



Phase 1: Problem Understanding & Industry Analysis

»» Problem Statement

GreenCity currently struggles with citizen service request management and volunteer engagement. Residents have no unified, transparent way to report and track non-emergency issues (such as potholes, broken streetlights, and litter), leading to delayed responses and low satisfaction. Volunteers, crucial for community improvement initiatives, face difficulties finding opportunities, signing up, and logging activity. City staff rely on manual, paper-based processes, causing inefficiencies and communication gaps. This project aims to develop a Salesforce-based CRM platform that streamlines service request management, improves transparency, and enhances volunteer participation—ensuring that citizen needs are met promptly and community engagement is strengthened.

»» Requirement Gathering

- Observed how local service requests are handled: Looked at how issues like potholes, streetlights, and litter are reported in the neighbourhood—mostly by phone, email, or in person at the city office.
- Spoke briefly with a neighbour and a family member about their experiences trying to get issues resolved. Both mentioned it's hard to know if their report was received or when it might be fixed.
- Checked the city's website and social media pages to see if there's an existing way to submit or track requests online. Found that options are limited and not very user-friendly.
- *Listed the main things people seem to want*:
 - ✓ A simple online form to submit requests.
 - ✓ A way to check the status of their request.
 - ✓ Notifications when something is fixed.
 - ✓ An easy-to-find calendar of volunteer events.
 - ✓ A method for volunteers to record their participation.
- Reviewed how other cities do it online: Looked at a few municipal websites to see how they manage service requests and volunteer signups. Noticed that the best ones have clear forms, status updates, and event calendars.

»» Stakeholder Analysis

- Residents: People living in the community who report issues like potholes, broken streetlights, and litter.
- Volunteers: Members of the community who participate in local improvement activities, such as cleanups and tree plantings.
- City Staff: Public employees who receive, assign, and resolve service requests.
- Managers: Supervisors who oversee the service and volunteer management processes, ensuring everything runs smoothly.
- Admins: Individuals responsible for setting up and maintaining the Salesforce CRM system.

»» Business Process Mapping

- Residents currently report issues via phone, email, or in person at the city office.
- Staff receive these requests and log them manually in spreadsheets or on paper.
- Requests are reviewed and assigned to different departments during regular meetings.
- Updates and resolutions are communicated to residents mostly by phone or email.
- Volunteers find out about events through flyers, social media posts, and word of mouth.
- Volunteer participation is tracked using separate logs or forms, not linked to service requests.
- There is no centralized digital system for managing both service requests and volunteer activities.

»» Industry-Specific Use Case Analysis

- Many cities around the world use Salesforce Service Cloud to manage citizen service requests, automate how cases are assigned, and keep everyone informed.
- Volunteer management has improved thanks to apps that work with Salesforce, letting volunteers easily sign up for events, log their hours, and stay in touch.
- Best practices from other cities include offering mobile-friendly portals, letting residents track their requests in real time, and sending automatic notifications to volunteers.

- Some common challenges are difficulty connecting Salesforce with old city computer systems, and the need for training so everyone knows how to use the new tools.
- Successful projects put the user experience first and regularly ask for feedback to keep improving.

»» AppExchange Exploration

- Looked at popular Salesforce apps like Service Cloud for Government, RoundCorner Volunteer Management, and Salesforce Community Cloud.
- Service Cloud for Government provides tools for managing service requests, automating tasks, and engaging citizens.
- RoundCorner Volunteer Management helps schedule events, manage signups, track volunteer hours, and recognize participants.
- Salesforce Community Cloud lets you build custom online portals for residents and volunteers.
- Pricing and features vary: some apps offer free trials, others have subscription fees, and some may need extra customization to fit your needs.
- Combining different apps could give you the most comprehensive solution, but you'll need to plan carefully to make sure everything works together smoothly.