# Problem Statement Document: Fuel Station CRM Implementation

🧠 Project Title: FuelStar CRM – Fuel Station Customer Engagement & Operations System

📌 Industry: Fuel Retail / Energy

📌 Project Type: B2C Salesforce CRM Implementation

📌 Target Users: Fuel Station Managers, Cashiers, Loyalty Program Managers, and Customers

## ✅ Problem Statement

A fuel station chain receives high volumes of customer transactions daily through in-person visits, mobile apps, and loyalty programs. However, the business struggles with:  
  
• Inefficient customer tracking: Manual processes for recording customer visits and fuel purchase history lead to delays and errors.  
• Poor loyalty program engagement: Customers are not effectively incentivized to join or redeem loyalty rewards, resulting in low retention.  
• Lack of operational insights: Station managers lack real-time visibility into fuel sales, inventory levels, and staff performance.  
• Slow response to customer inquiries: Customer complaints and inquiries via email or social media are not tracked or resolved efficiently.  
  
To address these challenges, the fuel station chain aims to implement a Salesforce CRM to:  
  
• Automate customer data capture and loyalty program management.  
• Streamline fuel inventory and transaction tracking.  
• Enable real-time dashboards for sales, inventory, and customer engagement metrics.  
• Improve customer service by centralizing inquiry and complaint management.

## 🧩 Use Cases

### Customer Management

* • Automatically capture customer details from mobile app sign-ups, loyalty cards, or in-person transactions.
* • Segment customers based on purchase frequency and loyalty program participation.
* • Assign loyalty points for fuel purchases and non-fuel transactions (e.g., convenience store items).

### Loyalty Program Management

* • Maintain a centralized database of loyalty program members with points balance and redemption history.
* • Automate notifications for reward eligibility and promotional offers.
* • Enable customers to redeem points for fuel discounts or convenience store products.

### Fuel Inventory Management

* • Track fuel stock levels (e.g., petrol, diesel, CNG) across multiple stations in real-time.
* • Automate alerts for low inventory levels to trigger reordering.
* • Monitor sales trends to optimize fuel procurement.

### Transaction and Payment Tracking

* • Record all transactions (fuel and non-fuel) with details like amount, payment method, and timestamp.
* • Allow cashiers to update transaction statuses (e.g., completed, refunded).
* • Integrate with payment gateways for seamless digital payments.

### Customer Service and Inquiry Management

* • Capture customer inquiries and complaints from web forms, social media, or in-person feedback.
* • Assign inquiries to staff for resolution with automated follow-up reminders.
* • Send SMS/email confirmations to customers about issue resolution.

### Reporting and Analytics

* • Create dashboards for daily/weekly/monthly fuel sales and revenue performance.
* • Track customer retention rates and loyalty program effectiveness.
* • Monitor staff performance metrics, such as transaction volume per cashier.