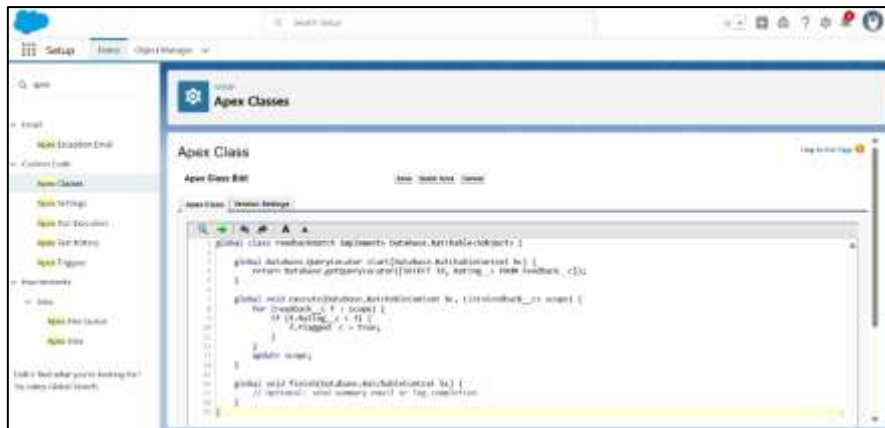
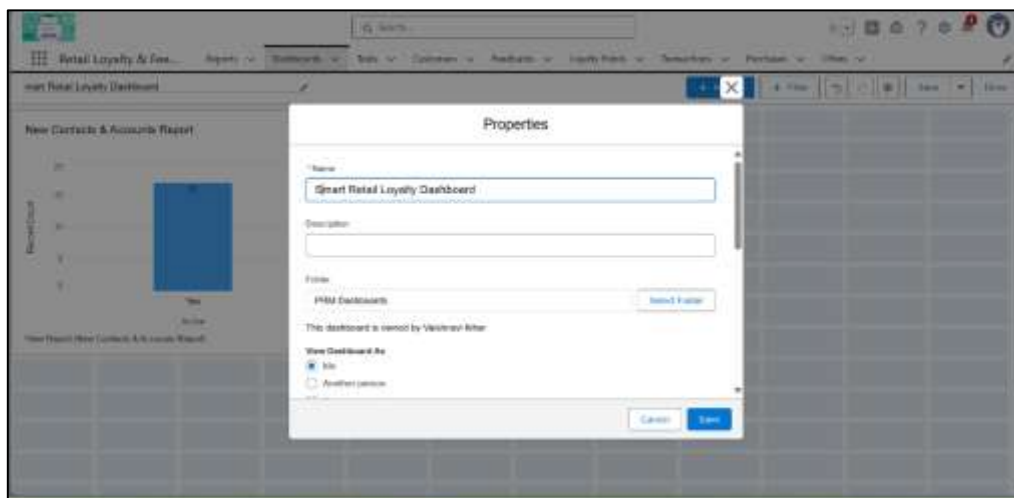


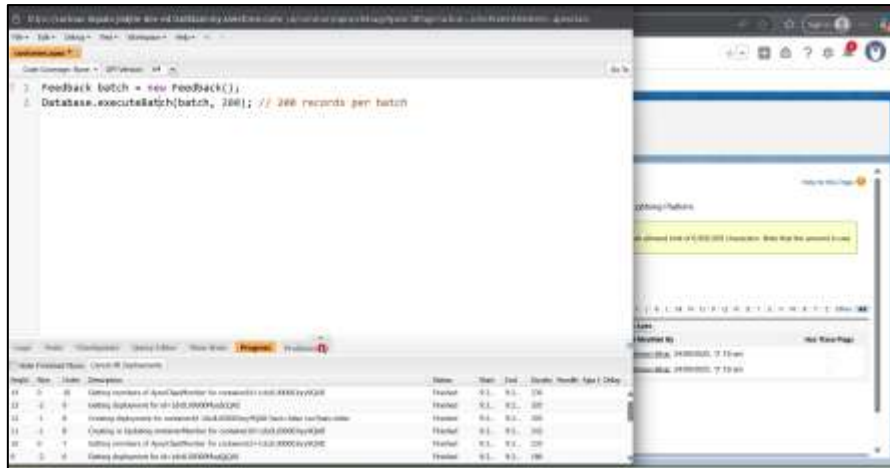
Phase 6: User Interface Development



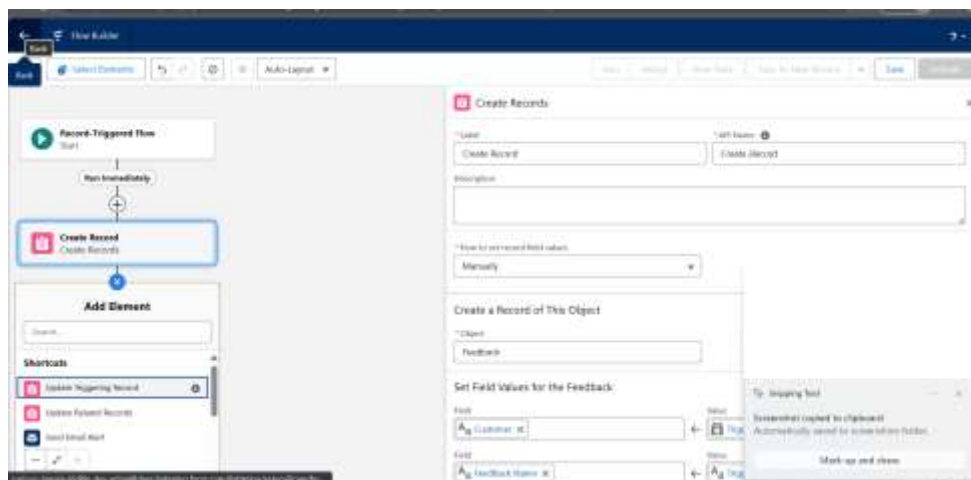
The Retail Loyalty CRM setup combines custom tabs, record-triggered flows, dashboards, and Apex logic to automate customer engagement. Loyalty points and feedback records are created dynamically based on purchase triggers. Dashboards like Customer Loyalty Insights are configured for KPI tracking, with widgets and reports showing contact and account trends. Apex batch classes flag low-rated feedback and log completion, supporting scalable moderation. Lightning-enabled controllers fetch loyalty and feedback data for real-time display. Experience Cloud is enabled for future portal deployment, rounding out a robust, customer-centric solution.



The Retail Loyalty CRM solution integrates custom tabs, record-triggered flows, dashboards, and Apex automation to streamline customer engagement. Loyalty points and feedback records are created dynamically based on purchase triggers. Dashboards like Customer Loyalty Insights and Smart Retail Loyalty visualize KPIs, contact trends, and feedback metrics. Apex batch classes flag low-rated feedback and log completion for scalable moderation. Lightning controllers fetch loyalty and feedback data for real-time display. Experience Cloud is enabled for future portal deployment, supporting personalized digital experiences.



This screenshot captures a Salesforce development environment where a batch job is being executed using Apex. The code snippet initializes a new instance of the `Feedback` class and runs it with a batch size of 200 records using `Database.executeBatch`. Below the editor, the "Progress" tab displays a log of completed jobs, each marked as "Finished" with durations around 9.2 seconds, confirming successful execution. This setup is ideal for processing large volumes of feedback data asynchronously, such as flagging or updating records based on business logic. In the background, a partially visible Salesforce interface shows a message box and a section labeled "New Task Flags," suggesting integration with task or workflow automation.



This screenshot shows a Salesforce Flow Builder interface where a record-triggered flow is being configured to create a new Feedback record. The flow begins with a Start element and proceeds to a Create Records element labeled "Create Record." In the configuration panel, the object selected is Feedback, and the record fields are being set manually. Specifically, the Customer field is assigned the value `{!Customer}`, and the Rating field is assigned `{!Rating}`. This setup allows the flow to automatically generate feedback entries when triggered, streamlining data capture and ensuring consistency across customer interactions. It's a key automation step in enhancing the Retail Loyalty CRM experience.