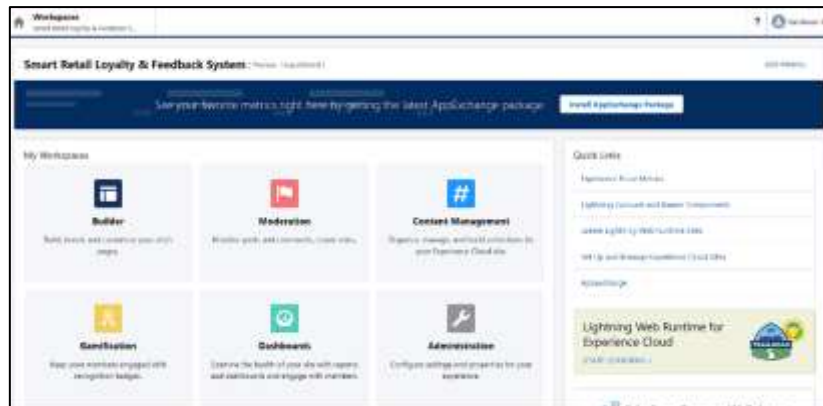
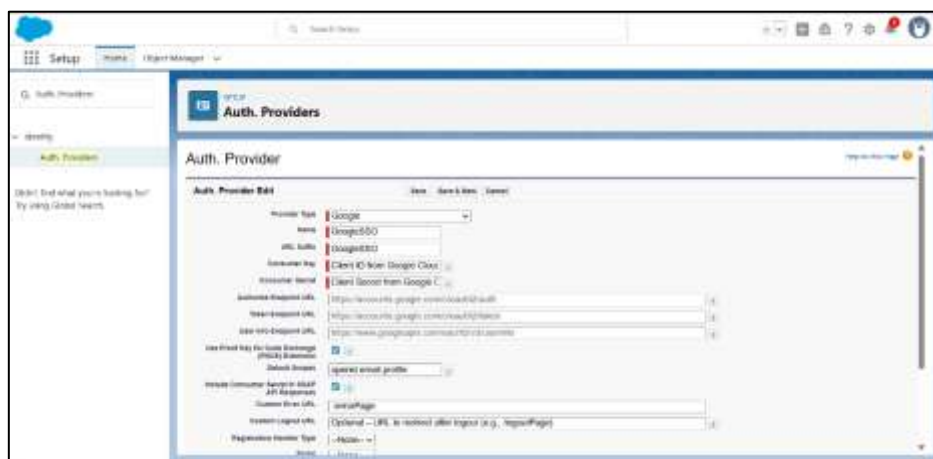


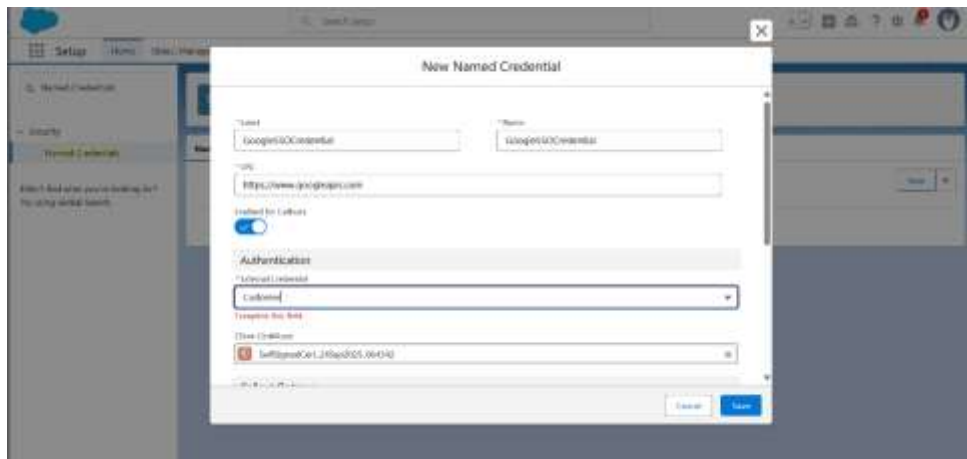
Phase 7: Integration & External Access



This screenshot showcases the Smart Retail Loyalty & Feedback System workspace, a centralized portal for managing customer engagement through Salesforce Experience Cloud. The interface includes modules for Builder, Moderation, Content Management, Gamification, Dashboards, and Administration—each supporting a different aspect of site customization and user interaction. On the right, the Quick Links section offers shortcuts to metrics, community setup, and AppExchange packages, while a banner encourages users to install the latest package for enhanced dashboard visibility. At the bottom, a promotional card highlights Lightning Web Runtime for Experience Cloud, signaling advanced UI capabilities and Trailhead learning integration. This workspace is designed to streamline loyalty program management, feedback moderation, and digital experience delivery.



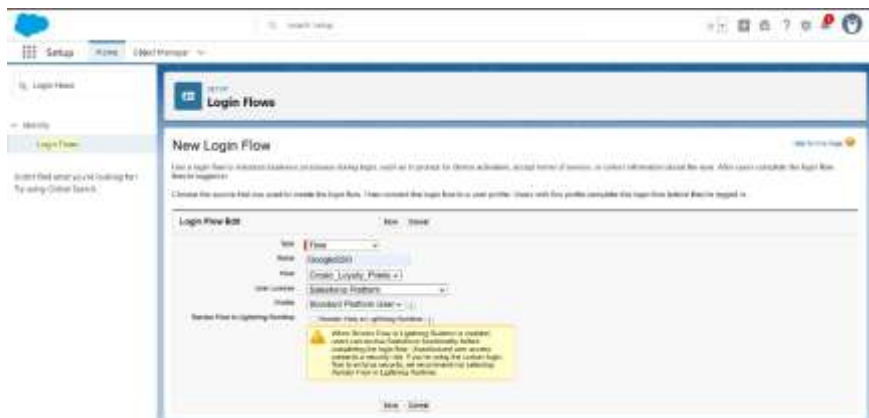
This screenshot shows the Salesforce setup interface for configuring an Authentication Provider, specifically using Google for Single Sign-On (SSO). The configuration is titled *GoogleSSO* and includes essential OAuth details such as the Consumer Key and Consumer Secret obtained from Google. Key endpoint URLs are defined for authorization, token exchange, and user info retrieval, enabling secure identity verification. The Default Scopes include openid, email, and profile, ensuring access to basic user data. A custom error and logout URL are also specified, along with a Registration Handler named *GoogleSSOHandler* to manage user provisioning. This setup allows seamless login to Salesforce using Google credentials, enhancing user experience and security.



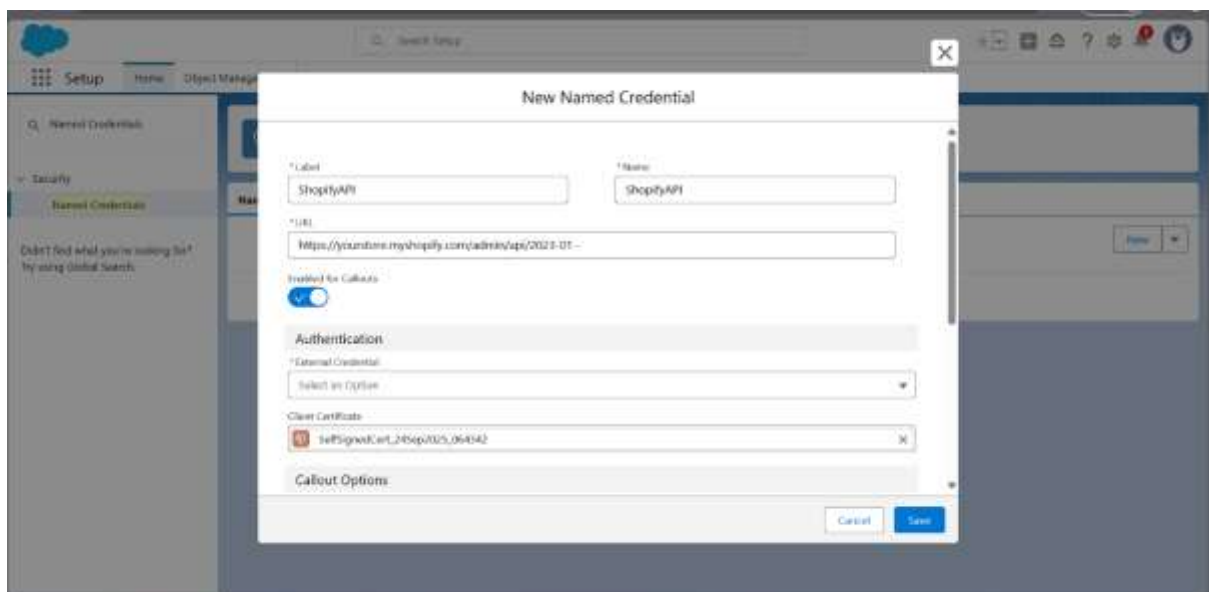
This Salesforce setup screen shows the creation of a Named Credential for integrating with Google APIs using SSO. The credential is labeled *GoogleSSOCredential* and points with callouts enabled for external communication. A self-signed certificate is selected to secure the connection. The authentication method is set to Custom, though it still requires completion. This configuration supports secure OAuth-based integration, allowing Salesforce to authenticate and interact with Google services seamlessly.



This screenshot shows the Login & Registration settings page within Salesforce Experience Cloud, where administrators can customize the login interface for users. The branding options include a logo file named *Screenshot_1-150x150.png*, a background color set to #C8C8C8, and a login button color of #CE5E5E, creating a tailored visual experience. Footer text is set to "Salesforce, Inc." and the interface allows toggling between a default or custom login page. A checkbox enables direct login access from anywhere to the Experience Cloud site. These settings help deliver a branded, user-friendly entry point for community members.



This screenshot shows the Salesforce Setup interface for creating a Login Flow, which customizes the user authentication experience. The flow type is set to *Flow*, and the selected flow is *GoogleSSO*, designed to integrate Google Single Sign-On. It applies to users with the Salesforce Platform license and the Standard Platform User profile. The option to Render Flow in Lightning Runtime is enabled, allowing the flow to run in the modern Lightning interface. This setup ensures a secure, branded login experience using Google credentials, enhancing both usability and identity management.



This screenshot shows the Salesforce setup screen for creating a Named Credential to securely connect with the Shopify API. The credential is labeled *ShopifyAPI* and points to the endpoint <https://yourstore.myshopify.com/admin/api/2023-10/> with callouts enabled for external communication. A self-signed certificate named *SelfSignedCert_SalesApp256_SHA256* is selected to authenticate the connection. The External Credential field is still pending configuration. This setup is essential for enabling secure, authenticated API calls between Salesforce and Shopify for retail data integration.



This screenshot shows the Salesforce Setup interface for creating a Platform Event named *LoyaltyUpdateEvent__e*, used to support event-driven architecture within the Retail Loyalty CRM system. The event is defined with a singular and plural label, and its API name matches the object reference. A warning at the top notes that permissions for this event are disabled by default for all profiles, requiring manual enablement. Platform Events like this are ideal for broadcasting real-time updates—such as loyalty point changes or feedback triggers—across integrated systems, enabling responsive and scalable automation.



This screenshot shows the Salesforce setup interface for configuring a Duplicate Rule for the *Contact* object. The rule enforces sharing settings and allows users to save records even when duplicates are detected, both during creation and editing. An alert message—“Please review the alert and report”—is shown when potential duplicates are found. Matching rules are applied to identify duplicates based on defined criteria. This setup helps maintain data integrity while allowing flexibility in user workflows, ensuring that duplicate detection supports rather than disrupts CRM operations.