CRM Project – Banking and Financial CRM Implementation

Phase 1 : Problem Understanding & Industry Analysis

Goal: To gain a deep understanding of the bank's current processes, customer relationship challenges.

- **Problem Statement:**

  Banks and financial institutions manage a huge number of customers, accounts, transactions, and financial products. Banks need a smart system to organize customer info, track interactions, and provide faster, personalized financial services.

- **Understand Business Needs:**
  - Identify challenges in customer onboarding, service, sales, and compliance.
  - Capture expectations from departments like Retail Banking, Wealth Management.
- **Explore CRM Capabilities & Tools:**
  - Research Salesforce Financial Services Cloud or similar platforms.
  - Look into AppExchange or integrations (e.g., KYC tools, e-signature)
- **Stakeholder Analysis:**
  - Engage with Relationship Managers, Compliance Officers, Service Teams, and IT.
  - Gather pain points, feature needs, and current workarounds.

Phase 2 : Org Setup & Configuration

Goal: Establish a secure, role-based CRM foundation tailored to banking operations and compliance requirements.

- **Define User Roles and Profiles:**
  - Set up roles for Relationship Managers, Branch Managers, Compliance Officers, etc.
  - Configure profiles and permission sets based on job responsibilities.

- **Sandbox Usage:**

To test new configurations, customizations, integrations, or apps before deploying them to production.

- Developer Sandbox → For coding and unit testing (small data).
- Developer Pro → Larger storage than Developer Sandbox.
- **Enable Key CRM Features:**
  - Activate essential modules (e.g., Chatter, Email-to-Case, Files, Notes).
  - Prepare system for further configuration in later phases.

Phase 3 : Data Modeling & Relationships:

Goal: Build a data model for 360° customer view in banking CRM.

- **Record Types:**
  - *Account Object* → Retail Banking, Corporate Banking (different record types).
  - *Case Object* → Loan Complaint, Credit Card Dispute.
  - *Opportunity Object* → Record Types: Loan Application, Investment Application.
- **Establish Data Relationships:**

Create links between entities (e.g., Customer to Account) for seamless data flow.

- **Customize Objects and Fields:**
  - Objects are like containers that hold specific types of data — for example, Customers, Accounts, Loans.
  - Fields are the individual pieces of information stored inside these objects — like Customer Name, Account Number, Loan Amount.

Phase 4 : Process Automation(Admin)

Goal: Automate banking tasks to save time and improve efficiency.

- **Validation Rules:**

- Loan amount must be ≥ 1000.
- KYC document required for high-value customers.

- **Email Alerts:**
  - Loan Application Submitted

    Trigger: New Loan Application record is created.

    Recipients: Customer + Loan Officer.

    Message: “Your loan application has been submitted. Our team will review it shortly.”

- **Workflow Rules:**

  Rule Criteria → Condition to check (e.g., Loan Amount > 100000).

  Actions → What should happen if criteria are true.

Phase 5 : Apex Programming(Developer)

Goal: To automate banking tasks and handle customer data efficiently.

- **Batch Apex:**

  Handles large data volumes efficiently.

  Prevents hitting limits (like SOQL 50,000 rows).

- **Apex Triggers:**
  - Apex Trigger is a piece of Apex code that runs before or after specific DML operations (Insert, Update, Delete, Undelete) on a Salesforce object.
  - Purpose: Automate business logic, enforce validations, maintain data consistency.

- **Scheduled Apex:**

  Scheduled Apex lets you run Apex code at specific times (daily, weekly, monthly) to automate tasks like sending payment reminders, generating statements, or updating account balances.

Phase 6:User Interface Development

Goal: To make the application easy and pleasant for users to use.

- **Record Pages:**

  Record Details – Standard fields or custom fields displayed on the record.

  Related Lists – Shows related records like Loans, Transactions, Opportunities.

- **Lightning App Builder:**

  Customer Account Page

  - Components: Customer details, open accounts, loans, credit risk score, assigned RM.

  Loan Application Page

  - Components: Loan amount, repayment schedule, approval status, related tasks, compliance checklist.

Phase 7 : Integration and External Access

Goal: Link Salesforce with bank systems and let users safely access data.

- Connect Salesforce with bank systems to share data smoothly.
- Let users and apps safely access data from outside Salesforce.
- Keep data updated in real-time or in batches.
- Ensure security and follow banking rules.

Phase 8 : Data Management & Deployment

Goal: Ensure accurate, secure, and efficient management of banking data and deploy.

- Data Migration: Move existing banking data (accounts, transactions, customers) accurately into Salesforce.
- Data Quality: Maintain clean, complete, and consistent data for reliable operations.
- Backup & Security: Protect sensitive financial data during migration and deployment.

Phase 9 : Reporting & Dashboards

Goal: To track and visualize customer and financial data for better banking decisions.

Dashboards:

- Loan Dashboard: Track loan applications, approvals, pending tasks, and high-value loans.
- Customer Dashboard: Show portfolio distribution, account balances, and risk levels.

Field level Security:

- Field-Level Security controls who can view or edit specific fields on an object in Salesforce.
- Ensures sensitive data (like account balances, SSN, or credit scores) is accessible only to authorized users.

Phase 10 : Final Presentation & Demo Day

Goal: To show how the Banking CRM works and its main features to the stakeholders.

- **Pitch Presentation**:

Benefits – Explain time savings, improved efficiency, better decision-making, and compliance.

Demo / Screenshots – Show a few live screens or flows to illustrate functionality.

Future Scope – Optional improvements or advanced features.