Phase 7 – Integration & External Access

In this project, no external system integration was required, because:

- The Lead Score was calculated using Salesforce formulas and flows (internal automation).

- No external AI/ML model or property database was integrated.

- All data management (Leads & Engagements) happened within Salesforce only.

Future Scope

If extended, integration could include:

- AI Lead Scoring API → Salesforce making callouts to a machine learning model (using Apex + Named Credentials).

- Property Listings Integration → connecting with an external real-estate listing platform.

- SMS/Email Services → Twilio or SendGrid integration for sending alerts and reminders.

- Customer Portal → Salesforce Connect to allow buyers to track property visits.

"No external integrations were used in this project. All logic was implemented within Salesforce."