SALESFORCE PROJECT

PROJECT TITLE: AI-Powered Smart Case Routing
PROBLEM: Customer support teams face challenges in efficiently prioritizing and routing cases. Manual triage causes delays, dissatisfied customers, and poor SLA compliance.

Phase 6: User Interface Development

A. Lightning App Builder

Goal: Build a custom Service Console app for internal support users.

Internal Service App

App Name: Smart Case Routing

Components:

Home: Dashboard (Cases by Sentiment, High Priority Queue)

Navigation: Tabs for Cases, Queues, Reports, Dashboards

Branding: Company logo, support theme color

B. Record Pages

Case Record Page

Sections:

Case Details (Subject, Description, Priority, Sentiment)

Owner Info (Assigned Agent/Queue)

Related Lists (Escalation History, Sentiment Logs)

Tabs: Details, Related, Sentiment Analysis

Highlights Panel: Case Number, Status, Priority, Sentiment

User (Agent) Record Page

Sections: Assigned Cases, Performance Metrics

Highlights Panel: Name, Role, Active Cases

C. Tabs

Internal Tabs: Cases, Queues, Reports, Dashboards

Manager Tabs: Escalated Cases, Sentiment Reports

D. Home Page Layouts

Internal Home Page

Components:

Dashboard (Case Sentiment Trends)

My Open Cases

Escalated Cases

Quick Links to Reports

Personalized: Agents see own cases; Managers see team cases.

E. Utility Bar

Quick Case Search

Today's Tasks

Notifications (Escalations)

Global Create (New Case)

F. Lightning Web Components (Optional)

CaseSentimentCard

Shows: Case Subject, Sentiment, Priority, Owner

Color-coded sentiment badges

CaseEscalationFeed

Displays: Recently escalated cases with quick links

SentimentDashboard

Mini chart view of case distribution (Positive/Negative/Neutral)