

Phase 1 : Problem Understanding & Industry Analysis

Title :- Banking and Financial CRM Implementation Using Salesforce

1.The Core Problem

Banks and financial companies often keep customer information in different places, so employees don't get a full picture of the customer. This makes it hard to give good service, slows down work, and creates problems in following rules and offering the right financial products.

- **Personalized Service** – Customers get offers and advice based on their needs.
 - **Faster Service** – Quick loan approvals, account updates, and query resolutions.
 - **One-Stop Experience** – Customers don't need to repeat details, as all info is in one place.
 - **Better Communication** – Easy updates and clear communication from the bank.
 - **Trust & Security** – Safe handling of personal and financial data.
 - **Relevant Product Suggestions** – Customers get the right financial products at the right time.
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2.Why Salesforce?

- **Personalization** – AI-driven insights to offer the right products and services.
- **Faster Processes** – Automates loan approvals, onboarding, and service requests.
- **Regulatory Compliance** – Built-in tools to track and meet banking regulations.

- **Secure & Scalable** – Enterprise-level security with the ability to grow as business expands.

3. Stakeholder Analysis

- **Customers** – Expect faster, secure, and personalized banking services.
- **Bank Employees** – Need easy access to customer data and reduced manual work.
- **Management/Executives** – Focus on business growth, customer retention, and compliance.
- **IT Department** – Ensures smooth integration, data security, and system reliability.

4. Key Results We Want to improve

- **Happier Customers** – Improve satisfaction with personalized and quick service.
- **Faster Processes** – Reduce turnaround time for loans, accounts, and queries.
- **Stronger Compliance** – Ensure secure data handling and meet regulations.

5. Milestones Reached in Phase 1

- Gathered complete banking & financial requirements.
- Defined CRM goals aligned with customer and business needs.
- Set up Salesforce sandbox for safe testing.
- Designed core data model (Accounts, Customers, Loans).

