



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 Title Slide	Project Title: <i>Customer Complaint CRM</i>
2 Problem Statement	Companies struggle to manage customer complaints efficiently.
3 Proposed Solution	A centralized CRM to track, assign, and resolve complaints automatically.
4 Key Features	Auto-assignment, Email acknowledgment, SLA tracking, Dashboards
5 Technical Stack	Salesforce Platform, Flows, Apex, LWC
6 Demo Overview	Real-time flow of complaint creation to resolution
7 Benefits / Impact	Reduced manual work, improved customer satisfaction
8 Team & Roles	Developer, Tester, Documentation, Presenter
9 Future Enhancements	Chatbot integration, AI-based priority detection
10 Conclusion & Thank You	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 Customer record	Customer created successfully
3	Create a new Complaint record	Auto-assigns agent, sends acknowledgment email
4	Open Complaint Record	Assigned_Agent__c and Status = Assigned
5	Show Reports and Dashboard	Visual representation of complaint data
6	Demonstrate Validation Rules	Error shown if Customer field left blank
7	Show Security Settings	Private complaint access control
8	Conclude with Flow Builder 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?

User Interface Is the interface user-friendly?

Innovation Is automation and flow implementation impressive?

Presentation Was the explanation clear and confident?

Improvement What additional features could be added?

 **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.