**Salesforce Project**

* **Project Title**

**“E-Commerce Customer Support & Case Management System”**

* **Problem Statement**

An e-commerce company receives thousands of customer queries daily regarding order tracking, returns, and complaints. Currently, these requests are handled manually through emails, calls, and spreadsheets, causing delays, missed follow-ups, and poor customer satisfaction. Managers also lack visibility into agent performance and service quality.

To address these challenges, the company requires a Salesforce Service Cloud implementation that:

* Centralizes all customer service requests into one CRM system.
* Automates case creation and assignment to agents.
* Sends real-time notifications and updates to customers.
* Tracks resolution progress and maintains complete service history.
* Provides dashboards and reports for monitoring productivity and customer satisfaction.