

CRM Application to Manage the Mall

1. Project Overview

This project is focused on developing a Salesforce CRM application designed to address the primary challenges of mall management. The goal is to deliver a comprehensive solution by leveraging Salesforce's robust platform. Through this project, we aim to enhance operational efficiency, improve tenant and customer experience, and support the long-term goals of the mall management team.

2. Objectives

List the specific, measurable goals the project intends to achieve. Examples:

Business Goals: Streamline mall operations, improve tenant management, and enhance customer engagement.

Specific Outcomes:

- Implement a centralized tenant management system.
- Develop a customer relationship management module.
- Integrate real-time analytics for decision-making.

3. Salesforce Key Features and Concepts Utilized

This highlights the main functionalities and concepts applied within the Salesforce project.

- **Tenant Management:** Custom objects and workflows to manage tenant information and lease agreements.
- **Customer Engagement:** Marketing Cloud for personalized customer interactions and campaigns.
- **Analytics:** Einstein Analytics for real-time data insights and reporting.

4. Testing and Validation

Describe the approach to testing:

- **Unit Testing:** Apex Classes to send email, Triggers for show the error if pan card is invalid
- **User Interface Testing:** Ensure all user interfaces are functional and user-friendly.
- **Integration Testing:** Verify that all integrated systems work seamlessly together.

5. Detailed Steps to Solution Design

Develop thorough documentation of the design, encompassing data models, user interface designs, and business logic. Ensure that all elements are accompanied by relevant screenshots.

- **Data Models:** Define custom objects for tenants, leases, and customer interactions.
- **User Interface Designs:** Create intuitive layouts for tenant and customer management.
- **Business Logic:** Implement workflows, validation rules, and Apex triggers to automate processes.

6. Key Scenarios Addressed by Salesforce in the Implementation Project

This gives clarity that you are addressing various use cases or situations that Salesforce can handle during the implementation.

- **Tenant Onboarding:** Streamlined process for adding new tenants and managing lease agreements.
- **Customer Feedback Management:** Efficient handling of customer feedback and complaints.
- **Event Management:** Organizing and managing mall events and promotions.

7. Conclusion

Summary of Achievements:

This project aims to streamline mall operations, enhance tenant and customer management, and provide real-time insights for better decision-making.

