

Project Title:**Smart Mall CRM – A Comprehensive Mall Management Solution****1. Project Overview**

The Smart Mall CRM is a robust management application designed to address the complex needs of commercial malls. Built on the Salesforce platform, this project aims to streamline tenant management, optimize lease tracking, and provide actionable insights for decision-making. Through the implementation of advanced Salesforce tools, this solution enhances operational efficiency, improves tenant interactions, and fosters data-driven management practices, supporting the long-term growth and sustainability of mall operations.

2. Objectives**Business Goals:**

The primary business goal is to enhance the management capabilities of mall administrators by providing a centralized system for tracking leases, managing tenants, and analysing financial data.

Other objectives include:

- Increase lease renewal rates through better tracking.
- Enhance tenant satisfaction with efficient communication.
- Generate detailed reports for data-driven decisions.

Specific Outcomes:

- A fully functional Salesforce CRM system customized for mall management.
- Automated reminders for lease renewals and payments.
- Dashboards and reports providing insights into occupancy, revenue, and tenant interactions.

3. Salesforce Key Features and Concepts Utilized

Custom Objects: Tenant, Lease, Maintenance Requests

Process Automation: Workflow Rules, Flows for automated email notifications and lease tracking

Reports & Dashboards: Visualizing tenant occupancy, lease status, and revenue projections

Security: Role-based access for administrators, tenants, and maintenance teams

Integration: Integration with external systems for payment processing

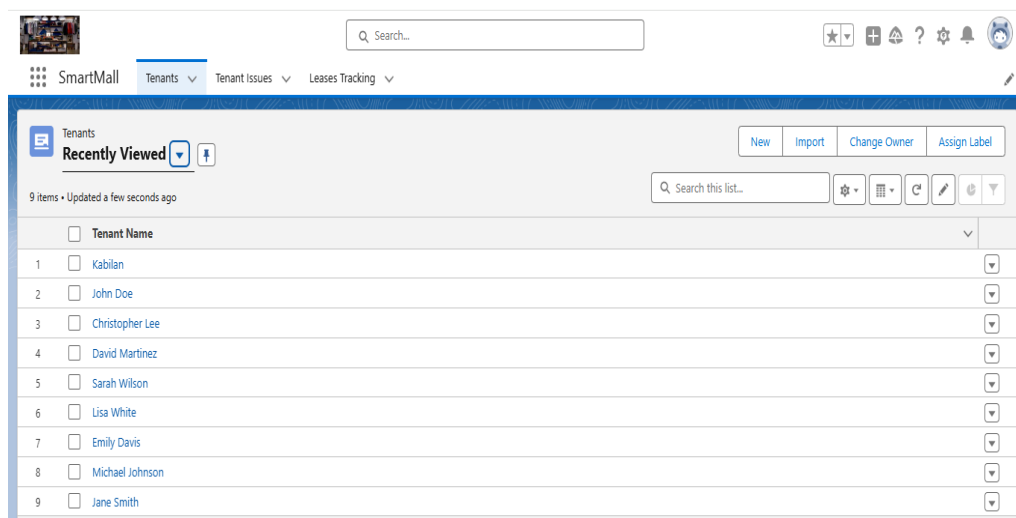
4. Detailed Steps to Solution Design

Data Models:

Custom objects for Tenants, Leases, and Maintenance are designed to store and manage critical information.

User Interface:

Customized Lightning pages to streamline the management experience, with clear tenant and lease management tabs.



Business Logic:

Salesforce Flows and Triggers ensure automated reminders and notifications for lease renewals, payment due dates, and maintenance requests.

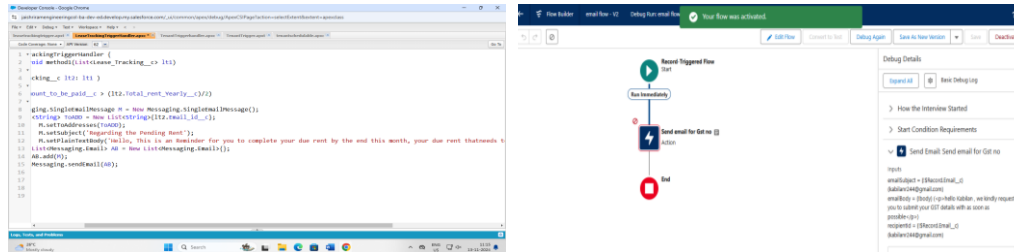
Inputs

```
emailSubject = {!$Record.Email__c}
(kabilanr244@gmail.com)
emailBody = {!body} (<p>hello Kabilan , we kindly request
you to submit your GST details with as soon as
possible</p>)
recipientId = {!$Record.Email__c}
(kabilanr244@gmail.com)
```

5. Testing and Validation

Unit Testing:

All Apex Classes and Triggers undergo thorough unit testing to ensure functional accuracy.



User Interface Testing:

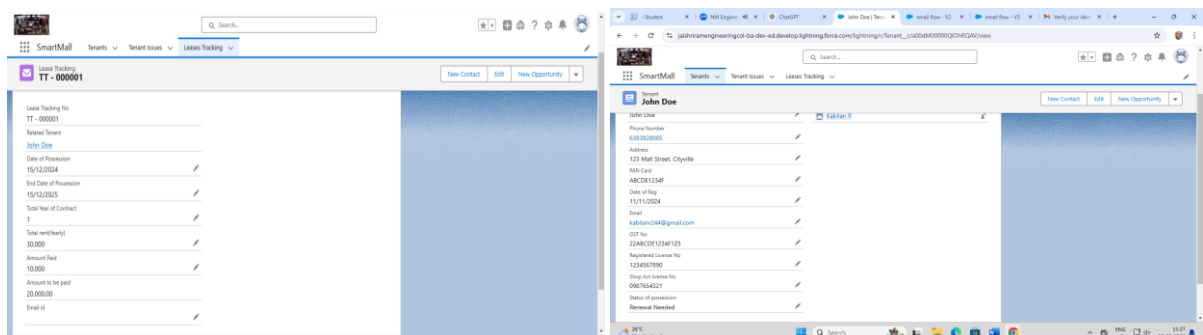
User acceptance testing (UAT) is conducted to ensure that mall managers and tenants can easily navigate and use the application.

6. Key Scenarios Addressed by Salesforce in the Implementation Project

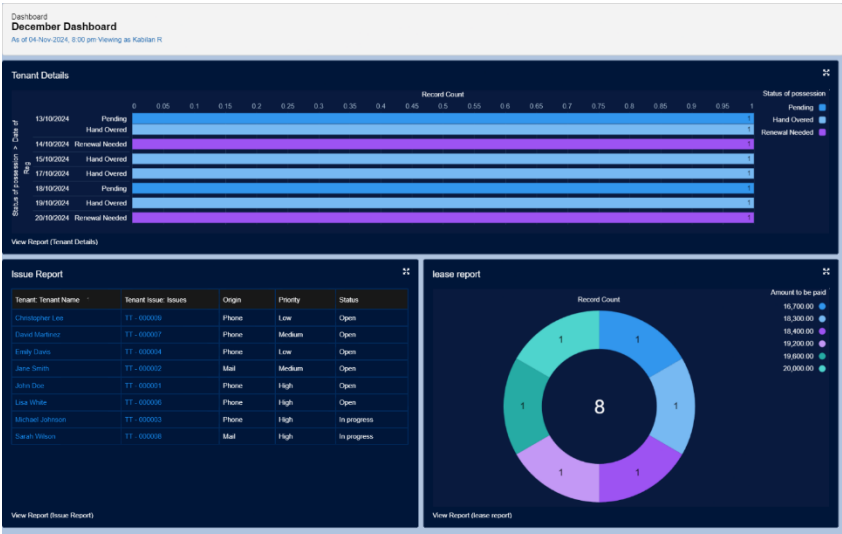
Lease Renewal Automation – Automated notifications for both mall administrators and tenants when lease renewal dates are approaching.



Tenant Management – Easy access to tenant details, lease agreements, and communication history to improve tenant relations.



Reporting & Dashboards – Custom dashboards showing real-time data on mall occupancy, revenues, and pending actions (e.g., lease renewals, payments).



7. Conclusion

The Smart Mall CRM successfully enhances mall management by leveraging Salesforce’s powerful tools to streamline operations, improve tenant relations, and enable data-driven decision-making. This project delivers a fully customized solution that empowers mall administrators to operate more efficiently and provides tenants with a seamless experience.