**Phase 10: Final Presentation & Demo Day**

**10.1 Pitch Presentation**

**Project Title:** Restaurant CRM

**Problem Statement:**  
Restaurants often struggle with managing table bookings, tracking orders, and engaging loyal customers. Manual processes like spreadsheets or paper logs lead to:

* Double bookings and errors
* Delays in order processing
* Poor customer retention due to lack of personalized engagement

**Proposed Solution:**  
A Salesforce-based CRM that centralizes table reservations, orders, and loyalty management. The system automates confirmations, tracks high-value orders, and provides real-time dashboards for restaurant managers.

**Key Features:**

* **Centralized Records:** Customers, Orders, Reservations, and Loyalty Points in one platform
* **Automation:** Booking confirmations, order follow-ups, and reward point updates
* **Table & Order Management:** Assign tables, track order status, and manage reservations efficiently
* **Dashboards & Reports:** Monitor sales trends, peak booking times, and customer loyalty engagement
* **Security:** Role hierarchy and profiles for Managers, Waitstaff, and Kitchen Staff

**Impact:**

* Saves manual effort and reduces errors
* Improves customer relationships through timely communication
* Enhances order processing efficiency
* Increases transparency in reservation and loyalty programs
* Provides restaurant managers with data-driven insights for operational decisions

**10.2 Demo Walkthrough**

* Showcased the custom Salesforce app: **Restaurant CRM**
* Created sample **customer**, **order**, and **reservation** records
* Demonstrated **automation**: booking confirmation emails + loyalty point updates
* Displayed **dashboards** for orders, table occupancy, and loyalty program engagement

**10.3 Highlights**

* Centralized customer, order, and reservation data
* Automated workflows reduce manual work and errors
* Dashboard insights enable data-driven restaurant management
* Efficient table and loyalty management improve customer satisfaction

**10.4 Project Repository & Demo Links**

* **GitHub Documentation:** [**https://github.com/Ambica29/restaurant-crm**](https://github.com/Ambica29/restaurant-crm)
* **Demo Vedio:** <https://drive.google.com/file/d/13xX6U35qaWeglibXg85WD_20QjxsP8Ll/view?usp=sharing>