

Dayananda Sagar College of Arts, Science and Commerce

Master of Computer Applications

Seminar on "Salesforce" – Trailblazer Community

5

A Seminar on Salesforce was conducted on 3 December 2018 for third and first semester MCA students. Mrs. Amanda Bauman, Senior program manager, Sales force and Mr. Kumara Murali, Senior Instructor, Trailhead for students, addressed the students.

Automation is essential in CRM considering the requirement of handling a huge size of customer base and the level of complexity in each sales force related or marketing related tasks. CRM makes use of three types of automation: Sales Force Automation (SFA), Marketing Automation (MA), and Services Automation (SA). They also introduced Trailhead from which we could learn play and get a recognized job joining this community. We Got alot to know about this and it was quite an great learning experience. We explored different options for jobs which was quite helpful and informative.



Pic-1: Group Photo with Speakers



Pic-2: Mrs. Amanda Bauman Pic with I Sem MCA Students