**Project Title: Inquiry Management and Auto-Response System  
Industry**: Suitable for Education, Retail, Services, Finance  
**Project Type**: Salesforce Lead Management Application **Target Users**: Support Staff, Sales Teams, Customers/Students/Clients

**Problem Statement:**Organizations receive frequent inquiries via forms, emails, or chat. Manual tracking delays response and follow-up, resulting in missed opportunities and low customer satisfaction.

**Solution:**Create a Salesforce app to capture all incoming inquiries, assign them automatically, and send instant confirmation or auto-response to the sender.

**Phase 1: Problem Understanding & Industry Analysis**

* **Requirement Gathering:** Identify and document the key needs and challenges from all stakeholders.
* **Stakeholder Analysis:**
  + Sales/support team (high interaction with customers)
  + Managers (monitoring metrics and team performance)
  + IT/Admin (system maintenance)
* **Business Process Mapping**: Document the current flow: Customer inquiry → Manual logging → Follow-up → Resolution.
* **Industry-Specific Use Case Analysis:** For example, a college receives course inquiries via website forms; Salesforce logs each inquiry, sends an instant “Thank you, we’ll respond soon,” and routes to admissions staff.
* **AppExchange Exploration:** Explore lead/inquiry management apps for possible extensions or templates.