**NAAN MUDHAVALVAN- SALESFORCE REPORT**

SALES AUTOMOBILE USING SALESFORCE CRM

**PROJECT CREATED BY**

**BE –V SEMESTER**

**GOPIKA M - 421622243015**

**MOHANA PRIYA D - 421622243033**

**PADMAPRIYA D - 421622243037**

**MANIMEGALAI M - 421622243030**

**DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND DATA SCIENCE**



TABLE OF CONTENT:

PROJECT OVERVIEW

OBJECTIVES

SALESFORCE KEY FEATURES AND CONCEPTS UTILIZED

DETAILED STEPS TO SOLUTION DESIGN

TESTING AND VALIDATION

KEY SCENARIOS ADDRESSED

# CONCLUSION

SALES AUTOMOBILE USING SALESFORCE CRM

## 1. Project Overview

## The project aims to implement Salesforce for car automation, focusing on enhancing customer experience, optimizing operations, and introducing smart automation in vehicle management. This system integrates IoT-enabled vehicles with Salesforce to streamline processes such as predictive maintenance, vehicle tracking, and real-time updates.

## 2. Objectives

## 1. Automate car monitoring and service reminders using IoT integration with Salesforce.

## 2. Enable real-time vehicle status tracking and diagnostics for improved user experience.

## 3. Streamline dealership processes, including test drive scheduling, sales management, and customer support.

## 4. Provide comprehensive dashboards for analytics on car usage, maintenance, and customer interactions.

## 3. Salesforce Key Features and Concepts Utilized

1. IoT Integration: Connect cars to Salesforce IoT Cloud to collect real-time data for diagnostics and updates.
2. Sales Cloud: Manage leads, sales pipelines, and customer interactions efficiently.
3. Service Cloud: Track vehicle maintenance history and enable seamless scheduling of repairs.
4. Marketing Cloud: Design campaigns for personalized offers, new model launches, and service.
5. Einstein Analytics: Use AI for predictive maintenance, recommending services based on vehicle data.
6. Mobile Platform: Allow customers and sales teams to access critical data on the go.

4. Detailed Steps to Solution Design

* + 1. Data Collection and Integration : Connect IoT-enabled cars to Salesforce for real-time data collection.
    2. Customer Journey Mapping : Design workflows to track the customer lifecycle, from lead generation to post-sale services.
    3. Automation : Set up workflows for automatic service reminders and diagnostic alerts.Automate test drive scheduling and follow-ups for potential buyers.
    4. Mobile App Development : Create an app where customers can track vehicle health, services, and receive updates on repair status.
    5. Analytics and Reporting : Build dashboards for dealership managers to track sales performance,

service trends, and customer satisfaction.

5. Testing and Validation

## 1. Unit Testing: Test individual components, such as IoT data synchronization and workflow automation.

## 2. System Integration Testing: Validate the seamless integration of Salesforce with IoT platforms and DMS.

## 3. User Acceptance Testing (UAT): Conduct trials with dealerships and customers to ensure functionality meets their needs.

## 4. Field Testing: Run pilot projects with a selected fleet of vehicles to validate real-world performance.

6. Key Scenarios Addressed

1. Predictive Maintenance

Automatically alert customers and service centers when maintenance is due based on vehicle diagnostics.

2. Vehicle Tracking and Monitoring

Provide real-time vehicle location and condition updates to customers.

3. Sales Process Optimization

Streamline the lead-to-sales conversion process by automating follow-ups and test drive scheduling.

4. Enhanced Customer Engagement

Offer loyalty programs, discounts, and personalized offers through Marketing Cloud.

## 7. Conclusion

This Salesforce project for car automation leverages cutting-edge technology to enhance customer experience, optimize dealership operations, and provide actionable insights. Through IoT integration, predictive analytics, and seamless automation, it addresses modern challenges in the automobile industry while fostering innovation and efficiency



