

# Salesforce vs other CRM tools in E-Commerce Industry



Welcome to the fourth industrial revolution! From making payments, to ordering clothes or getting your favourite pizza delivered, we have entered the era of digitalisation. Jargons like Artificial Intelligence and CRM which used to be alien terms are now quintessential to businesses.

So the question comes, what exactly is CRM?

CRM or Customer Relationship Management is a technology that allows you to manage relationships with your customers and prospects and track data of all your interactions.

When it comes to e-commerce, a CRM model is said to be efficient when it can lay out your customer's entire engagement history, buying behaviour, purchase history, basically providing you his journey with your company which will benefit you in many ways wiz

- You will be able to cater to his needs better, provide prompt customer support, hence, leaving him satisfied and he might end being a loyal customer
- You will be able to come up with targeted ads and email marketing campaigns.

- You can leverage the analytical data and generate leads from various social media platforms like facebook, instagram, twitter, linkedin etc by integrating them.

The list can go on and on but now let's dive into specific CRM softwares and have a comparison between them which will help you identify which software suits you best.

<b>BASIS</b>	<b>SALESFORCE COMMERCE CLOUD</b>	<b>ZOHO CRM</b>	<b>ORACLE COMMERCE</b>	<b>SAP</b>	<b>MICROSOFT DYNAMICS 365</b>
<b>Notable Features</b>	<ul style="list-style-type: none"> <li>-AI &amp; Analytics functionality</li> <li>-Campaign and content management.</li> <li>-Internationalization</li> <li>-Storefront personalization</li> <li>-Mobile commerce</li> <li>-Order management for both B2C and B2B</li> <li>-Real-time reports and dashboards</li> <li>-Search engine optimization</li> <li>-On-demand sandbox</li> <li>-A/B testing</li> <li>-Localization &amp; multi site management</li> </ul>	<ul style="list-style-type: none"> <li>-Sales Force automation</li> <li>-Lead management</li> <li>- Cost effective</li> <li>-Account Management</li> <li>-Website integration with forms</li> <li>-CRM workflow management</li> <li>-Sales tracking &amp; forecasting</li> <li>-Mobile CRM</li> <li>-Mailmagnet</li> <li>-Machine learning</li> </ul>	<ul style="list-style-type: none"> <li>-API first approach</li> <li>-Product catalog management</li> <li>-SEO &amp; search merchandising</li> <li>-Multi site management</li> <li>-Shopping cart management</li> <li>-Omnichannel</li> </ul>	<ul style="list-style-type: none"> <li>-End-to-end commerce processes</li> <li>-Lead Management, -Contact history.</li> <li>- Sales force automation.</li> <li>-Pipeline Management.</li> <li>-Partner Management.</li> <li>-Sales Management.</li> <li>-Email Marketing.</li> <li>- Time tracking</li> <li>- Sales reports</li> <li>-Intelligent remarketing tactics</li> <li>-Predictive analysis</li> </ul>	<ul style="list-style-type: none"> <li>-360 degree view of your customer.</li> <li>-Web API enhancements</li> <li>-AI- driven recommendations and insights.</li> <li>-Editable grids</li> <li>-Server-to-server authentication</li> <li>-Programmatic management</li> <li>-Process enhancements</li> <li>-Dynamics 365 app for Outlook</li> </ul>
<b>Suitable for</b>	Medium to large enterprises, FMCGs, Companies working with huge amount of data	SMEs, Startups, Companies on a budget	Medium, Large enterprises	Medium, Large enterprises	Small, medium and large businesses. Freelancers.
<b>Integrations</b>	Apps and	Over 400+	Connect to all	SAP Hybris	11 integrations

	third-party systems in Salesforce's Appexchange	integrations and extensions	apps and systems used by you currently through its Java API and Open Development	Cloud for Customer (Cloud) via HCI and PI	including Office 365, Outlook, etc
<b>Devices Supported</b>	Iphone/Mac, Android, Windows, Linux, Mac, Web-based	Iphone/Mac, Android, Windows, Linux, Mac, Web-based	Android, Iphone/Mac, Linux, Windows, Windows mobile	Windows, Mac, Web-based	Iphone/Mac, Android, Windows, Linux, Mac, Web-based
<b>Pricing</b>	Quote based. Two editions : B2B Commerce and B2C Commerce	Free edition and per user subscription editions ranging from \$18/user/month to \$55/user/month	License-based enterprise pricing scheme	Quote based. Contact SAP CRM for enterprise pricing information	Dynamics 365 - \$210/user/month. Applications - \$40/user/month. Unified operations and customer engagement plans for \$190 & \$115/user/ month respectively.
<b>Prominent Clients</b>	<b>Bossini, Lancome Paris, Adidas, GoPro, Lacoste, Marks &amp; Spencers, FILA.</b>	<b>Hyatt, KPMG, L'oreal, Mahindra, Suzuki, Bata, Facebook.</b>	<b>Yamaha, WestRock, Zebra Technologies, Airborn, Carmen Steffens.</b>	<b>Patterson Companies Inc, Ivoclar Vivadent Inc, KitchenAid, Miggy Foods,Oxy</b>	<b>UPS, Bombay Dyeing, Khaadi, Citta Design, Columbia, Michael Hill.</b>

