Student Accommodation Finder – Affordable Housing CRM

Industry : Real Estate / Education Services

Project Type : B2C Salesforce CRM Implementation

Target Users : Students ,Property Owners, Customer Support Agents, Managers

Problem Statement

Many students studying outside their hometown struggle to find affordable and reliable accommodations. Current processes are fragmented:
- Students rely on multiple third-party apps, word of mouth, or brokers.
- Property availability, pricing, and amenities are not transparent.
- There's no proper request tracking for booking, complaints, or cancellations.
- Support agents manually assign cases leading to delays.
- Managers lack visibility into demand trends, property occupancy rates, and service quality.

The company wants a Salesforce CRM solution to:
- Automate booking and complaint management.
- Maintain centralized student and property records.
- Provide real-time notifications (SMS/Email) to students.
- Offer a self-service portal for students to search and request rooms.
- Enable managers to track occupancy, complaints, and service performance.

Use Cases

1. Student Management

- Maintain centralized student profiles with contact info and current accommodation details.
- Track active and past bookings linked with each student.

2. Property & Room Management

- Store property details: Name, Location, Room Type (Single/Shared), Rent, Facilities.
- Link available rooms to their respective property owners.
- Automatically update room status (Available → Booked → Vacant).

3. Booking & Complaint Requests

- Students raise booking requests for available rooms.
- Students can raise complaint requests (maintenance, cleanliness, facilities).
- Requests automatically assigned to agents based on availability.
- Agents update request status (Open → In Progress → Closed).

4. Booking Confirmation & Cancellation

- On booking confirmation → CRM auto-sends SMS/Email with details.
- On cancellation → Room status is auto-updated to Vacant.

5. Reporting & Analytics

- Reports: Bookings by Property, Complaints by Type/Priority.
- Dashboard: Occupied vs Vacant Rooms (Occupancy Analysis).
- Student Trends: Active students, cancelled bookings.
- Agent Performance: Requests resolved per agent.

Tech Stack

- Salesforce CRM (Service Cloud + Experience Cloud)
- Custom Objects: Student, Property, Room, Booking, Complaint
- Automation: Assignment Rules, Flows for booking confirmation & cancellation
- Notifications: Email & SMS Alerts
- Dashboards & Reports: For occupancy, booking, and complaints