

PHASE 1: Problem Identification & Project Objective

Background

Urban waste management systems often face challenges such as poor route planning, lack of real-time visibility, manual record keeping, and inefficient coordination between administrators and field staff. Traditional systems are time-consuming and prone to human errors.

Problem Statement

- Manual tracking of waste collection routes
- No centralized platform to monitor services
- Difficulty in tracking completed and pending collections
- Lack of data insights for operational improvement

Objective of CleanRoute360

The CleanRoute360 project aims to provide a **centralized Salesforce-based CRM solution** to manage waste collection operations efficiently. The system focuses on:

- Organizing route and service data
- Improving operational transparency
- Reducing manual workload through automation
- Enabling data-driven decisions using reports

Why Salesforce?

Salesforce was chosen because it offers:

- Cloud-based access
- Secure user authentication
- Powerful automation tools
- Easy scalability and reporting features