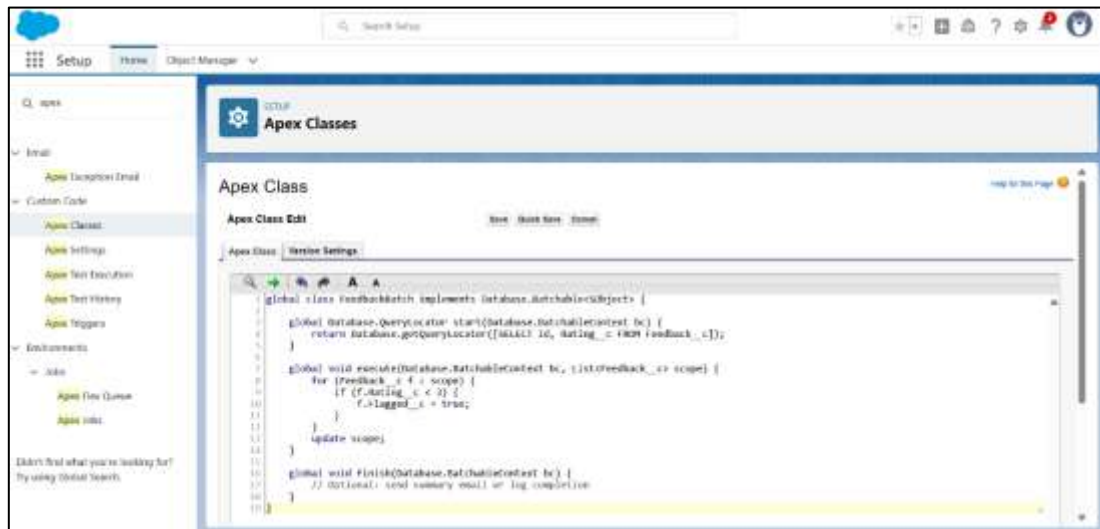
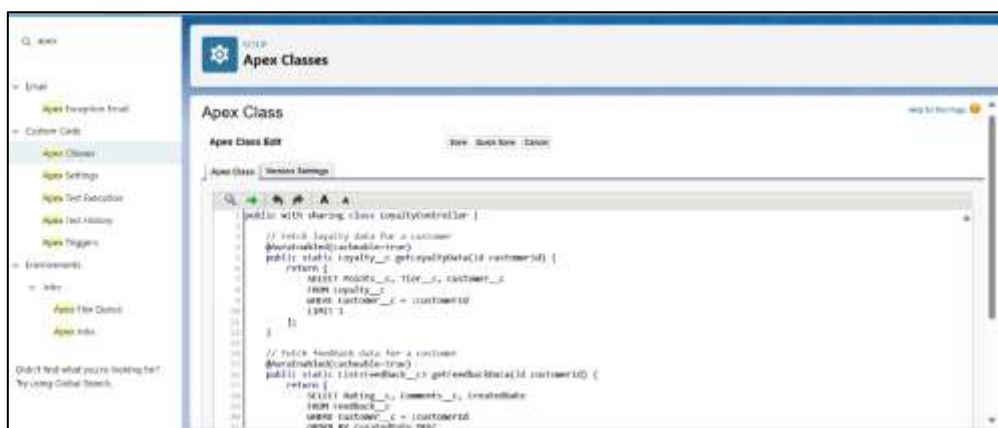


Phase 5: Apex Programming (Developer)



The updated FeedbackBatch Apex class refines the batch process to selectively flag feedback records based on their rating. It queries all Feedback__c records with their Rating__c field and flags only those with a rating of 1 by setting Flagged__c to true. This targeted approach helps identify low-rated feedback for review or escalation without affecting other records. The batch runs asynchronously, making it suitable for large datasets, and logs a completion message in the finish method. This setup supports moderation workflows, quality control, and data-driven service improvements in Salesforce.



The LoyaltyController Apex class provides backend support for Lightning components by exposing two key methods: one to retrieve loyalty data and another to fetch customer feedback. The getLoyaltyData method returns the customer's points and tier from the Loyalty__c object, while getFeedbackData pulls a list of feedback entries ordered by creation date. Both methods are marked @AuraEnabled(cacheable=true), allowing efficient, client-side caching and seamless integration with Lightning components. This setup enhances performance and user experience by delivering real-time insights into customer engagement and satisfaction.



The Digital Experiences Settings screen in Salesforce is where you enable Experience Cloud to build portals, communities, and branded sites. Once activated, it allows you to create pixel-perfect web experiences for customers, partners, or employees. The domain preview section shows your site's base URL, which will be used for all Experience Cloud pages. Sample URLs like /mysite and /topicname indicate how content will be structured and accessed. This setup is foundational for launching customer-facing interfaces that integrate with your CRM data, support loyalty programs, and enhance engagement through personalized digital touchpoints.



The New Contacts & Accounts Report in Salesforce provides a snapshot of contact creation activity filtered by date and clean status. In this case, it highlights 15 new contacts created between 1-Sep-2023 and 2-Sep-2023, all marked with varying clean statuses like "In Sync" or "Not Found." The horizontal bar chart offers a quick visual of record count, while the detailed table below lists individual contact details including name, title, account, and mailing address. This report is useful for tracking onboarding trends, validating data quality, and identifying key accounts linked to recent contacts. It supports CRM hygiene and strategic outreach planning.

REPORT

New Contacts & Accounts Report

Filters: Active (17)

Created Date: 21-Aug-2023

Report Count: 17

Active	Salutation	First Name	Last Name	Title	Account Name	Mailing Street
Yes (17)	Ms	Renee	Carson	SVP Procurement	Edge Communications	315 Constitution Plaza-Austin, TX 78701-0001 USA
Ms	Renee	Ford	CFD	Edge Communications	315 Constitution Plaza-Austin, TX 78701-0001 USA	
Ms	Pat	Wattcher	SVP Administration and Finance	Pyramid Construction Inc.	2 Place Avenue	
Mr	Andy	Young	SVP Operations	Stevens Inc.	1291 North Drive	
Mr	Tim	Rae	SVP Administration and Finance	Great Hotels & Resorts LLC	2235 N. Michigan Avenue, Suite 1900-1st Chicago, IL 60610, USA	
Mr	John	Wood	V.P. Facilities	Great Hotels & Resorts LLC	2235 N. Michigan Avenue, Suite 1900-1st Chicago, IL 60610, USA	

Row Counts: 17 | Detail Rows: 17 | Subtotal: 17 | Grand Total: 17

The Retail Loyalty CRM setup in Salesforce includes custom tabs for Transactions and Loyalty Programs, enhancing navigation and data access. Automated flows create loyalty points and feedback records based on purchases, reducing manual effort. Dashboards like Customer Loyalty Insights are configured for KPI tracking, with widgets pending. Apex classes handle batch processing and Lightning data retrieval for scalable operations. Experience Cloud is enabled for future portal deployment. Custom reports link customer, purchase, and loyalty data to support strategic insights.