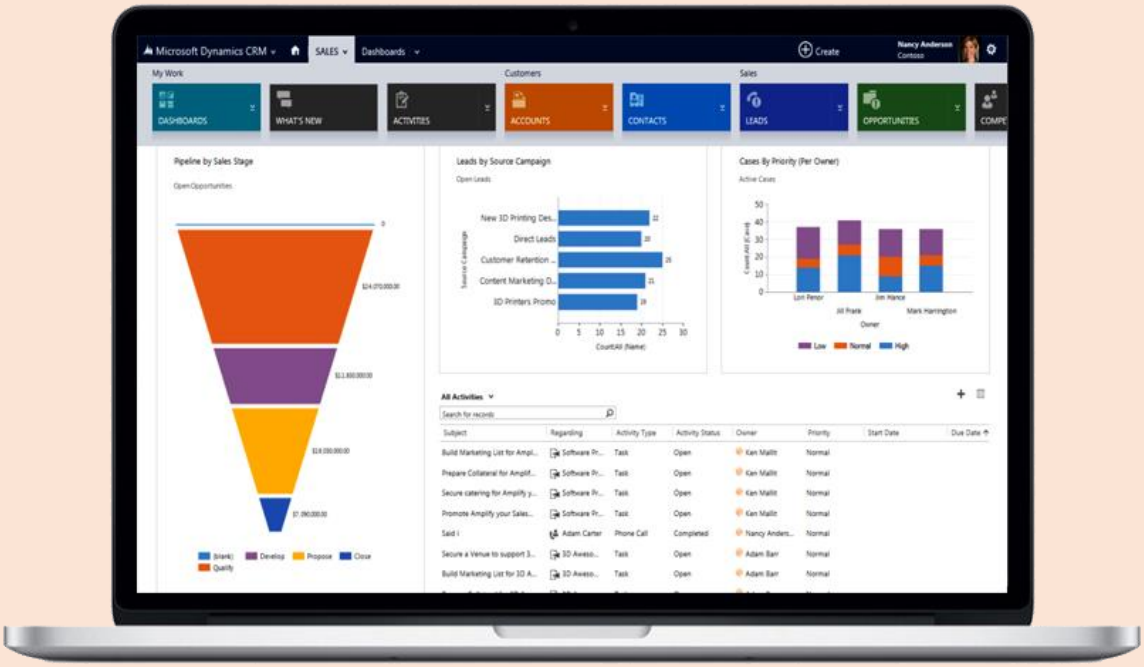
# Project
# A CRM Application for Laptop Rentals




**Made By: Jayanti Venkata Sai Rama Lakshmi Amruta**

# A CRM Application for Laptop Rentals

## 1. Project Overview

The **CRM Application for Laptop Rentals** focuses on managing laptop rentals effectively by leveraging customer relationship management (CRM) tools. The application is designed to streamline rental operations, provide seamless customer experiences, and ensure efficient communication with potential and existing customers. It enables businesses to:

- Manage customer relationships through targeted email communication.
- Optimize overall operations to improve service quality and customer satisfaction.

# 2. Background

With the rising demand for flexible and cost-effective solutions, laptop rentals have become a popular option for individuals and organizations. Businesses often require laptops for short-term projects, training sessions, or events, while individuals may need them temporarily for education or personal use. However, managing the logistics of rentals—such as tracking inventory, handling customer queries, generating agreements, and ensuring timely returns—can be challenging without a streamlined system.

CRM systems provide a centralized platform to manage customer relationships, automate tasks, and optimize operations. By leveraging CRM technology, businesses can enhance customer satisfaction, improve operational efficiency, and scale their rental services seamlessly.

# 3. Objectives

Business Goals:

- ✓ Simplify the rental process for both customers and store operators.
- ✓ Enhance customer engagement through personalized communication strategies.
- ✓ Improve inventory management and ensure timely laptop delivery and returns.

Specific Outcomes:

- ✓ Centralized system for managing rentals, customer interactions, and payments.
- ✓ Effective email-based communication campaigns for reaching potential customers.
- ✓ Accurate tracking of inventory and rental histories.

# 4. Target Beneficiaries

1. **Laptop Rental Businesses:**

   *Small and Medium Enterprises (SMEs)*: Businesses that rent out laptops but struggle with manual processes can benefit from automation and centralized management.
   *Corporate Rental Services*: Larger rental firms requiring efficient inventory tracking, automated invoicing, and personalized customer service.
   *Freelancers and Entrepreneurs*: Individuals offering laptop rentals on a smaller scale who need a cost-effective solution for managing operations.

2. **Customers:**

Individual Customers:

   Students or professionals renting laptops for short-term needs like exams, online courses, or remote work.

   Event organizers requiring laptops for conferences, workshops, or exhibitions.

Corporate Clients:

   Companies needing laptops for employees during short-term projects, training programs, or business travel.

   Startups looking to minimize upfront costs by renting instead of purchasing laptops.

3. **Technical Teams:**

   Inventory Managers:
      The CRM application allows easy tracking of inventory, maintenance schedules, and rental statuses.
   Customer Service Teams:

Helps streamline communication with customers, reducing response times and improving satisfaction.

Sales and Marketing Teams:

Empowers teams to identify potential customers, send targeted email campaigns, and nurture leads effectively.

4. **Decision Makers and Stakeholders:**

Business Owners: Gain insights into key performance indicators (KPIs) like revenue trends, inventory utilization, and customer retention to make data-driven decisions.

Investors: Transparency and operational efficiency demonstrated by the application can attract potential investors and support business expansion.

5. **Educational Institutions and Event Management Firms:**

*Colleges and Training Centers*: Institutions renting laptops for temporary use in classrooms or labs can streamline operations with the CRM application.

*Event Management Companies:* Teams managing tech setups for events can benefit from efficient tracking of rentals and client communication.

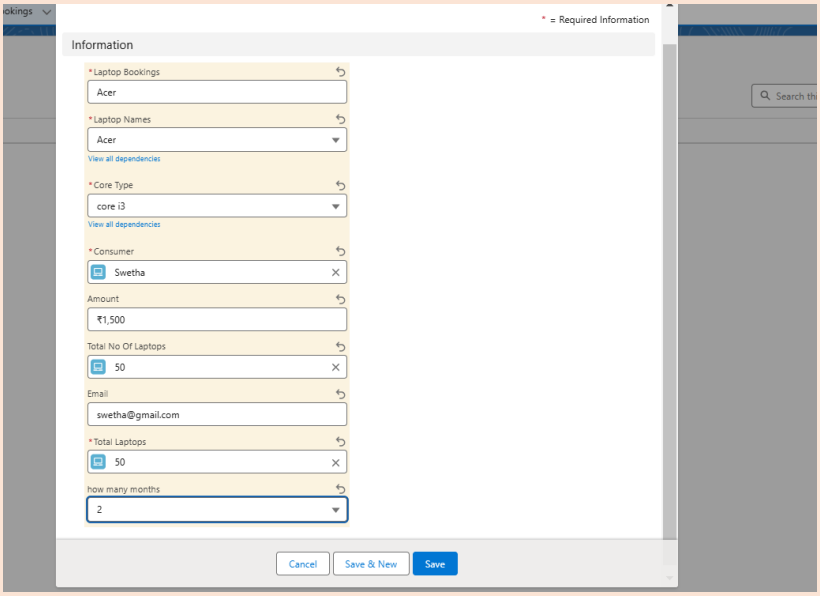
# 5. Solution Design

Tab: A tab is like a user interface that is used to build records for objects and to view the records in the objects.

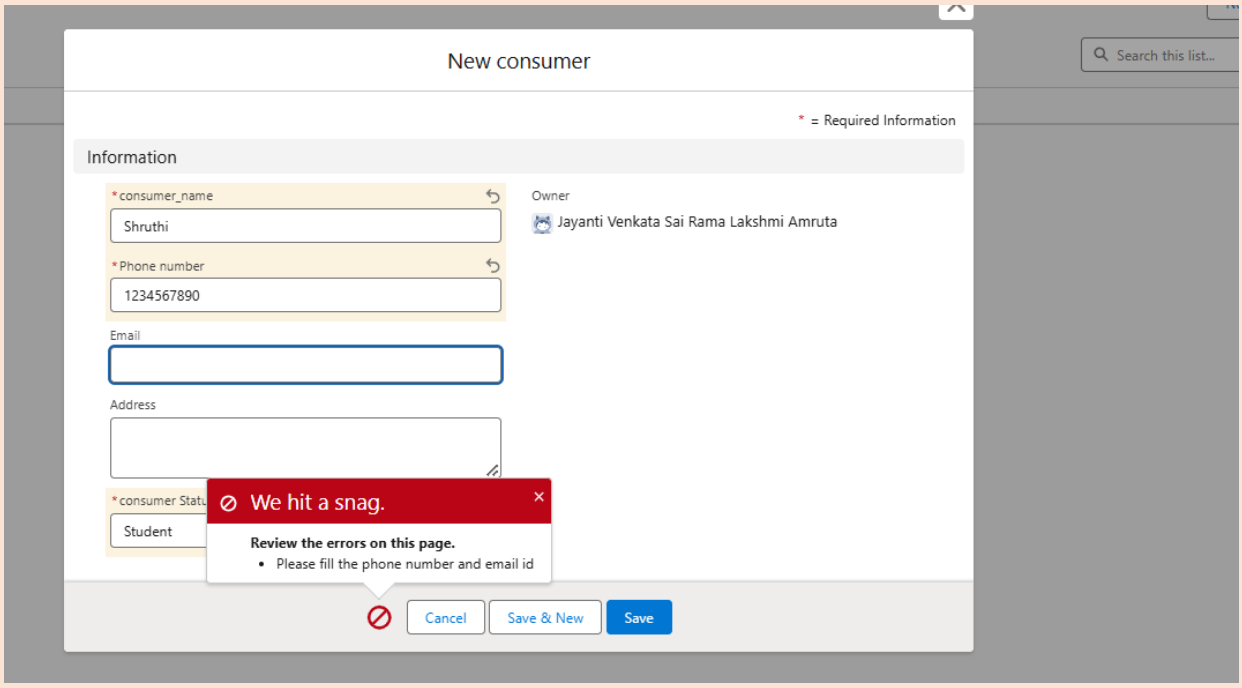
Lightning App : An app is a collection of items that work together to serve a particular function. In Lightning Experience, Lightning apps give your users access to sets of objects, tabs, and other items all in one convenient bundle in the navigation bar.

Fields: Fields represent the data stored in the columns of a relational database.

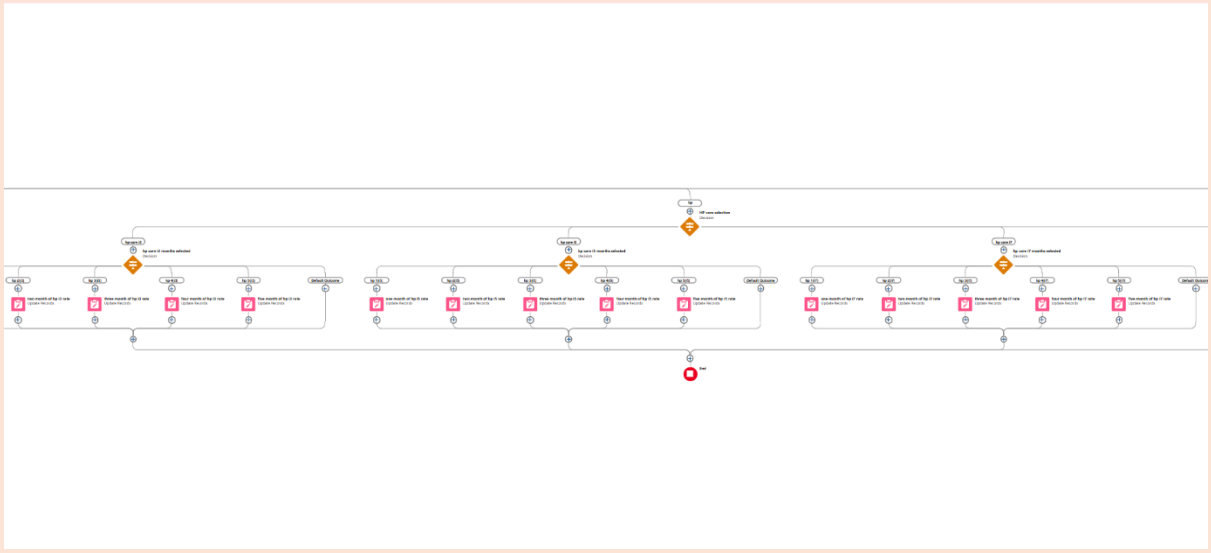
Validation: Validation rules are applied when a user tries to save a record and are used to check if the data meets specified criteria.

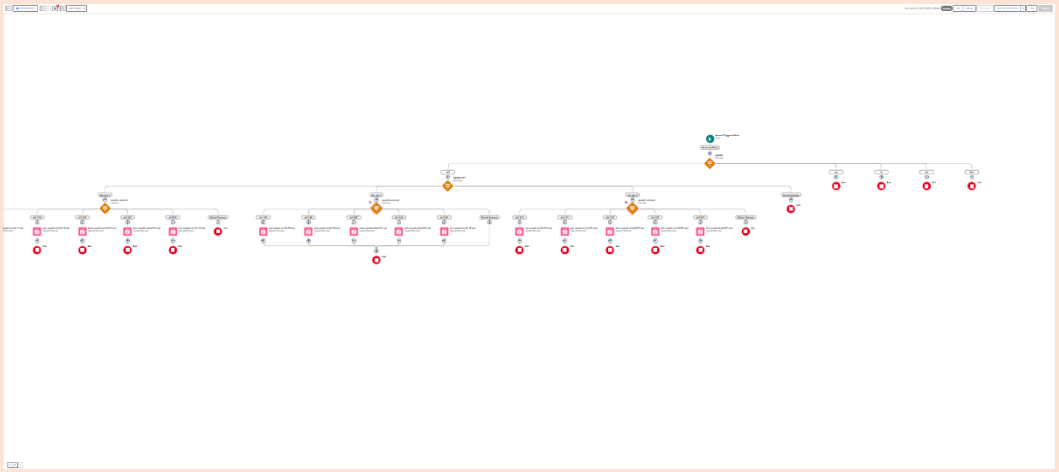


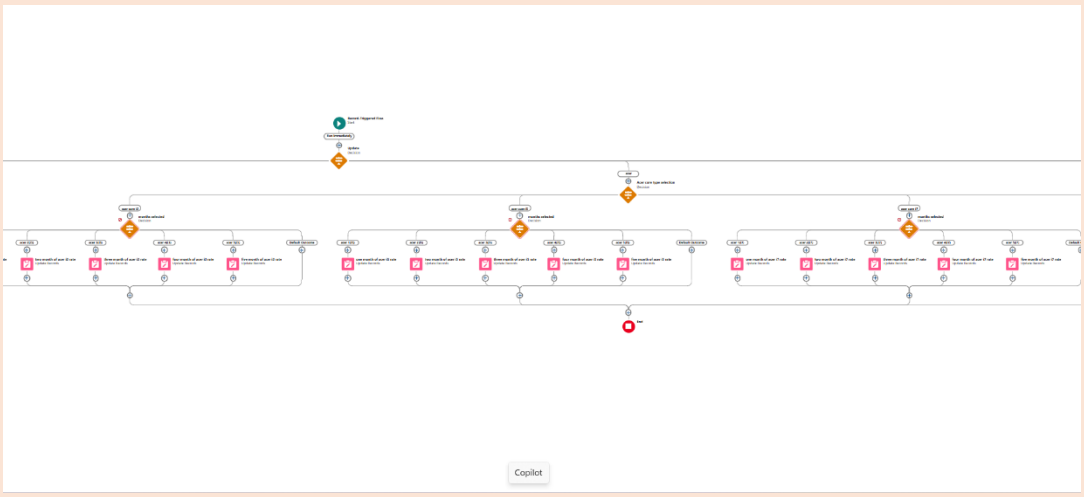
SETUP > OBJECT MANAGER
consumer
Details
Fields & Relationships
Page Layouts
Lightning Record Pages
Buttons, Links, and Actions
Compact Layouts
Field Sets
Object Limits
Record Types
Related Lookup Filters
Search Layouts
List View Button Layout
Restriction Rules
Display an error if Discount is more than 30%
If this formula expression is true, display the text defined in the Error Message area
Insert Field
Insert Operator
OR( ISBLANK( phone_number__c ) , ISBLANK( email__c ) )
-- All Function Categories --
ABS
ACOS
ADDMONTHS
AND
ASCII
ASIN
Insert Selected Function
ABS(number)
Returns the absolute value of a number, a number without its sign
Help on this function
Check Syntax
No errors found
Error Message
Example: Discount percent cannot exceed 30%
This message will appear when Error Condition formula is true
Error Message
Please fill the phone number and email id
This error message can either appear at the top of the page or below a specific field on the page
Error Location
Top of Page
Field

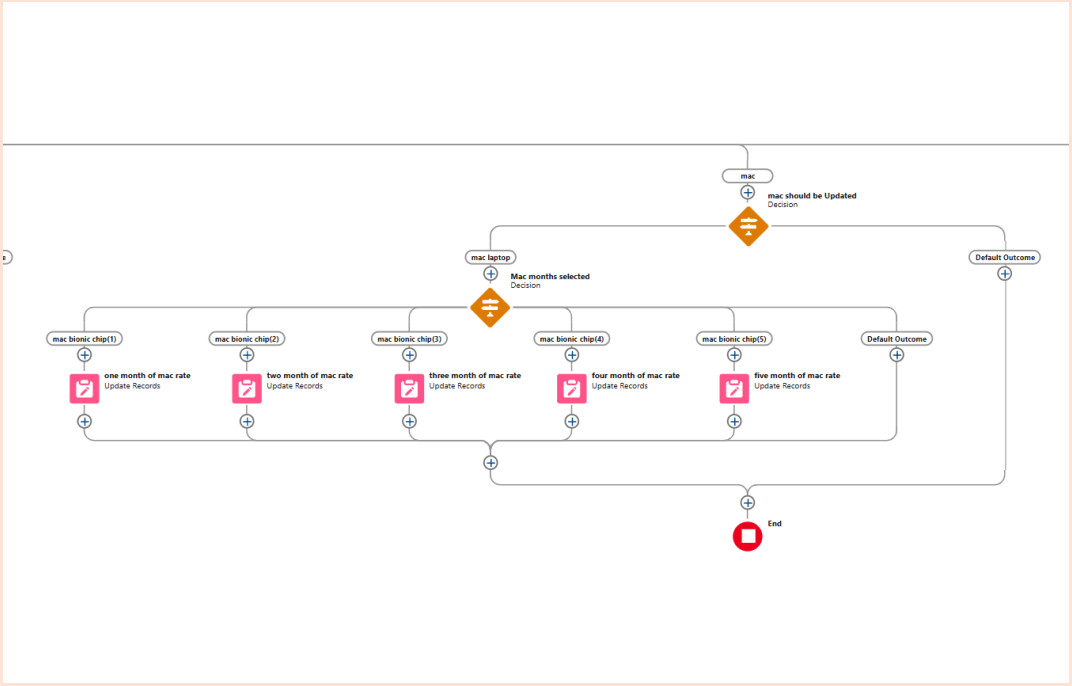

Search this list...
New consumer
* = Required Information
Information
*consumer_name
Shruthi
*Phone number
1234567890
Email
Address
*consumer Statu
Student
Owner
Jayanti Venkata Sai Rama Lakshmi Amruta
We hit a snag.
Review the errors on this page.
Please fill the phone number and email id
Cancel
Save & New
Save

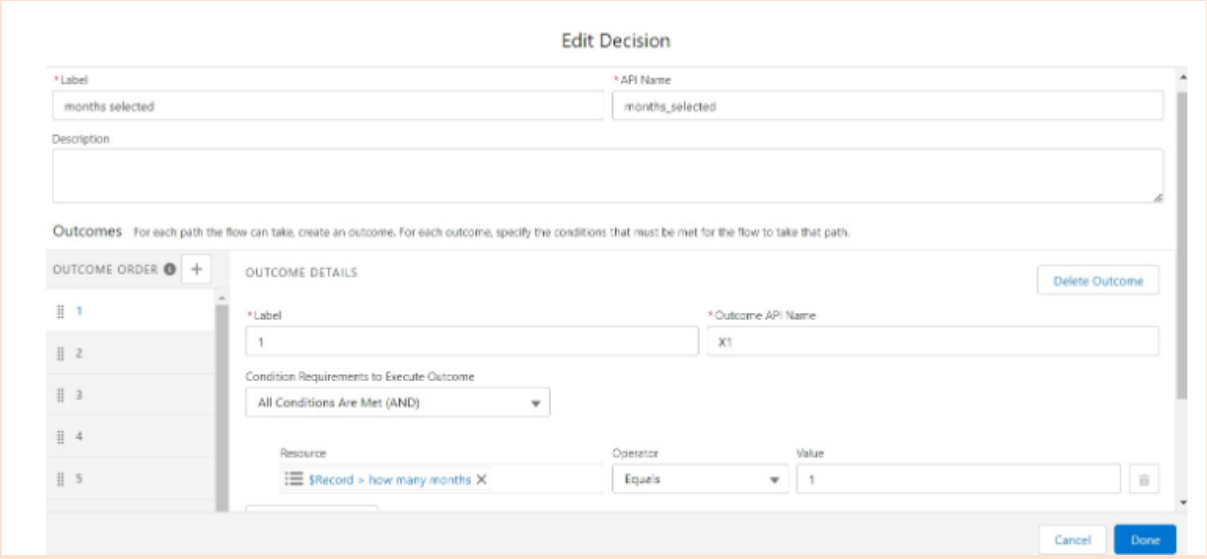
# Flows:







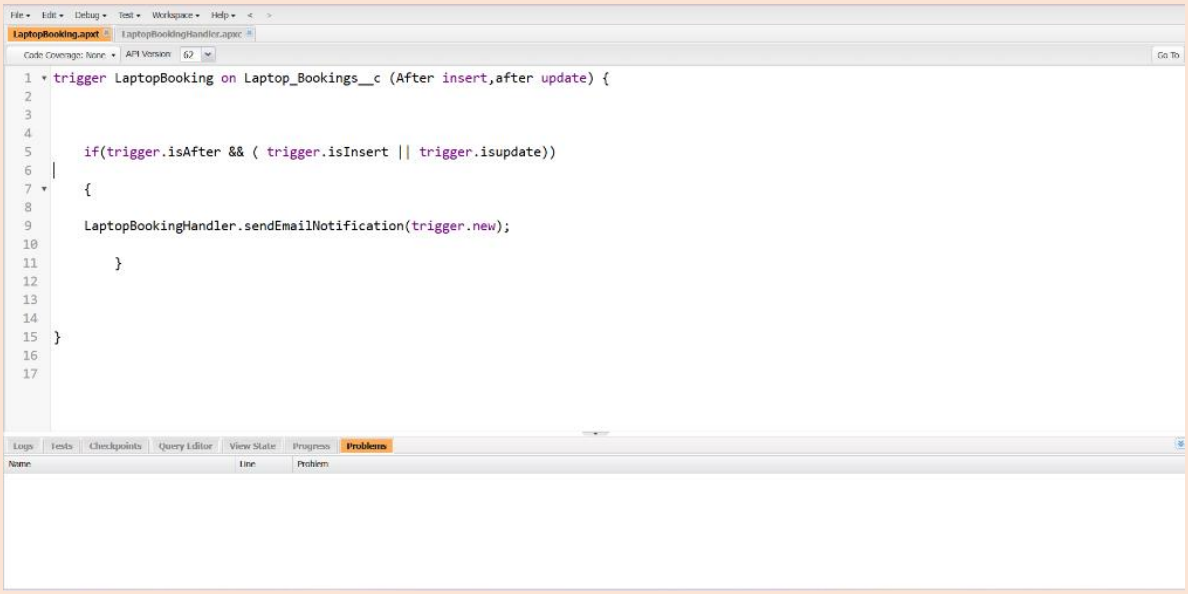


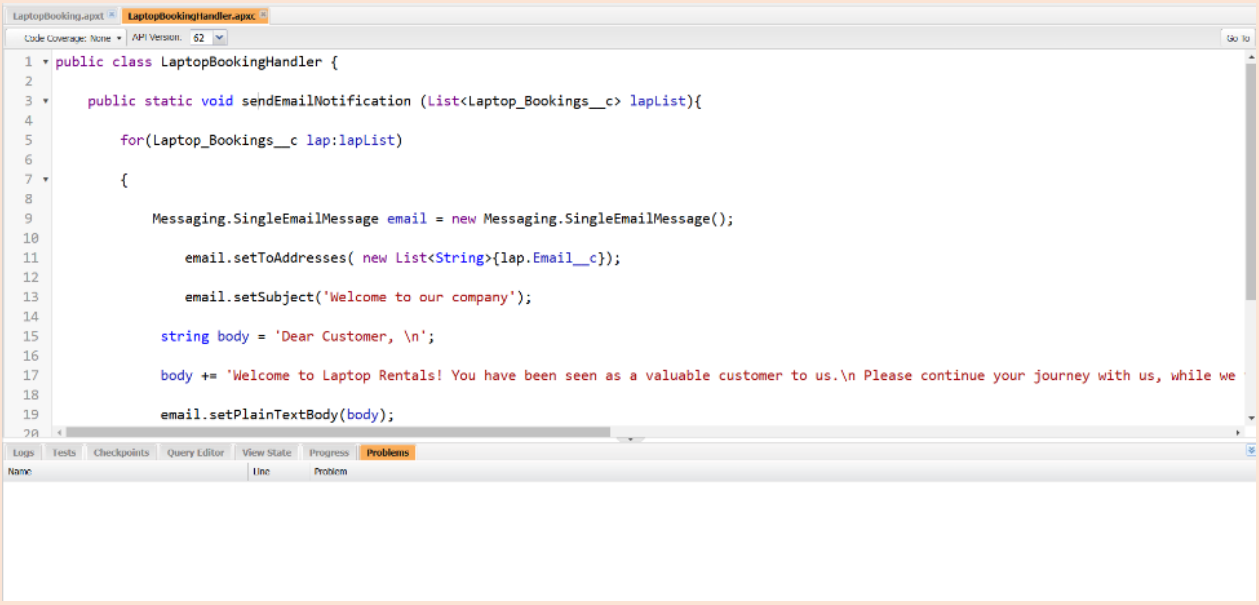




Apex Trigger and Handle Class: Apex is a strongly typed, object-oriented programming language that allows

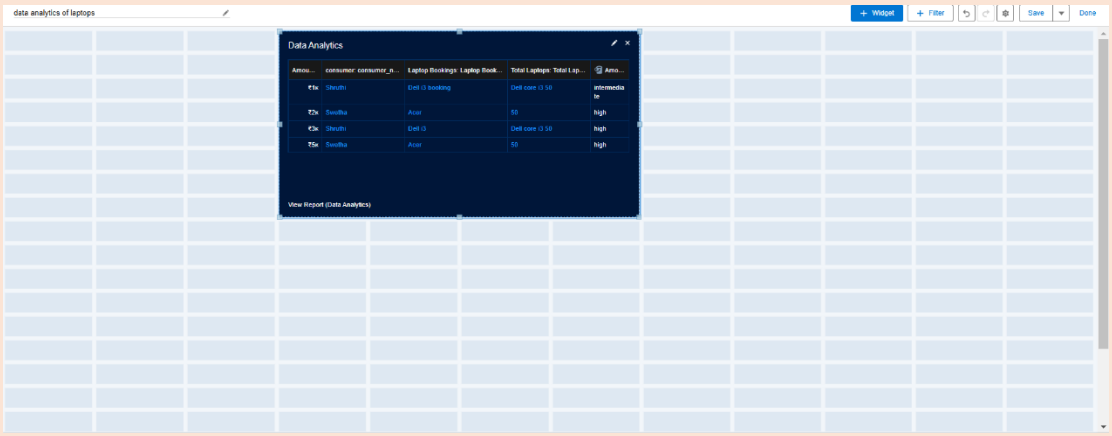
developers to execute flow and transaction control statements on the Lightning platform server in conjunction with calls to the Lightning Platform? API. Using syntax that looks like Java and acts like database stored procedures, Apex enables developers to add business logic to most system events, including button clicks, related record updates, and Visualforce pages. Apex code can be initiated by Web service requests and from triggers on objects.

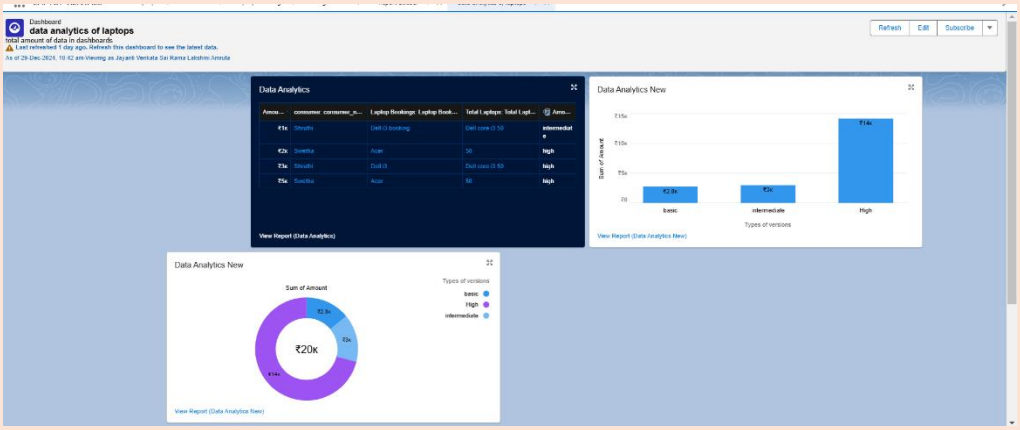
It is as similar as java i.e, it also supports OOP( Object oriented programming) like Classes, objects, methods.



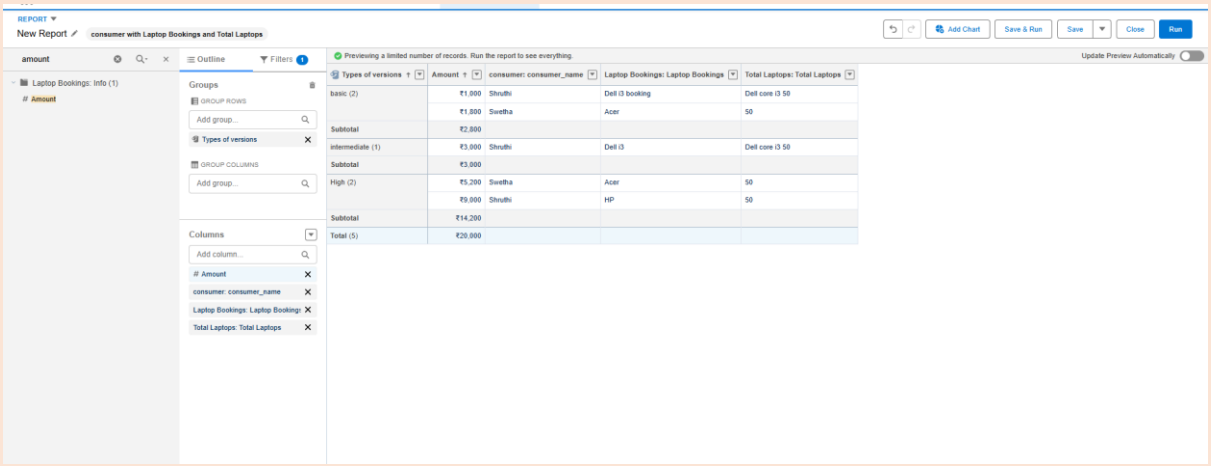

LaptopBooking.apxt
LaptopBookingHandler.apxc
Code Coverage: None
API Version: 62
Go to
public class LaptopBookingHandler {
public static void sendEmailNotification (List<Laptop_Bookings__c> lapList){
for(Laptop_Bookings__c lap:lapList)
{
Messaging.SingleEmailMessage email = new Messaging.SingleEmailMessage();
email.setToAddresses( new List<String>{lap.Email__c});
email.setSubject('Welcome to our company');
string body = 'Dear Customer, \n';
body += 'Welcome to Laptop Rentals! You have been seen as a valuable customer to us.\n Please continue your journey with us, while we
email.setPlainTextBody(body);
Logs
Tests
Checkpoints
Query Editor
View State
Progress
Problems
Name
Line
Problem

Dashboards: Dashboards help you visually understand changing business conditions so you can make decisions based on the real-time data you've gathered with reports. Use dashboards to help users identify trends, sort out quantities, and measure the impact of their activities. Before building, reading, and sharing dashboards, review these dashboard basics.



Reports: Reports give you access to your Salesforce data. You can examine your Salesforce data in almost infinite combinations, display it in easy-to-understand formats, and share the resulting insights with others. Before building, reading, and sharing reports, review these reporting basics.




THANK YOU