

## **ABSTRACT**

### ***AUTOMATION OF SALES CLOUD INTEGRATION BUSINESS PROCESSES IN PRODUCTION MSMES USING SALESFORCE***

By

**ZAKIYAH SALSABILA**

**NIM : 1202170315**

*PT. Garsel is one of the companies engaged in the production of shoes and is one of the companies affected by the COVID-19 pandemic. So that requires PT. Garsel in doing work from home tasks. Of course PT. Garsel needs applications that support secure data storage, and applications that can perform business processes efficiently so that it can help PT. Garsel in conducting business processes. Based on the problems that exist in PT. Garsel, PT. Garsel needs a solution to overcome the existing problems, namely maintaining customer convenience so that customers do not turn away and become prospects for declining sales. The solution given is to create an automation system that can help PT. Garsel avoids repetitive business processes. The next solution is to use the Mobile application from Salesforce which aims to access the system flexibly. The next solution is to use the Case feature to record customer complaints and automatically notify customers if their case has been completed.*

**Keyword: CRM, Process Builder, Mobile Salesforce, UMKM, Salesforce.**