

Smart E-Commerce CRM – Customer Engagement & Order Management System

Phase 7: Integration & External Access

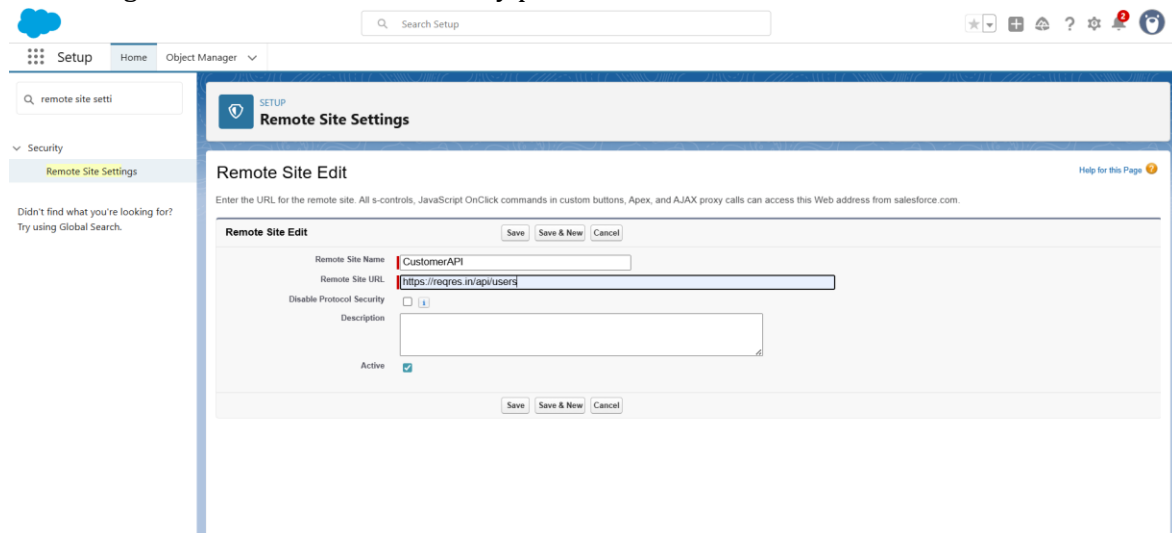
Overview

Phase 7 focuses on integrating external systems (payment gateways, logistics APIs, and marketing platforms) with Salesforce and enabling secure external access. This ensures the CRM is fully connected with third-party services while maintaining security, performance, and customer trust.

Key Tasks and Enhancements

1. External API Integration

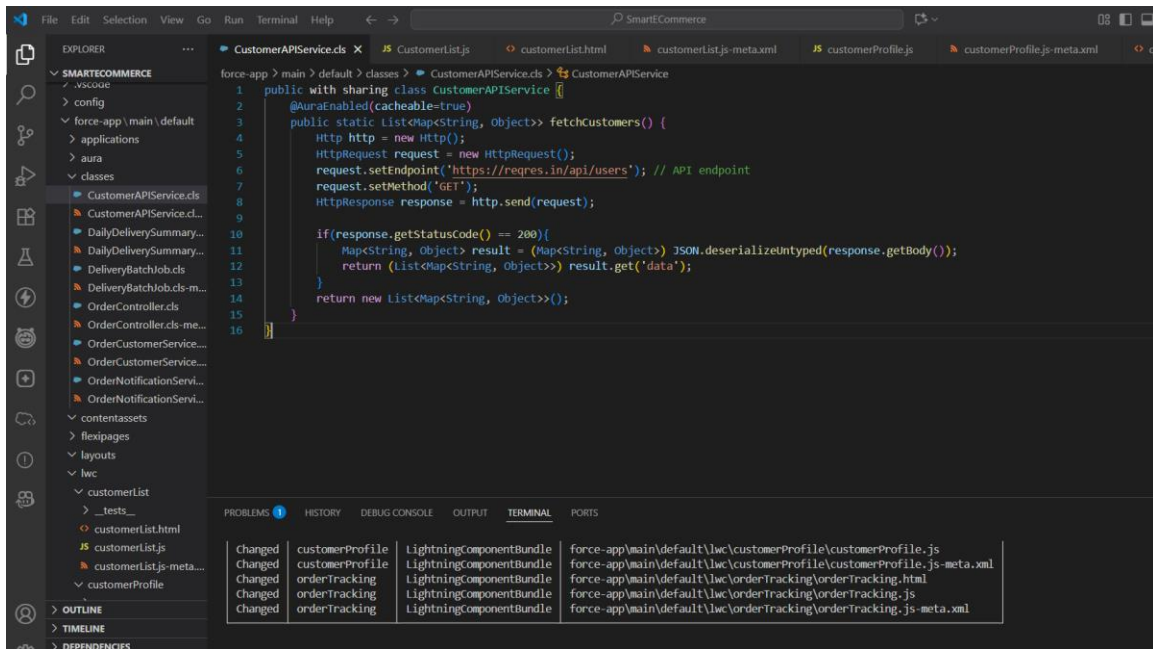
- Integrated Salesforce with delivery partner APIs for real-time customer details



The screenshot shows the Salesforce Setup interface. The left sidebar has a search bar with "remote site setti" and a "Security" section with "Remote Site Settings" highlighted. The main content area is titled "Remote Site Settings" and "Remote Site Edit". It contains a form with the following fields: "Remote Site Name" (value: CustomerAPI), "Remote Site URL" (value: https://reqres.in/api/users), "Disable Protocol Security" (checkbox: unchecked), "Description" (empty text area), and "Active" (checkbox: checked). At the top of the form are buttons for "Save", "Save & New", and "Cancel". At the bottom are buttons for "Save", "Save & New", and "Cancel". A "Help for this Page" link is visible in the top right corner of the form area.

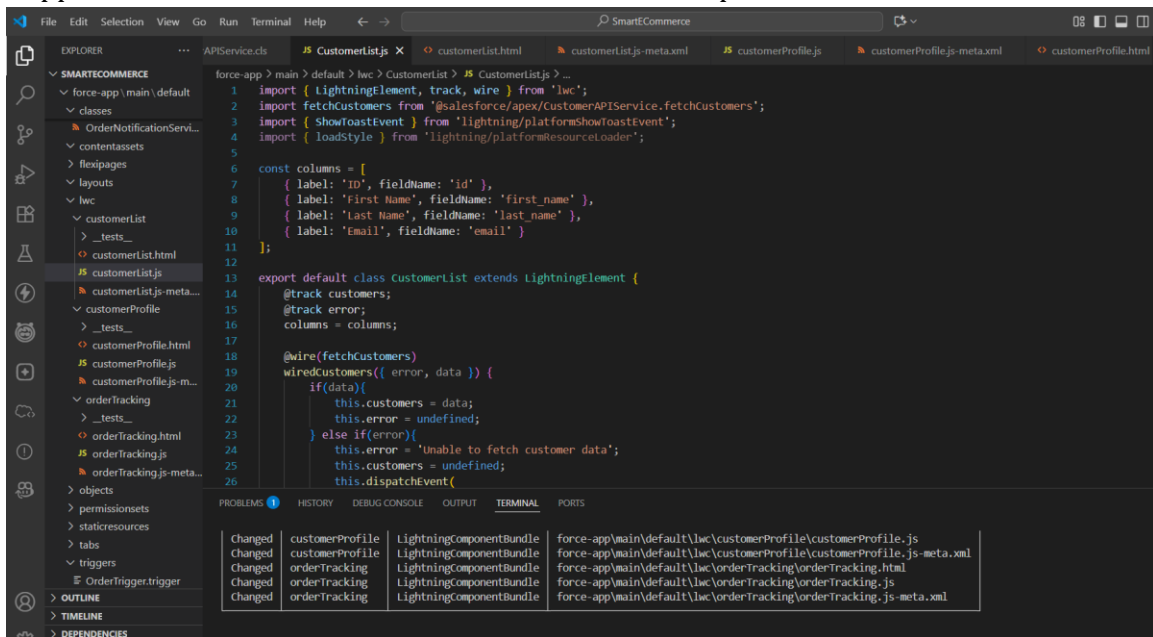
2. Customer Data Synchronization

- Fetched records from api are synchronized through LWC



3. Secure External Access

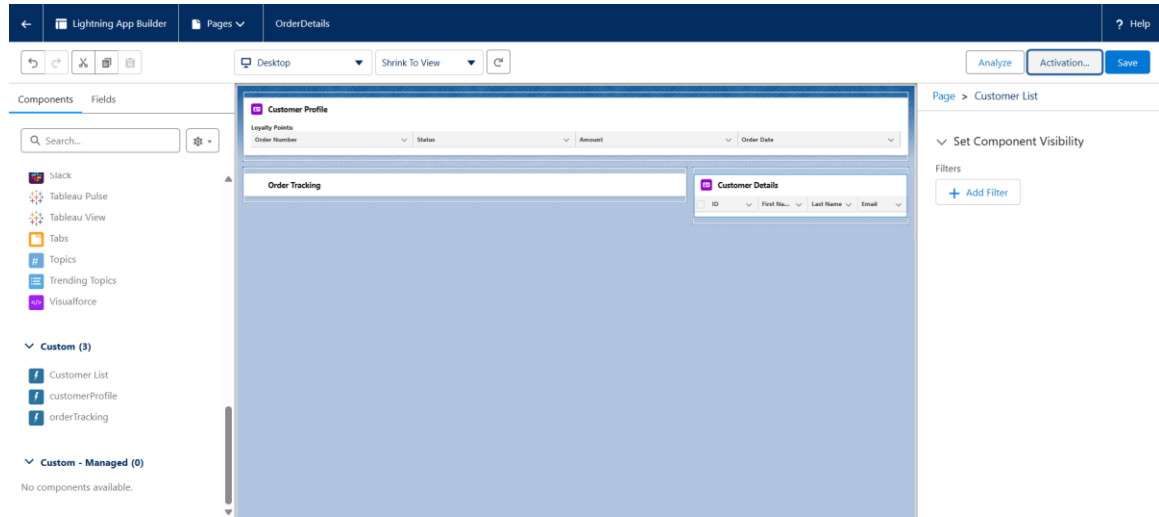
- Configured Remote Site Settings for authorized API endpoints.
- Ensured HTTPS access for all integrations.
- Applied OAuth 2.0 for secure connections with external platforms.



4.Enhanced UI/UX for External Data

- Custom Lightning Web Components (LWCs) to display delivery updates.
- Responsive design for order tracking portal.

- Consistent branding for external-facing communication channels.



Tools & Technologies Used

- Lightning Web Components (LWC) – Dynamic order tracking UI
- Apex Controllers – API integration and business logic
- Salesforce Remote Site Settings & Named Credentials – Secure connections
- Payment Gateway & Logistics Partner APIs
- Custom CSS & SLDS – Responsive design

