



## Phase 10: Final Presentation & Demo Day

### Objective

The goal of this phase is to **present, demonstrate, and deliver** the completed *Customer Complaint CRM Project* to evaluators or stakeholders.

This includes a **pitch presentation**, a **live demo walkthrough**, collecting **feedback**, and preparing **handoff documentation** for future use or deployment.



### 1. Pitch Presentation

#### Description:

The pitch presentation summarizes the project journey — from idea to implementation — highlighting the **problem solved**, **features built**, and **impact** created.

#### Contents of Pitch Deck:

Slide	Content	Example
1	<b>Title Slide</b>	Project Title: <i>Customer Complaint CRM</i>
2	<b>Problem Statement</b>	Companies struggle to manage customer complaints efficiently.
3	<b>Proposed Solution</b>	A centralized CRM to track, assign, and resolve complaints automatically.
4	<b>Key Features</b>	Auto-assignment, Email acknowledgment, SLA tracking, Dashboards
5	<b>Technical Stack</b>	Salesforce Platform, Flows, Apex, LWC
6	<b>Demo Overview</b>	Real-time flow of complaint creation to resolution
7	<b>Benefits / Impact</b>	Reduced manual work, improved customer satisfaction
8	<b>Team &amp; Roles</b>	Developer, Tester, Documentation, Presenter
9	<b>Future Enhancements</b>	Chatbot integration, AI-based priority detection
10	<b>Conclusion &amp; Thank You</b>	Summary & closing note

#### Tools Used:

- PowerPoint / Google Slides
- Salesforce Screenshots & Recorded Demos



**Tip:** Practice the 3-minute elevator pitch:

“Our project, *Customer Complaint CRM*, automates the end-to-end complaint handling process using Salesforce — from capturing issues to assigning agents, sending emails, and tracking SLAs through dynamic dashboards.”



### 2. Demo Walkthrough

**Description:**

A live demonstration to showcase how the system works from the end user's perspective.

**Steps in Demo:**

Step	Action	Expected Result
1	Login to Salesforce App: <i>Customer Complaint CRM</i>	Home page opens
2	Create a new <b>Customer</b> record	Customer created successfully
3	Create a new <b>Complaint</b> record	Auto-assigns agent, sends acknowledgment email
4	Open <b>Complaint Record</b>	Assigned_Agent__c and Status = Assigned
5	Show <b>Reports</b> and <b>Dashboard</b>	Visual representation of complaint data
6	Demonstrate <b>Validation Rules</b>	Error shown if Customer field left blank
7	Show <b>Security Settings</b>	Private complaint access control
8	Conclude with <b>Flow Builder</b> view	Show how automation is configured

**Goal:**

To show a smooth workflow — *from complaint creation to resolution and reporting.*

**□ 3. Feedback Collection****Description:**

Gather valuable feedback from evaluators, mentors, or users after the demo to improve the application.

**Methods:**

- **Google Form** for structured feedback
- **Direct Q&A session** after demo
- **Evaluator feedback sheet**

**Feedback Points:**

Category	Sample Question
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Functionality	Does the system work as expected?
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User Interface	Is the interface user-friendly?
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Innovation	Is automation and flow implementation impressive?
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Presentation	Was the explanation clear and confident?
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Improvement	What additional features could be added?
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 **Outcome:** Feedback will guide post-project improvements and feature extensions.

## 4. Handoff Documentation

### **Description:**

Proper documentation ensures the project can be understood, reused, or maintained by others after submission.

### **Deliverables:**

Document Type	Description
Technical Document	Explains architecture, flow, triggers, and components
User Manual	Step-by-step usage guide for end users
Admin Guide	Configuration and deployment details
Test Case Document	All validation and automation test results
Presentation File (PPT)	Final pitch deck used for demo
Source Package	Unmanaged package link or metadata export

### **Location:**

All final documents and assets are stored in a shared drive or Salesforce folder for evaluator access.

## Conclusion

The **Customer Complaint Management System** built on the Salesforce platform provides an efficient and automated solution for managing customer issues and service requests.

Through the various phases of the project — from understanding the business problem to deployment and demo — we successfully implemented a real-world CRM application that improves **customer satisfaction, service efficiency, and organizational transparency**.

This project demonstrates the power of Salesforce as a **low-code/no-code CRM platform**, enabling automation through **Flows, Validation Rules, Reports, and Dashboards**, while also allowing advanced customization using **Apex and Lightning Web Components (LWC)**.

By integrating automated complaint assignment, acknowledgment emails, SLA tracking, and detailed analytics dashboards, the system ensures that every customer complaint is addressed promptly and efficiently.

The final deployment reflects a complete end-to-end CRM solution — from **data capture and processing to real-time reporting and feedback collection**.

This project not only highlights technical implementation but also emphasizes **team collaboration, problem-solving, and presentation skills** — essential for real-world Salesforce development.

In conclusion, the **Customer Complaint CRM Project** serves as a practical example of how cloud-based solutions can transform traditional customer support systems into **intelligent, automated, and customer-centric** platforms.