

# Online Food Delivery CRM-Project Document

## ➤ Problem Statement

Food delivery businesses face operational challenges in handling large volumes of orders, tracking delivery performance, and managing customer complaints. Manual processes often lead to delayed deliveries, poor customer communication, and low satisfaction levels.

The Online Food Delivery CRM built on Salesforce will:

- Automate order creation and delivery assignment.
  - Provide real-time status updates to customers via SMS/Email.
  - Manage complaints and feedback efficiently.
  - Give managers dashboards to monitor sales, delivery performance, and customer satisfaction.
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## ➤ Use Cases

1. Order Management – Capture food orders and link them to restaurants and customers.
  2. Delivery Assignment – Automatically assign available delivery agents to new orders.
  3. Order Tracking – Send customers SMS/Email notifications at every stage (Placed → Preparing → Out for Delivery → Delivered).
  4. Complaint Handling – Enable customers to log complaints; managers resolve and track progress.
  5. Reporting & Analytics – Dashboards for revenue trends, delivery times, agent performance, and customer satisfaction.
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## ➤ Project Phases

### Phase 1: Problem Understanding & Planning

- Requirement gathering from restaurants, delivery agents, and customers.
- Define order and delivery lifecycle.

### Phase 2: Org Setup & Configuration

- Salesforce Org setup.
- User profiles & roles (Customer, Delivery Agent, Restaurant Manager, Admin).

### **Phase 3: Data Modeling**

- Custom Objects: Restaurant, Menu Item, Order, Delivery, Complaint.
- Relationships between customers, orders, deliveries, and complaints.

### **Phase 4: Process Automation (Admin)**

- Flows for auto-assigning delivery agents.
- Email/SMS alerts for status updates.
- Escalation rules for unresolved complaints.

### **Phase 5: Custom Development (Developer)**

- Lightning Web Components (Menu & Order Placement, Order Tracking, Delivery Dashboard).
- Apex classes for backend order and delivery logic.
- SOQL queries for reporting.

### **Phase 6: User Interface Development**

- Lightning App Pages for Customers, Delivery Agents, and Managers.
- Tabs for Orders, Deliveries, Complaints, Restaurants.

### **Phase 7: Integration**

- SMS notifications (Twilio).
- Payment Gateway (mock integration).
- Google Maps API for delivery route visualization.

### **Phase 8: Data Management & Deployment**

- Import restaurant menu and customer data.
- Bulk upload of orders using Data Loader.
- Deployment via Change Sets or Salesforce CLI.

### **Phase 9: Reporting & Dashboards**

- Reports: Daily/Monthly Orders, Complaints by Type, Agent Performance.
- Dashboards: Sales trends, delivery times, customer satisfaction metrics.

### **Phase 10: Final Presentation & Handoff**

- Live demo of order placement, delivery tracking, and complaint resolution.
- Feedback collection.
- Documentation for users & admins.
- Showcase in LinkedIn/Portfolio.

## ➤ Conclusion

The Online Food Delivery CRM leverages Salesforce to create a streamlined food delivery system. It covers the complete order lifecycle, integrates real-time notifications, automates delivery assignment, and provides powerful analytics. This ensures faster deliveries, improved customer satisfaction, and higher operational efficiency for food delivery businesses.