**Title: 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