

WHAT NEXT VISION MOTORS

ABSTRACT

The WhatNext Vision Motors project is a Salesforce CRM solution designed to automate and optimize automobile dealership operations. It integrates lead management, vehicle inventory tracking, and sales automation while providing dashboards for data-driven decisions. This documentation outlines project phases, architecture, and real-world applications

INTRODUCTION

Automobile dealerships face challenges in managing customer data, inventory, and sales operations. This project uses Salesforce CRM to automate workflows, centralize data, and provide actionable insights, transforming dealership operations into a digital-first approach.

OBJECTIVES

1. Automate customer lead tracking and order processing
2. Maintain accurate real-time vehicle inventory.
3. Provide dashboards for monitoring sales and inventory.
4. Enhance efficiency and customer satisfaction.

PROJECT EXECUTION PHASES

Phase 1: Requirement Gathering – Identified dealership needs and user roles.

Phase 2: System Design – Created data models, relationships, and workflows.

Phase 3: Development – Implemented Apex, LWC, and custom objects.

Phase 4: Testing – Validated workflows and dashboards.

Phase 5: Deployment – Deployed using Salesforce DX.

Phase 6: Training – Conducted user training and gathered feedback.

REAL-WORLD EXAMPLE

Example: A dealership named NextDrive Motors automates lead tracking and inventory management using this solution. Leads are captured automatically, inventory is updated in real time, and automated notifications improve customer experience while dashboards help managers make decisions.

FEATURES

1. Lead Management from inquiry to conversion.
2. Real-time Vehicle Inventory Tracking.
3. Automated Opportunity Workflow.
4. Dashboards & Reports for analytics.
5. Workflow Automation for tasks and alerts.

SYSTEM ARCHITECTURE

Flow: Customer → Salesforce CRM → Apex Logic → Dashboards

- Frontend: Lightning Web Components
- Backend: Apex Controllers & Workflows
- Database: Salesforce Objects
- Integration: REST APIs (optional)

MODULES

1. Customer Module – Manages lead lifecycle.
2. Vehicle Module – Tracks inventory by VIN and status.
3. Order Module – Automates vehicle assignment.
4. Analytics Module – Provides dashboards and reports.

TECHNOLOGY STACK

Salesforce Sales Cloud, Apex, Lightning Web Components, Process Builder, Flows, Salesforce DX, GitHub, REST APIs.

FUTURE ENHANCEMENTS

- AI-powered sales forecasting.
- Third-party API integrations.
- Mobile app support for field teams.

CONTRIBUTORS

- Your Name
- Mentors & Faculty
- Salesforce Virtual Internship – SmartBridge / Edunet Foundation

CONCLUSION

The WhatNext Vision Motors project successfully demonstrates how Salesforce CRM can transform automobile dealership operations by automating processes, improving data accuracy, and enhancing customer experience. With potential future enhancements like AI and mobile integration, it can further revolutionize dealership management.