

# Customer service: the customer relationship management technology

[Technology](#), [Information Technology](#)



Software as Service (SaaS) can be beneficial because of a software deployment where an application is hosted as a service. A great example of this is Salesforce 2. 0 in the e-commerce realm.

Current companies that utilize Salesforce at the moment are FTD, ATT, Sakonnet and google. Salesforce allows companies to have dynamic SALESFORCE reporting. Although the intelligence behind SALESFORCE has been enhanced, good business analysts still understand the gravity of analyzing data to report to management. This extends to just simply reading graphs but really benchmarking these results via thresholds. A centralized information from all the sources (e. g. point-of-sale (POS) system, equipment monitoring, etc) were all sorts of information, real-time feeds and legacy information can be monitored and analyzed in a most efficient and precise way via data warehousing. Salesforce ERP system, which can handle most day-to-day business functions, would serve as the hub. POS and other devices use business intelligence software to gather sales information and marketing data, which is then transferred to a Salesforce database for analysis. would help organizations have robust information of their business processes and assist them monitoring the progress of their business in the terms of sales, revenues, inventory management, staff allocation, location of the business in terms of which is profitable or unprofitable, and also gives them the head start to mitigate any risk. The utilization of SALESFORCE is to supplement the work of Business Analysts and cultivate their thinking into making better and faster decisions.