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Rashed A. Chowdhury

Building a Salesforce-Powered Front Office

A Quick-Start Guide

- Teaches you how to build a business and technology roadmap for your organization with Salesforce tools
- Shows you how to maximize external-facing customer and lead interaction with the front office process tower (business development, marketing, sales, and operations/customer service)
- Covers how to create a 360-degree view of your customers to view data in one place and gain valuable business insights

Harness the power of Salesforce to manage and grow your business. This book shows you how to use the Salesforce CRM tool to consolidate consumer data into a single place to gain better insight into your business and more easily manage data. Data (such as email, spreadsheets, databases) is generated through the front office or face of your business, where your company interacts with customers and revenue is generated. In a hotel, for instance, the front office is the lobby where guests are greeted, their problems are handled, and room payments are made. Another example is a coffee shop, where the front office is an employee taking a customer's order or serving a drink. Salespeople connect to customers by selling your company's goods or services. Marketing team members connect with them through advertising and promotional activities. Service and support staff assist customers with problems and provide help with products. This book introduces the many ways Salesforce-based innovations are transforming the technology landscape and the strategies that may be used for designing and launching a digital front office. The book examines how organizations can launch and grow digital solutions and strategies for the governance of the platform and provides an overview of digital transformation across industries.

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