

WhatNext Vision Motors

A Salesforce-Powered CRM for Streamlined Vehicle Orders and Customer Engagement

Overview:

WhatNext Vision Motors, a pioneering force in the automotive industry, aims to transform the customer experience by leveraging the Salesforce ecosystem. This project was developed as part of the Salesforce Virtual Internship Program by SmartBridge and SkillWallet. The objective was to build a cloud-based CRM system that enables efficient vehicle ordering, dealer assignment, and customer engagement, utilizing Salesforce features like Flows, Apex, LWC, and Experience Cloud.

Abstract:

In today's competitive automotive market, delivering a seamless customer experience is essential. This project provides a Salesforce-based solution to automate and enhance the customer ordering process for WhatNext Vision Motors. Key features include automated dealer suggestions based on customer location, real-time order management, and a customer portal for tracking orders and communication. The solution uses a mix of declarative tools and programmatic logic within Salesforce to achieve an intuitive and scalable system. The implementation demonstrates how Salesforce CRM can improve operational efficiency and customer satisfaction in the automotive sector.

Objectives:

1. To automate the vehicle ordering process using Salesforce Flows and custom logic.
 2. To assign the nearest dealer to a customer order based on the shipping address using geolocation logic.
 3. To create a user-friendly Experience Cloud site for customers to view order status and request support.
 4. To implement dashboards and reports for dealer and sales team performance monitoring.
 5. To build scalable and reusable Salesforce components using Apex and Lightning Web Components (LWC).
 6. To gain hands-on experience with Salesforce development and deployment best practices.
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Modules & Features Implemented:

Module	Description
Customer Order Process	Flow and Apex logic to automate vehicle order creation and manage order lifecycle.
Dealer Assignment Logic	Custom Apex or Flow logic using geolocation or manual mapping to match customers with appropriate dealers.
Order Tracking Interface	Screen Flows or custom components (e.g. LWC) allowing internal users to view and update order status.
Vehicle Model Records	Custom object to store details about each vehicle model—basic fields like model name and code.
Inventory or Stock Status	Fields or object tracking current stock levels or availability of vehicle models at each dealer location.
Performance Reporting	Salesforce reports and dashboards to monitor orders processed, dealer activity, and stock movement.

Technologies & Tools Used:

- Salesforce CRM (Sales Cloud, Experience Cloud)
 - Apex (Triggers, Classes)
 - Lightning Web Components (LWC)
 - Flows (Record-Triggered, Screen Flows)
 - Salesforce Reports and Dashboards
 - GitHub (for code version control)
 - Trailhead Playground
 - VS Code with Salesforce Extensions
 - SkillWallet (Project Submission)
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Deliverables:

- Salesforce Org setup with custom objects, flows, and LWC
- Experience Cloud site for customers

- Apex classes and triggers for automation
 - Functional dashboard for analytics
 - GitHub repository with source code and documentation
 - Final video presentation uploaded to YouTube
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Outcomes & Learning:

- Understood CRM fundamentals and their application in the automotive domain.
 - Gained hands-on experience in designing scalable Salesforce solutions.
 - Learned to integrate declarative tools with Apex code for complex business logic.
 - Improved problem-solving and debugging skills in Salesforce environments.
 - Developed presentation and documentation skills.
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Future Scope:

- Integration with Google Maps API for more accurate dealer suggestions.
 - Payment gateway integration for online vehicle booking.
 - WhatsApp/ChatBot support in Experience Cloud site for 24/7 assistance.
 - Advanced Einstein AI analytics for sales forecasting.
 - Dealer mobile app for real-time order and lead updates.
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