🌍 Disaster Relief Resource Management CRM (ReliefConnect)

Problem Statement

When natural disasters (floods, cyclones, earthquakes) hit India, aid distribution becomes chaotic:

- Relief camps lack real-time info about food, medicine, and shelter availability.
- NGOs and government agencies duplicate efforts or miss critical areas.
- Victims often don't know where to go for help.
- There is no central system to match urgent needs with available relief resources.

This results in delays, wastage of supplies, and preventable suffering.

Proposed Salesforce Solution — ReliefConnect

A Salesforce-based Disaster Relief Resource CRM that:

1. Lets field volunteers log on-ground needs (food, medicine, shelter requests) via a mobile LWC intake form (offline + online).
2. Creates Relief_Case__c records with location, urgency level, and category.
3. Matches needs with donors/NGOs using Flows + Apex (like Uber, but for relief).
4. Integrates with Map APIs (AppExchange: MapAnything/Geopointe) for heatmaps of affected areas.
5. Triggers alerts to nearest NGOs/government agencies when critical shortages are detected.
6. Uses Einstein AI to forecast shortages (e.g., "Medicine demand will exceed supply in X camp within 48 hrs").
7. Provides dashboards for central command centers (NGOs/govt) to monitor SLA compliance, supply-demand balance, and camp status.

Phase 1: Problem Understanding & Industry Analysis

1. Requirement Gathering

- Victims/Survivors: Need quick info on nearest camp and assurance that essential supplies exist.
- Volunteers/Field Staff: Need a quick way to log urgent needs on mobile devices (poor connectivity areas).
- NGOs/Donors: Need visibility of where their supplies are needed most.
- Government Agencies: Need dashboards to coordinate multiple NGOs and avoid duplication.

📌 Deliverable → Requirement Doc (Intake Form, Urgency Scoring, Donor Matching, Geo Mapping, AI Forecasting, Dashboards).

2. Stakeholder Analysis

Stakeholder	Role	Pain Point	What They Gain
Survivors/Victims	End users	No visibility on nearest help, lack of supplies	Info + faster help
Volunteers	Frontline	Manual reporting, poor connectivity	Mobile LWC, offline logging
NGOs/Donors	Providers	Lack of real-time needs visibility	Transparent matching + impact tracking
Govt Agencies	Regulators	No coordination, duplication of aid	Central dashboards + AI forecasting

📌 Deliverable → Stakeholder Map (Influence vs Interest).

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3. Business Process Mapping

As-Is (Manual)

- Volunteer notes needs on paper/WhatsApp → delays → duplicate donations → people left without essentials.

To-Be (Salesforce Automated)

1. Volunteer logs need in Salesforce LWC → Urgency Score auto-calculated.
2. Relief_Case__c created with Category (Food/Medicine/Shelter).
3. Flow routes case to nearest NGO/Donor queue.
4. Apex trigger sends SMS/WhatsApp via Twilio to donors + command center.
5. NGO marks supplies delivered → Einstein AI updates forecast for shortages.
6. Command center dashboard shows heatmap of active needs + SLA compliance.

📌 Deliverable → BPMN Diagram (Need Logging → Scoring → Routing → Notification → Fulfillment → Reporting).

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4. Industry-Specific Use Case Analysis

- Scenario 1 – Smart Resource Allocation *As a government officer*, I want a live dashboard of supply vs demand by district so I can reallocate resources.

  ✅ Value: Prevents shortages and wastage.

- Scenario 2 – Urgent Case Prioritization *As a volunteer*, I want high-urgency needs (medical, infants, elderly) flagged automatically so they reach help faster.

  ✅ Value: Saves lives by reducing delay.

- Scenario 3 – Donor Transparency *As a donor*, I want reports of how my supplies were used so I can ensure accountability.

  ✅ Value: Increases trust and funding.

- Scenario 4 – Predictive Analytics *As a relief coordinator*, I want AI to forecast food/medicine shortages so I can pre-position supplies.

  ✅ Value: Proactive crisis management.

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5. AppExchange Exploration

- Geopointe / MapAnything → Location heatmaps & routing.
- Twilio for Salesforce → SMS/WhatsApp alerts.
- Survey Force → Collect survivor feedback post-relief.
- Nonprofit Success Pack (NPSP) → NGO donation + volunteer management.

📌 Deliverable → Fit-Gap Analysis: what Salesforce provides natively vs via AppExchange.