Oracle CRM on Demand Administration Essentials

By Padmanabha Rao

Packt Publishing Limited. Paperback. Book Condition: New. Paperback. 304 pages. Dimensions: 9.2in. x 7.6in. x 0.8in.A one-stop implementation reference guide to Oracle CRM On Demand, the worlds 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 CRMOD. In Detail The CRMOD 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 CRMOD. 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 CRMOD system to equip the implementation team with the knowledge of the model of customer relationship management to adapt, adopt and advance to suit...

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