

PROPOSED SOLUTION:

S. No	Parameter	Description
1.	Problem Statement (Problem to be solved)	In the highly competitive E-commerce industry, businesses face the challenge of effectively managing customer relationships, sales, marketing, and service operations. As E-commerce activities continue to grow and customer expectations rise, there is a pressing need for a comprehensive CRM (Customer Relationship Management) application tailored to the unique demands of this sector.
2.	Idea / Solution description	This CRM application will address the unique challenges faced by E-commerce companies in managing customer relationships, sales, marketing, and service operations. Data-Driven Decision-Making Detailed reporting and analytics provide valuable insights into customer behavior and marketing campaign

		performance. Businesses can better understand and engage with their customers, leading to improved customer loyalty and retention.
3.	Novelty/Uniqueness	<p>What sets our solution apart is the innovative use of Salesforce, a highly customizable and powerful platform, to streamline corporate travel management. The automation of approval workflows and integration with external systems will significantly reduce manual work and errors. The mobile app component will provide users with the flexibility and convenience of on-the-go access.</p> <p>Furthermore, the incorporation of robust reporting and analytics tools will enable data-driven decision-making and offer insights into travel expenses, setting our solution apart from conventional methods.</p>
4.	Social Impact / Customer	Satisfaction Ensuring compliance with data protection regulations, such as GDPR, demonstrates a

		<p>commitment to protecting customer data. This safeguards customer privacy and sets a positive example for data handling practices in the industry. Well-managed CRM system can help optimize supply chains and reduce unnecessary waste in E-commerce operations. This contributes to sustainability and reduced environmental impact.</p>
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