

Project Title

"AutoFlow CRM – Intelligent Vehicle Sales & Dealer Network System"

- **Industry: Automotive**
 - **Target Users: Buyers, Dealership Partners, Sales Administrators**
-

Problem Statement

DriveNext Motors struggled with inefficiencies in handling customer vehicle requests. Orders were not always directed to the nearest dealership, resulting in delivery delays. Buyers could sometimes book vehicles that were already unavailable, leading to frustration. Test drive coordination and status updates relied heavily on manual calls, reducing efficiency and lowering customer satisfaction.

To overcome these challenges, the company adopted AutoFlow CRM to:

- **Auto-route purchase requests to the closest dealer**
 - **Validate live vehicle stock before confirming bookings**
 - **Update order progress dynamically through workflows**
 - **Automate test drive notifications via email and SMS**
 - **Provide dashboards for dealer performance and real-time order tracking**
-

Use Cases

Order Management

- **Automatically assign purchase requests to the nearest dealership based on buyer location**
- **Restrict booking for unavailable vehicles**
- **Use Apex triggers to cross-check inventory before confirming**

Inventory Synchronization

- **Scheduled batch jobs to refresh vehicle availability across all dealerships**
- **Ensure live synchronization of model stock**

Customer Engagement

- **Automated reminders for test drives and real-time order notifications**
- **Workflow-driven updates for each order stage (Requested → Booked → Confirmed → Delivered)**

Automated Operations

- **Scheduled Apex jobs to handle repetitive tasks (order processing, follow-ups)**
- **Minimize manual overhead in operations**

Reporting & Dashboards

- **Track dealership performance and sales funnel efficiency**
- **Monitor stock levels, order success rate, and customer satisfaction insight**