



# St. Wilfred's College for Girls

(Affiliated to University of Rajasthan)

**Research, Innovation and Incubation Cell (2020-21)**

**One-day webinar on Learn about Salesforce & How it Work**

**Organized by Department of Computer Science**

**Date: [01-05-2021]**

**Duration: [One Day]**

Date: [Date of the webinar]

Duration: [1.30hr]

Organizer: [Department of Computer Science]

Platform: [Online platform used for the webinar]

## **1. Introduction:**

The webinar titled "Learn about Salesforce & How it Works" was held on 01-05-2021 with the aim of providing participants with an in-depth understanding of Salesforce, its features, and its role in modern business processes. The event was organized by Department of Computer Science and attracted participants from various industries.

## **2. Agenda:**

The webinar was divided into four sessions, covering different aspects of Salesforce and its functionalities. The agenda for the day was as follows:

Session 1: Introduction to Salesforce

Session 2: Salesforce Features and Capabilities

Session 3: Salesforce in Business Operations

Session 4: Q&A and Discussion

## **3. Session 1: Introduction to Salesforce:**

The first session served as an introduction to Salesforce, providing a brief overview of the platform's history, purpose, and key benefits. The presenter discussed how Salesforce has evolved into a leading customer relationship management (CRM) platform and highlighted its wide range of applications across industries.

## **4. Session 2: Salesforce Features and Capabilities:**

In the second session, the focus shifted to the various features and capabilities of Salesforce. The presenter covered topics such as data management, sales and marketing automation, customer service functionalities, and analytics. The participants gained insights into the platform's flexibility, scalability, and customization options.



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## 5. Session 3: Salesforce in Business Operations:

The third session delved deeper into how Salesforce is integrated into business operations. The presenter showcased real-life examples and success stories of organizations that have leveraged Salesforce to streamline their processes, enhance customer experience, and drive business growth. The session highlighted the importance of Salesforce in sales, marketing, customer service, and collaboration.

## 6. Session 4: Q&A and Discussion:

The final session provided an opportunity for participants to ask questions, clarify doubts, and engage in a discussion with the presenter. The Q&A session covered various topics, including implementation best practices, integration with other systems, and future developments in the Salesforce ecosystem. The interactive nature of the session encouraged active participation and knowledge sharing among the attendees.

## 7. Key Takeaways:

The webinar offered valuable insights into Salesforce and its functionalities, leaving participants with several key takeaways:

A comprehensive understanding of Salesforce and its role as a CRM platform.

Knowledge of the various features and capabilities of Salesforce, including data management, automation, and analytics.

Insights into how Salesforce can be integrated into business operations to drive efficiency and growth.

Real-life examples of organizations successfully using Salesforce to improve customer experience and achieve business objectives.

Understanding of best practices for implementing and leveraging Salesforce in a business environment.

## 8. Conclusion:

The webinar on "Learn about Salesforce & How it Works" was a successful event that provided participants with a comprehensive overview of Salesforce's functionalities and its impact on modern businesses. The sessions, led by knowledgeable presenters, offered valuable insights and encouraged interaction among the participants. The event contributed to enhancing the participants' understanding of Salesforce and its potential in their respective industries.

Overall, the webinar served as an effective platform for learning and knowledge sharing, enabling participants to explore the power of Salesforce and its applications in improving business processes and driving success.



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