

IDEATION PHASE

DEFINE THE PROBLEM STATEMENT

TEAM ID: NM2025TMID05757

PROJECTNAME:LEASE MANAGEMENT SYSTEM

Customer Problem Statement Template:

Property management companies often face challenges in tracking leases, tenant details, rent payments, and property information efficiently. Manual processes lead to data inaccuracy, missed renewals, and delayed payment tracking, which impacts financial performance and customer satisfaction.

There is a need for a centralized system that automates lease tracking, ensures data integrity, and provides real-time visibility of all property-related operations. A Salesforce-based Lease Management System can simplify record maintenance, automate reminders, and improve communication between tenants and property managers.

Implementing this solution would reduce manual effort, prevent revenue leakage, and enhance overall business productivity and transparency.

Problem & Solution Table

| Problem | Description | Solution |
|----------------------|--|---|
| Data Inaccuracy | Lease and tenant details are often maintained manually, leading to inconsistent or missing data. | Create custom objects and validation rules in Salesforce to ensure data accuracy and consistency. |
| Missed Payments | Rent and lease renewal dates are not tracked effectively, causing delayed payments. | Automate payment reminders and renewal alerts using Salesforce Flow or Process Builder. |
| Inefficient Tracking | Difficulty in monitoring lease status, property availability, and payment updates. | Build dashboards and reports for real-time lease tracking and performance monitoring |
| Poor Communication | Lack of timely communication between tenants and managers affecting fees. | Use automated email alerts and approval processes for better coordination |

Example:

| Problem Statement (PS) | I am trying to | But | Because | Which makes me feel |
|------------------------|-----------------------------|---|--|--------------------------|
| PS-1 | Track tenant lease renewals | It's difficult to monitor expiring leases | There's no automated reminder or renewal tracking system | Stressed and unorganized |
| PS-2 | A Business Owner | View rent collection status | Data is manually entered and inconsistent | Frustrated and uncertain |

Problem Statement PS 1:

As a property manager, I want to efficiently track upcoming lease expirations and renewals, but the current manual process makes it hard to stay updated. This lack of automation causes missed renewals and revenue delays. It disrupts workflow and leads to poor customer satisfaction. I need a Salesforce-based system that automatically alerts me about lease expirations and provides real-time renewal tracking to maintain accuracy and efficiency.

Problem Statement PS 2:

As a business owner, I want to monitor rent collection and payment statuses in one centralized dashboard, but current manual tracking methods make this process inconsistent and error-prone. This results in financial discrepancies and poor decision-making. A real-time Salesforce dashboard for rent collection would improve transparency,