A CRM Application to Handle the Clients and their property Related Requirements

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Project Abstract

Our World Properties integrates Salesforce to streamline customer interactions. Website engagement triggers automated record creation in Salesforce, capturing customer details and preferences. Salesforce categorizes users as approved or non-approved, offering tailored property selections to approved users. This enhances user experience and efficiency, providing personalized recommendations and broader listings. Seamless integration optimizes operations, improving customer engagement and facilitating growth in the real estate market.

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INTRODUCTION

Our World Properties has integrated Salesforce to enhance customer interactions and streamline its real estate operations. Through this integration, website engagement is seamlessly connected to Salesforce, where customer details and preferences are automatically captured. Salesforce then intelligently categorizes users into approved and non-approved segments, offering approved users personalized property recommendations while providing broader listings for others. This strategic use of Salesforce not only improves operational efficiency but also delivers a more personalized and engaging experience for customers, helping Dreams World Properties stay competitive and drive growth in the real estate market.

Milestone 1 :- Create a Jotform and integrate it with the org to create a

record of customers automatically.

Client wants a form for the customers to get the details directly into the salesforce so that the admins can create a user in the org.

Budget Amount *
eg, 23
Number
Address
Street Address
Street Address Line 2
City State / Province
Postal / Zip Code
HOSSE / JOD LOSS
Submit
Statilik
 AND NEW DAGE LIEDE
DIELATO MONDO
Dreams World Annual Control Co
Our World
Our World
Our World
Our World
Our World
Our World Name *
Our World Name *
Our World Name • First Name Last Name
Our World Name • First Name Last Name Email example@example.com
Our World Name * Fret Name Last Name Email example@example.com Phone Number
Our World Name Fret Name Last Name Email example@example.com Phone Number [DO) 000-0000 Please enter a valid phone number.
Our World Name Fret Name Last Name Email example@example.com Phone Number (DO) 000-0000 Please enter a valid phone number. Which type of Property are you looking for?
Our World Name Fret Name Last Name Email example@example.com Phone Number [DO) 000-0000 Please enter a valid phone number.
Our World Name * Email example@example.com Phone Number (000) 000-0000 Please enter a valid phone number. Which type of Property are you looking for? O RESIDENTIAL

Published

link: https://form.jotform.com/24279085570305

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Task 2

Create Objects from Spreadsheet.

Customer and Property Tables are created by using sample data.

1. For Customer

Α	В	С	U	E	F	G	Н	I	J	K
Customer	Phone Number	Emial	State	Property Type	Budget Amount	Street Address	Street Address	li City	postal code	Verified
Rakesh	788797	rakesh@gmail.c	Telangana	Residential	4000000	gb road	street no 45	Hyderabad	555001	checked
prakash	55448855	p@gmail.com	Maharashtra	Commercial	8000000	gachibowli	indira road	mumbai	6600014	unchecked
Prajwal	454545	prajwal@gmail.d	Maharashtra	Rental	25000	kamdli	kathora	Amravati	444805	checked

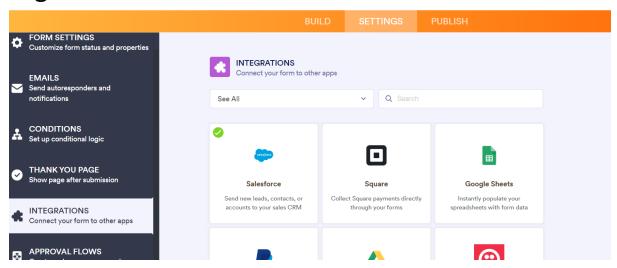
2. For Property

Α	В	С	D	Е
Property Name	Type	Location	Verified	
Lotus Appartmen	Residential	hydeerabad	checked	
500000 sq.ft plot	Commercial	Amravati	uchecked	
3 Bhk fkat at sta	rental	Jubliee hill Hyde	Checked	

Integrate JotForm with Salesforce Platform

In this Milestone we are going to integrate JotForm with Salesforce.

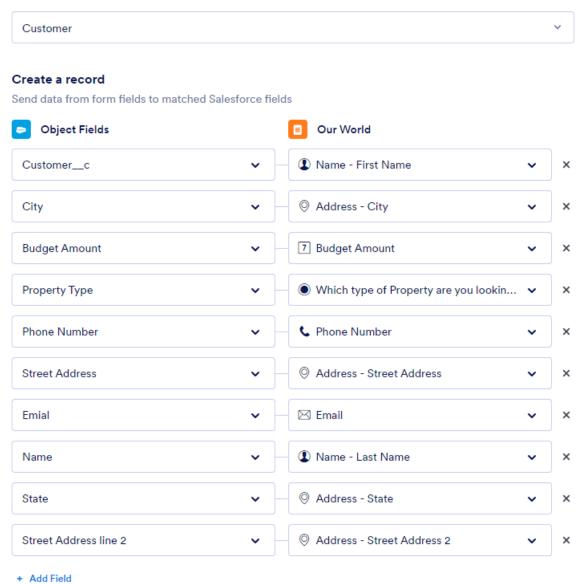
1. On JotForm, we are integrated with salesforce org.



2. Select an Action - Create a record.

Select a Salesforce Object : - Customer

Select a Salesforce Object

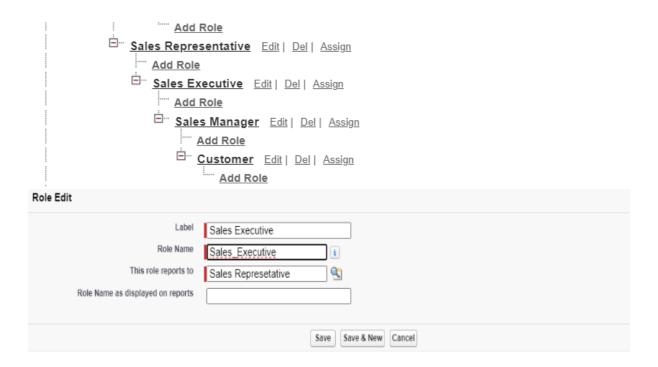


3. Saving the Integration

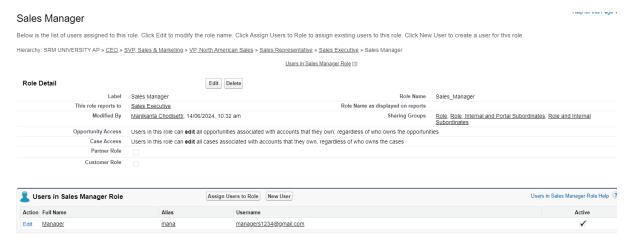


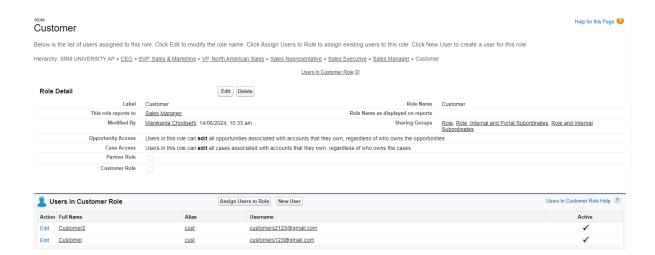
Create Roles

1. Create "Sales Executive" Role which reports to "Sales Representative"



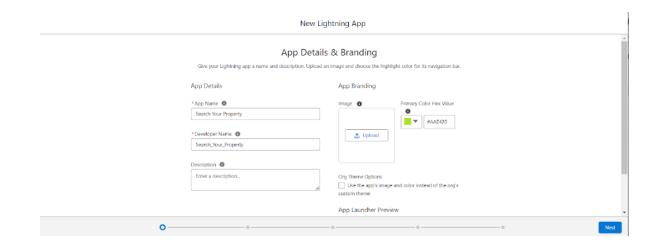
2. Similarly Create a Role Name "Sales Manager" below Sales Executive which reports to Sales Executive, Also Add a Role below Sales Manager labeled as "Customer" which reports to Sales Manager.





Create a Property Details App

From Setup>> Go to App Manager and click on New Lightning App and Name it as "Property Details" and add "Customer" and "Property" Object and Save it.



Create Profiles

- 1. Customer:
- A. From Setup? Go to Profiles and Clone Salesforce Platform User and Name it "Customer".



B.Uncheck all the Custom Objects and Check only Property Details From Custom App Settings.

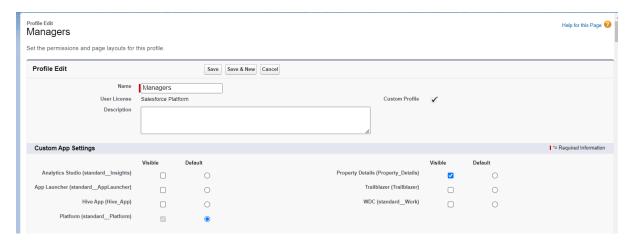
Custom App Settings						= Required Information
	Visible	Default		Visible	Default	
All Tabs (standardAllTabSet)		0	Queue Management (standard QueueManagement)		0	
Analytics Studio (standardInsights)		0	Sales (standard_LightningSales)		0	
App Launcher (standard_AppLauncher)		0	Sales (standardSales)		O	
Automation (standardFlowsApp)		0	Sales Console (standardLightning SalesConsole)		0	
Bolt Solutions (standard_LightningBolt)		0	Salesforce Chatter (standardChatter)		0	
Community (standard_Community)		0	Salesforce Scheduler Setup (standardLightningScheduler)		0	
Content (standardContent)		0	Sample Console (standardServiceConsole)		0	
Data Manager (standardDataManager)		0	Service (standard_Service)		0	
Digital Experiences (standardSalesforceCMS)		0	Service Console (standard_LightningService)		0	
Hive App (Hive_App)		0	Site.com (standardSites)		0	
Lightning Usage App (standard_LightningInstrumentation)		0	Trailblazer (Trailblazer)		0	
Marketing CRM Classic (standard_Marketing)		0	WDC (standard_Work)		0	
Property Details (Property_Details)		0				

C.Also Remove all the Standard Object
Permissions. Uncheck all the Custom Object
Permissions and check read and view all in
"Property".



2. Property:

a. From Setup >> Go to Profiles and Clone Salesforce Platform User and Name it "Manager".



- b.Uncheck all the Custom Objects and Check only Property Details From Custom App Settings.
- c. Also Remove all the Standard Object
 Permissions. Uncheck all the Custom Object
 Permissions and check only "modify all" from
 "Property" and "Customer".

	Basic Access				Data Administrati			Basic Access				Data Administrati	on
	Read	Create	Edit	Delete	View All	Modify All		Read	Create	Edit	Delete	View All	Modify A
Accounts							Contact Point Phones						
Addresses							Contact Point Type Consents						
Assets							Customers						
Authorization Forms							D&B Companies						
Authorization Form Consents							Data Use Legal Bases						
Authorization Form Data Uses	0	0	0				Data Use Purposes				0	0	
Authorization Form Texts							Documents						
Background Operations							Engagement Channel Types						
Business Brands							ldeas						
Communication Subscriptions	п	П	0	п	П		Individuals	П	- 0				
Communication Subscription Channel Types	П	П					Labels		П				
Communication Subscription Consents							Locations						
Communication Subscription Timings	п	-	0	П		-	Party Consents						
Contacts	0						Push Topics -	0		0			
Contact Point Addresses							Sellers	0					
Contact Point Consents							Streaming Channels	0					
Contact Point Emails							User External Credentials	_					
Contact Form Dinary							Out External Ordernals						
bject Permissions													
	Basic Access				Data Administrati			Basic Access				Data Administrati	
And an	Read	Create	Edit	Delete	View All	Modify All	Portidor -	Read	Create	Edit	Delete	View All	Modify A
AppLogs							Providers						
Customer	✓	✓	✓	✓	2	✓	Resources						
Offers							Waypoints						
Property	2		2	Z	Z	2							

Create a Check Box field on user

Create Field on the User as per the business requirement.

- a. Setup >> Object Manager >> Search for User>> Fields and Relationships
- b.Create new Field Named as "Verified" as Data type "Check Box"

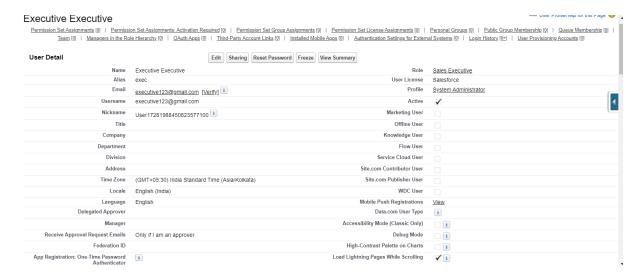
Validation Rules [0]

Custom Field Definition Detail	Edi	it Set Field-Level Security	View Field Accessibility	Where is this used?		
Field Information						
Field Label	Verified			Object Name	User	
Field Name	Verified			Data Type	Checkbox	
API Name	Verifiedc					
Description						
Help Text						
Data Owner						
Field Usage						
Data Sensitivity Level						
Compliance Categorization						
Created By	Manikanta Chodisetti, 06/10/2024,	12:37 pm		Modified By	Manikanta Chodisetti, 06/10/2024, 12:37 pm	
General Options						
Default Value	Unchecked					
Validation Rules	Ne	w				Validation Rules Help ?
No validation rules defined.						

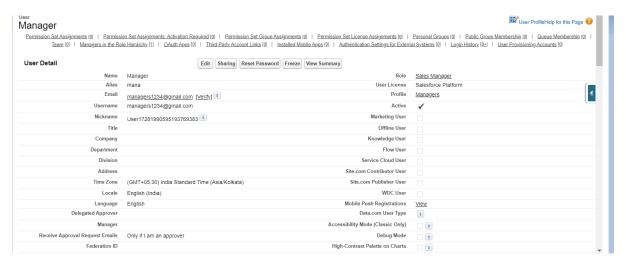
Create Users

Create three different users with three different Roles and profiles as we have mentioned above.

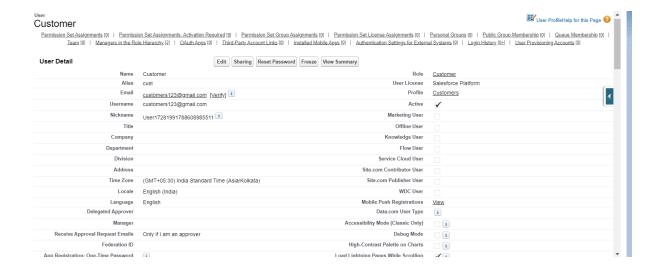
1. User-1 Executive



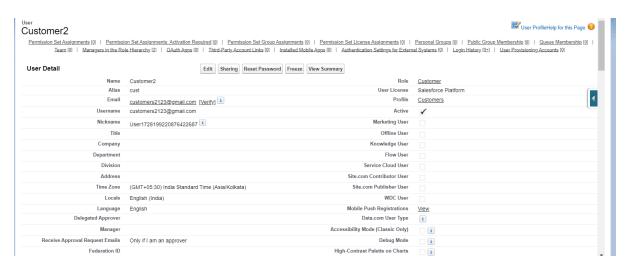
2. User-2 Manager



3. User-3 Customer



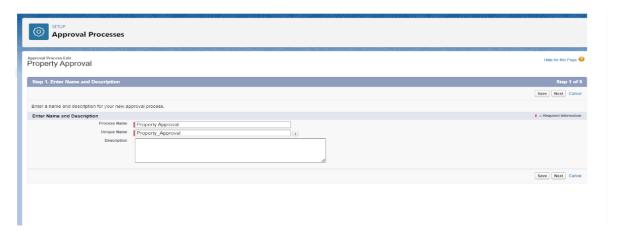
4. User-4 Customer2



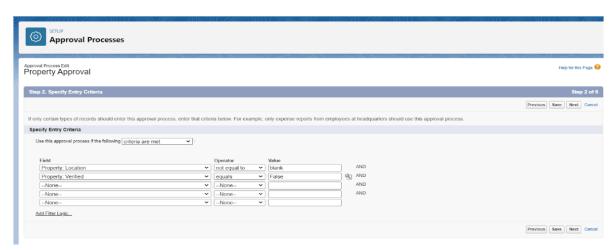
Task 9
Create an Approval Process for Property Object

An Approval process to approve or reject the records as according

- A. From Setup >> Process Automation >> Approval Process .
- B.Process Name Property Approval.

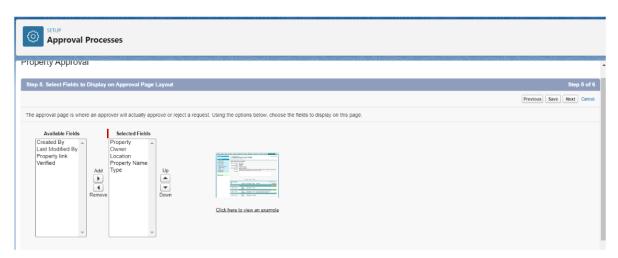


C.Give 2 criteria – Location is not equal to blank, Verified Equals false.



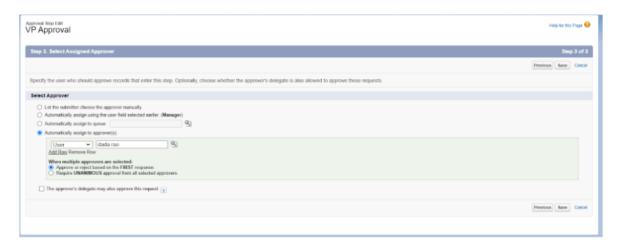
D. Click next and "Next Automated Approver Determined By" Select Manager.

- E. From Record Editability Properties >> Click on Administrators OR the currently assigned approver can edit records during the approval process.
- F. From Step 5. Select Fields to Display on Approval Page Layout select Property, Owner, Location, Type.

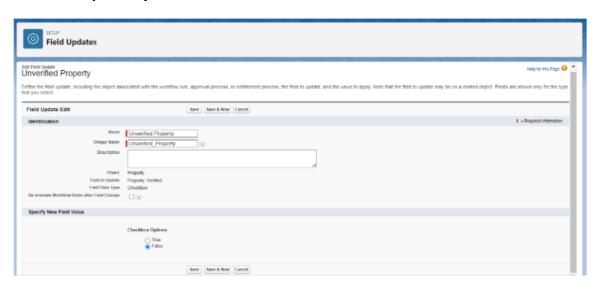


- G. Click Next and Select the initial Submiters
- a. Owner >> Property Owner
- b.Roles >> Sales Manager
- H. Save and Add an approval step name "Executive Approval".
- I. Specify the Criteria >> All record should enter

J. click next and select the Approver as "Sales Executive "and "Save".



- K. Add One field Update as "Verified Property".
- L. Add One field Update as "UnVerified Property"



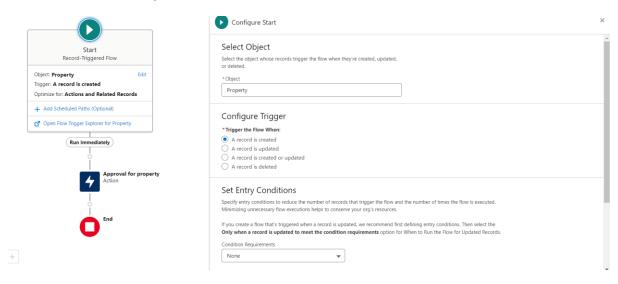
M. Activate the Approval Process.

Task 10

Create a Record trigger flow to submit the Approval Process Automatically.

A flow that can submit the records directly for approval.

- 1. Search for Flows >> Click On New and Select "Record Trigger Flow".
- 2.In Property. Select "Trigger the flow when" >> "A record is created"
- 3. Set Entry Conditions >> "None".

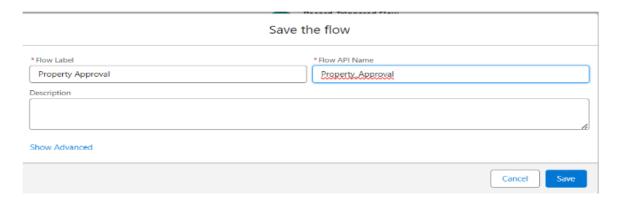


- 4.Add a "Action" >> "Submit for Approval"
- 5. Give Label >> Approval for property
- 6. Record Id >> {!\$Record.Id} and Done.





7. Save the Flow and Give label as "Property Approval" and "Activate".



Task 11

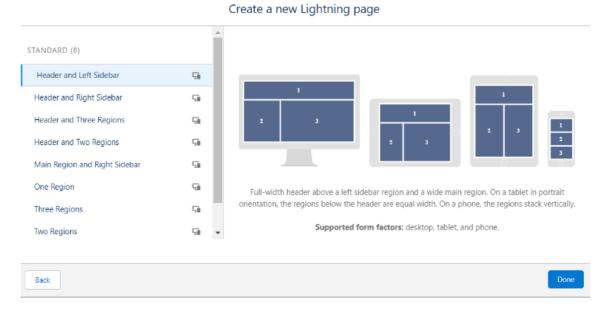
+

Create an App Page

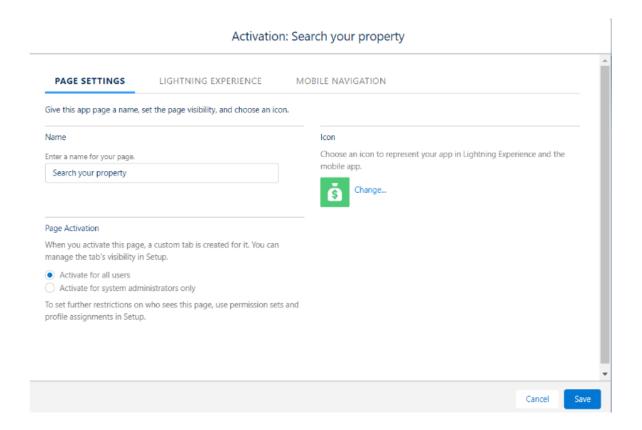
Create an App Page on the Property details Object named as "Search Your Property".

1.From Setup >> Go to Lightning App Builder >> Click on New >> Select App Page and Click on Next.

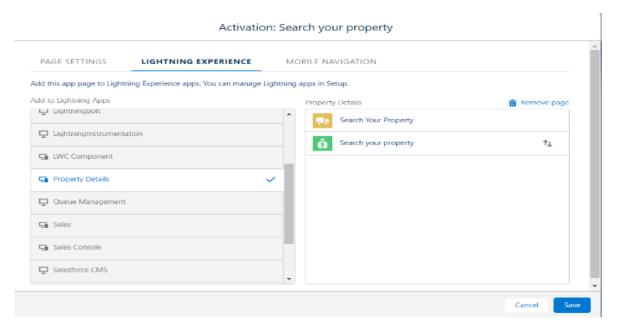
- 2. Give Label as "Search your Property" click "Next".
- 3. Click "header and Left Sidebar" and Click on "Done".



- 4. Click on "Save" and then click on "Activate".
- 5. From Page Setting select page activation as "Activate for all Users".



6. From Lightning Experience Click on "Property Details" and click on Add Page".



7. Then Click on "Save".

Create a LWC Component

Create an LWC Component for the customers so that only verified customers can access the verified properties and non-Verified customers can access non verified properties, and deploy it on "Search your Property Page".

1. Create an Apex Class and make it aura enabled and name it "PropertHandler LWC".



2. Create a Lightning Web Component in your VsCode, and (ctrl+shift +P) and click on authorize an org. Enter your login id and password to authorize your org.

3. Now (ctrl+shift +P) and Create a lightning Web Component and Name it Anything you want to.

4.In Html File: -

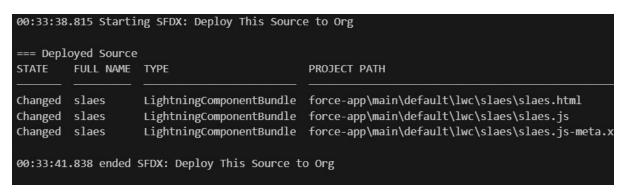
```
import (LightningElement, api, track, wire ) from 'lwc';
import (LightningElement, api, track, wire ) from 'lwc';
import getProperty from "@salesforce/apex/PropertHandler_LMC.getProperty"
import (getRecord) from 'lightning/LimRecordApi';
import USER_ID from '@salesforce/user/Id';
export default class C_01_Property_Management extends LightningElement {
    @ @api recordId
    userId = USER_ID;
    verifiedum
                                                                           verifiedvar
  > applications
                                                                           > classes
     ∨ slaes
                                                                           propetyoptions = []
   { label: "commercial", value: "Commercial" },
   { label: "Residential", value: "Residential" },
   { label: "rental", value: "rental" }
      JS slaes.is
     eslintrc.json
                                                                           @wire(getRecord, { recordId: "$userId", fields: ['User.Verified_c'] })
recordfunction({ data, error }) {
   if (data) {
      console.log(data)
      console.log("This is the User Id ---> "+this.userId);
      this.verifiedvar = data.fields.Verified_c.value;
}
  > objects
> permissionsets
  > tabs
                                                                                   } else {
    console.error(error)
    console.log('this is error')
   > triggers
> scripts
• .forceignore
    .gitignore
prettierignoreprettierrc
                                                                           changehandler(event) {
   console.log(event.target.value);
   this.typevar = event.target.value;
JS iest.config.is
① README.md
                                                                                  this.istrue = true;
this.propertylist = result;
console.log(this.verifiedvar);
console.log(this.typevar)
                                                                                                    } else {
   this.isfalse = false;
   this.istrue = false;
                                                                                         })
.catch((error) => {
    console.log(error)
})
```

In Js File:-

6.In meta File:-

```
| ScolProperty Management| | ScolProperty Manage
```

7. After Saving all the three Codes, Right Click and deploy this component to the org.



Task 13

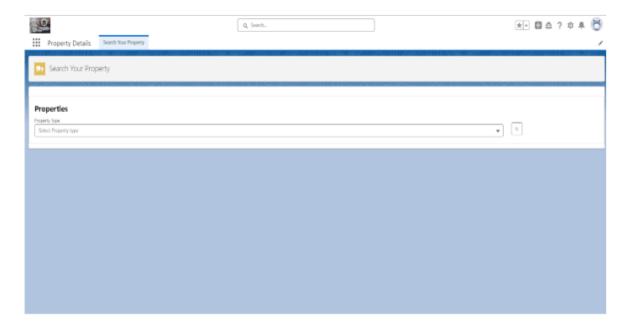
Drag the component to your App Page.

Adding the Component to your Page

- From Setup >> Go to App Launcher >> Search for Property Details.
- 2.On this Page click on gear icon and click on Edit Page.



3. Drag the Component to your App Page and Save the Page.

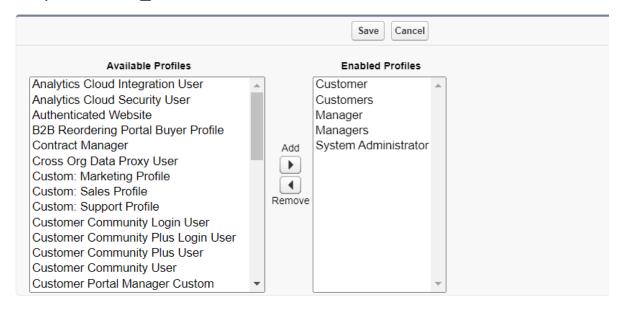


Give Access of Apex Classes to Profiles

The Apex Class has a Security, Enable the security for the profiles that needs to access this class.

- 1.From Setup >> Search for Apex Classes >> Click on "Security" behind "PropertyHandler__LWC".
- 2. From Profiles Add "Manager" and "Customer" and "Save".

Enable Profile Access for Apex Class PropertHandler LWC



Conclusion: The integration of Salesforce into Our World Properties' operations has significantly improved both customer engagement and internal

efficiency. By automating the capture of customer information and tailoring property selections based on user approval status, the company provides a more personalized and seamless experience. This not only enhances customer satisfaction but also positions Our World Properties for sustainable growth in the competitive real estate market. As the business continues to evolve, leveraging Salesforce's powerful tools will enable the company to stay ahead of industry trends and better meet customer needs.

Future Works:

Looking ahead, Our World Properties can expand the capabilities of its Salesforce integration by incorporating advanced analytics and Al-driven insights. This would allow the company to predict customer preferences more accurately and offer even more personalized property recommendations. Integrating additional customer engagement channels, such as social media and mobile apps, into Salesforce could further enhance data collection and interaction tracking. Additionally, optimizing workflow automation within Salesforce, such as contract management and lead nurturing, can improve operational efficiency. Continuous improvement in these areas will enable Our World Properties to stay competitive, scale effectively, and provide a superior customer experience in the evolving real estate landscape.

Thank You