Project Title: Smart Kitchen & Delivery CRM

Problem Statement:

The food delivery industry is growing rapidly, but many small and mid-sized restaurants and kitchens still rely on manual order tracking, phone calls, and spreadsheets to manage their operations. This results in several critical challenges such as:

- Delayed order processing and inaccurate delivery updates.
- Lack of real-time communication between kitchens, delivery agents, and customers.
- Inefficient assignment of delivery agents leading to longer delivery times.
- Difficulty for managers to track overall sales, kitchen performance, and customer satisfaction.
- Limited visibility into recurring customer issues and delayed escalation handling.

These inefficiencies not only reduce customer trust but also lead to revenue loss, wastage of resources, and reduced competitiveness in a highly dynamic market.

To overcome these challenges, there is a need for a centralized, automated, and intelligent CRM solution that can:

- Capture and manage customer orders in real-time.
- Auto-assign delivery partners based on availability and location.
- Provide kitchen staff with live dashboards for order preparation.
- Send proactive notifications for order status to customers and managers.
- Track performance metrics such as delivery times, customer ratings, and sales trends.

Phase 1: Problem Understanding & Industry Analysis

❖ Requirement Gathering:

• Collect details from customers, kitchen staff, and delivery managers on the current order and delivery process.

• Identify pain points in the existing manual/semi-digital process (late deliveries, missed orders, poor tracking).

• Gather requirements for customer self-service (order placement, order tracking, cancellation).

• Collect reporting requirements for managers (order trends, delivery performance, customer satisfaction).

❖ Stakeholder Analysis:

• **Customers** – place food orders, track delivery status, give feedback.

• **Kitchen Staff** – receive and prepare orders, update cooking status.

• **Delivery Agents** – receive delivery assignments, update delivery status.

• **Managers/Owners** – monitor overall operations, delivery performance, and customer satisfaction.

• **IT/Salesforce Admin** – maintain Salesforce system, create objects, manage users, and handle enhancements.

❖ Business Process Mapping:

• **Current Process:** Customers place orders via phone/website → kitchen prepares manually → delivery agents assigned without system tracking → late/missed updates → limited reporting for managers.

• **Desired Salesforce Process:** Customer places order → order logged in Salesforce → kitchen receives and updates preparation status → system auto-assigns delivery agent → real-time delivery tracking → dashboards update for managers.

❖ Industry-specific Use Case Analysis:

- Benchmark against food delivery companies (Swiggy, Zomato, Uber Eats, DoorDash) automating kitchen and delivery management
- Identify standard practices such as:
  - Real-time order dashboards for kitchens.
  - Automated delivery agent assignment based on availability/location.
  - Notifications to customers (order placed, prepared, out for delivery).
- Ensure compliance with food delivery SLAs (timely delivery, accurate status updates).

❖ AppExchange Exploration:

- Explore existing Food Delivery/Order Management apps on Salesforce AppExchange for ready-to-use components (order dashboards, delivery tracking maps).
- Identify reusable free components (maps for delivery tracking, notification add-ons, customer feedback modules).
- Leverage prebuilt dashboards and LWC components from AppExchange to accelerate development instead of building all features from scratch.