed by Tsou and Huang (2018), the customer care report helps in analyzing the present operational, functional and financial stance of the corporate in a much stipulated timeframe. The incorporation of CRM within the process ensures the correct facilitation of the report, which further helps in investigating the prevalent flaws within the organizational and operational function of the priority.

Analytics: For the prolonged success of a priority, it's crucial to possess a chunk of detailed knowledge about the compelling business scenario. As affirmed by Lillard and Al-Suqri (2019), analytics may be a process of analyzing and presenting the present trends within the marketplace for providing a close overview^[7]. The method is principally concerned with the formulation of graphical representation and studying the prevailing and futuristic trends. Analytics is one amongst the crucial elements of Customer Relationship Management that aids the detailed study of the present progress of the corporate with regard to its analyzed course of action^[4].

V. DEVELOPMENT OF SALES FORCE CRM STRATEGY IN INDIA

In the era of knowledge technology salesforce is recognized because the largest customer relationship management software. As mentioned

by Agnihotri et al. (2017), the salesforce is a marketing application that's controlled by the cloud platform. The system is developed in order to amass new customers within the modern market. The software principally works with various business deals so as to extend the revenue of Indian market. The concept of sales and marketing are closely related with CRM or customer relationship management^[4]. The platform helps in continuation of tasks at the identical time it supplies important information for various requirements^[7]. Therefore, many small medium enterprises are developed in India. The

customer relationship management can provide perfect accommodation so as to develop the SME organizations, because of the technological advancement multiple cloud platforms are developed that may surely help those enterprises. Furthermore, Khan and Azam (2017) explained that the strategy can enhance the productivity of several industries also because it can increase the performance of a corporation^[5]. The sales division includes two main strategies like short-term initiatives and long-term initiatives.



Fig 5.1: Salesforce development services

VI. LITERATURE REVIEW

Feasibility study: In a preliminary study^[9], which is the price of a product is intended to be some difficulty in carrying out a given task. Typically, a pre-feasibility study is conducted before the technical preparations and the implementation of the project. In other words, a feasibility study is an evaluation or analysis of the potential impacts of a proposed project.

Economic feasibility: The economic analysis is the most widely used method for evaluating the effectiveness of a new system. Already well-known as a cost/profit analysis, the procedure is to determine the efficacy and cost savings of a candidate, the system is expected to do in relation to the costs. If the profit exceeds the costs, then the decision of the development and implementation of the system. An entrepreneur has to carefully weigh the costs and benefits before you are forced to take action.

Cost Based Study: It is important to identify cost and benefit factors, which can be categorized as follows:

- Development costs^[9] ;
- 2. Operating costs^[9].

This application needs less amount of cost in both development and operating state.

Time Based Study^[9] : This is an analysis of the time required to achieve a return on investments.

This application takes less time to execute and to use.

VII. CONCLUSION

This chapter has concluded the whole study with the findings of this particular theme. The various segments of this study are organized by elaborating multiple sections like requirements of Customer Relationship Management in India, importance of CRM in marketing era of this country, benefits of customer relationship management together with development of salesforce CRM. The study has been arranged by providing multiple informations regarding CRM in small and medium enterprise of this country. This research paper has included some essential facts that are related with this context just like the emergence of CRM and the way this has impacted Indian small and medium enterprises. This case has been depicted that the little and medium enterprises of this country have driven sales division to the following step of development in India. The first aspect of this study is to gauge the impact of Customer Relationship Management in Indian business culture. CRM is referred as a vital marketing technique for monitoring a relationship between potential customers and organization. This strategy has helped the

consumers to remain connected with the organization. Indian SMEs have implemented this system so as to manage sales division, productivity and get in touch with management. Indian government has declared the little and Medium Development Act within the year of 2006 to regulate the formation of small and medium enterprises of this country and this act has been successfully involved for maintaining growth sustainability of the organizations. Different objectives are derived from the analysis of this study over this particular topic of CRM in SME's India.

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