

A one-stop implementation reference guide to Oracle CRM On Demand, the world's best-selling brand of CRM technology. Overview Full of illustrations, diagrams, and tips with clear step-by-step instructions and real-time examples. Master Application Customization by learning custom page layouts, homepage layouts, search result layouts, and dynamic layouts. Understand User Management and Access Control. Interact effectively with Oracle Corporation in the maintenance of your CRM. In Detail The CRM 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 CRM. 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 CRM 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. CRM 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. What you will learn from this book Structured approach towards understanding CRM functions and features. Perform CRM configuration activities. Implement CRM with minimal customization. Extend CRM On Demand using webservices. Integrate CRM On Demand to external systems. Build real time reports and interactive dashboards. Manage your CRM On Demand data. Replicate your CRM On Demand instance. CRM help and Support systems. Extended solutions from CRM partners. Approach This book is packed with real world examples that cover the design and discipline of the software and service of CRM. Who this book is written for If you are a CRM 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.

The Darwin Story: A Lifetime of Curiosity, a Passion for Discovery (Great Heroes), Am-Bushed!: More Chronicles of Government Stupidity, A True Story... How I Survived My Life with a Psychopath, Department of Spooks: Stories of Suspense and Mystery, Halfway to Paradise, Amish Romance: Dawn Of Memories - 50 Shades of Amish Love: (AMISH ROMANCE) Amish Love Stories Series,

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