

Retail Customer Complaint Hub

Phase 1: Problem Understanding & Industry Analysis

1. Requirement Gathering

- Track all customer complaints with severity status
- Allow customers to submit product/service complaints
- Prevent duplicate complaints for same order
- Generate customer satisfaction reports

2. Stakeholder Analysis

- **Admin** (you, managing system setup)
- **Customer Service Agents** (create/manage complaints, provide resolutions)
- **Customer Service Manager** (approves high-value compensations, monitors satisfaction reports)
- **Customers** (submit complaints, track resolution progress)

3. Business Process Mapping

- Draw a flow:
Customer submits complaint → Agent checks category → Complaint assigned → Resolution (if compensation needed, get approval) → Email sent to customer

4. Industry-specific Use Case Analysis

- In the retail industry, complaints have different severities, resolution times matter, customer retention is crucial
- So, we need to **track complaints + automate assignments + notify customers**

5. AppExchange Exploration

- Look for "Customer Service" apps. Some exist, but we'll build a simpler **custom solution** to learn