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**PROJECT TITLE: ResidentConnect.**

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**Phase 1: Problem Understanding & Industry Analysis.**

**Problem Statement:**

In most residential communities and apartment complexes, residents struggle with managing day-to-day issues such as water leakages, power outages, waste collection delays, or security complaints. At present, these problems are usually reported through phone calls, registers, or WhatsApp groups, which often leads to miscommunication, delays, and lack of accountability. Similarly, monthly utility bills like water, electricity, and maintenance charges are tracked manually, making it difficult for both residents and community administrators to monitor payments and overdue bills. Service teams also face challenges in tracking requests, prioritizing urgent issues, and updating residents about the status of their work. This unstructured process results in frustration for residents, inefficiency for service providers, and confusion for administrators.

**Requirement Gathering:**

The first step is to understand the common challenges faced by residents and community managers. Residents need a simple way to raise complaints and pay bills. Service teams need an efficient system to receive, track, and resolve complaints. Community administrators need visibility into the overall performance of the service teams, as well as financial tracking for utility bills and payments.

**Stakeholder Analysis:**

- Residents: They want an easy way to raise complaints, track requests, and manage their utility bills.

- Service Teams: Plumbers, electricians, cleaners, and security staff who receive assigned tasks and update progress.
- Community Administrators: Oversee the entire process, monitor service team efficiency, track bills and revenue, and ensure smooth community operations.

## **Business Process Mapping:**

Currently, most communities follow a manual or semi-digital process. For example, a resident calls or messages the admin to raise a complaint. The admin then tries to contact the relevant service team, which causes delays. There is no proper tracking of issue resolution or accountability. In the new Salesforce-based system, residents can log complaints directly through the portal. These complaints are automatically assigned to the correct service team, who can then update the status in real time. Notifications keep residents updated, and administrators get clear reports.

## **Industry-Specific Use Case Analysis:**

This project belongs to the Urban Services and Community Management industry. It adapts concepts from Customer Relationship Management (CRM), which is usually applied in businesses, to a residential community environment. Instead of customers, we have residents; instead of product sales, we have service requests and utility management. This makes it an innovative yet simple application of Salesforce CRM.

## **AppExchange Exploration:**

Salesforce AppExchange can be explored for add-ons such as payment gateways for online utility bill payments, SMS/email notification services for reminders, and other community management solutions. However, this project will focus on building the basic system from scratch, covering the fundamental Admin and Developer.