



Oracle CRM On Demand Administration Essentials

Padmanabha Rao, Venkatesan Sundaram

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In Detail

The CRMOD software is built to world-class industry reference models of customer relationship management, and the service provides all the software and features you would need for a world-class customer relationship management practice. This knowledge is essential to keep the costs of investment low and return on the investment high.

"Oracle CRM On Demand Administration Essentials" describes the design and discipline of the software and service of CRMOD. It gives you the knowledge to embed the system to a high quality and sustainable effect in your business.

This book delves into the details of the CRMOD system to equip the implementation team with the knowledge of the model of customer relationship management to adapt, adopt and advance to suit your business, keep your customers delighted and your competitors gasping. CRMOD is a platform system providing online transactions, reports and analytics and integrations with other systems. Understanding the capabilities of each of these, and bringing them together suitably, helps you build a world-class practice of CRM.

The book will start from a definition of the practice of customer relationship management to using the Oracle CRM On Demand technology to support the practice. You will learn what you get out of the box, which can be quite a lot once you begin to explore it in depth. You will then learn to configure and customize the system for both your extended tactical needs and intensive strategic business needs.

Approach

This book is packed with real world examples that cover the design and discipline of the software and service of CRMOD.

Who this book is for

If you are a CRMOD Administrator, Business Analyst or a CRM implementation specialist looking forward to implement CRM On Demand or enhance and maintain an existing CRM On Demand deployment, then this is the guide for you.

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