



KLS Vishwanathrao Deshpande Institute of Technology

(NAAC Accredited with 'A' Grade)

(Approved by AICTE, New Delhi. Affiliated to VTU, Belagavi)

(Recognized Under Section 2(f) by UGC, New Delhi)

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Department of Computer Science and Engineering(AI&ML)

Date: 21-11-2025

A Report on Technical talk on Salesforce Essentials : The Power Behind the World's Leading CRM

Dept. of Computer Science and Engineering and Computer Science and Engineering (AIML) KLS VDIT Haliyal conducted technical talk in association with ISTE on Salesforce Essentials : The Power Behind the World's Leading CRM 21-11-2025 at 2 PM in virtual mode.

Details of Events are as follows:

Resource Persons:

Mrs. Rasika Hange - Kulkarni , Senior Salesforce Quality analyst, Docusign Bangalore

Target Audience: 3rd semester Students of CSE and CSE (AIML) Dept.

No. of Active Participants: 160

Platform: Google Meet

The resource person highlighted the following concepts

- **Why CRM Became Important**

CRM helps organizations build stronger customer relationships, streamline operations, and make data-driven decisions. As customer expectations continue to rise, CRM has become essential for achieving growth and retention.

- **What is CRM?**

Customer Relationship Management (CRM) is a system that helps businesses manage interactions across the entire customer lifecycle—from lead generation to service and support.

- **What is Cloud CRM?**

Cloud CRM provides these capabilities online, offering real-time access, scalability, high availability, and reduced infrastructure costs. It enables organizations to operate from anywhere, anytime.

- **Why Salesforce is Leading the Market**

Salesforce dominates due to its continuous innovation, robust product suite, strong ecosystem, integration capabilities, and focus on customer success.

- **Salesforce Ecosystem Overview**

The ecosystem includes Sales, Service, Marketing, Experience, Commerce, and Industry Clouds. It also consists of a global community of admins, developers, consultants, architects, analysts, and partners.

- **The Full Customer Journey**

Salesforce supports all stages of the customer journey—awareness, acquisition, onboarding, engagement, support, and loyalty—offering a unified, 360-degree view.

- **Key Salesforce Objects: Lead, Opportunity, and Case**

- Lead: Represents a potential customer
- Opportunity: Tracks progress of the sales deal
- Case: Manages customer service or support requests

These objects form the foundation of core sales and service processes.

- **Reports and Dashboards**

These features help organizations track KPIs, measure performance, and make informed decisions with real-time data.

- **Salesforce Careers, Skills & Learning Paths**

The Salesforce ecosystem offers diverse roles such as Admin, QA, Developer, Consultant, Architect, Business Analyst, and Product Owner. Trailhead and certifications provide structured pathways for professional growth.

The session followed by question-and-answer session. It was a knowledgeable and informative talk. Students interacted with resource persons and received information about Salesforce Essentials.

Outcomes:

1. Students understood why CRM has become essential for modern businesses, especially for improving customer relationships and supporting data-driven decisions.
2. Students understood the concept of Cloud CRM and recognized its advantages, including scalability, real-time access, and reduced infrastructure costs.
3. Students gained insights into why Salesforce leads the CRM market through innovation, ecosystem strength, and integration capabilities.
4. Students understood key Salesforce objects—Lead, Opportunity, and Case—and how they support sales and service processes.
5. Students learned how reports and dashboards help track KPIs and support real-time decision-making.
6. Students explored various Salesforce career paths and understood the skills, certifications, and learning resources needed for each role.

 **KLS Vdit** 
Haliyal, Uttara Kannada Dist. Karnataka – 581 329
KLS Vdit Group of Institutions

Department of CSE and CSE(AIML)
organises

Online Technical Talk on

 **"Salesforce Essentials: The Power Behind the World's Leading Cloud-based CRM"**

In association with

Rasika Hange - Kulkarni
Senior Salesforce Quality Analyst, DocuSign Bangalore

   INSTITUTION'S INNOVATION COUNCIL

01.11.2025 at 2 pm in the seminar Hall

Prof.Nirmala Ganiger Event coordinator
Prof.Ekala Shanbhag
Dr. Venkatesh Shankar Head of the Department
Dr. Poornima Raikar
Dr. V. A. Kulkarni Principal

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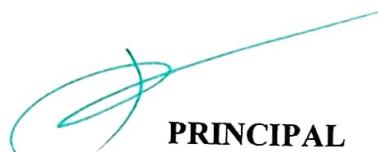
PO mapping

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
2	2	2	1	2	1			2	2	2	2	2



Event Coordinator
 Prof. Nirmala Ganiger
 Prof. Ekata Shanbhag


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