





A CRM Application to Manage the Mall

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1. Project Overview

This project is focused on the Mall Management CRM Application, designed to address the challenge of efficiently managing tenant relationships, lease tracking, and mall operations. The goal is to deliver a comprehensive solution by leveraging the Salesforce platform to centralize tenant information, streamline communication, and automate key processes. Through this project, we aim to enhance operational efficiency, tenant satisfaction, and data accuracy and support the long-term goals of optimizing space utilization, improving decision-making, and ensuring sustainable mall management.

2. Objectives

Business Goals:

 To improve the efficiency and transparency of mall operations by leveraging Salesforce. The project aims to optimize lease management, enhance tenant satisfaction, reduce administrative overhead, and support data-driven decision-making, ultimately contributing to the smooth functioning and long-term success of the mall.

Specific Outcomes:

- Automated Lease Tracking: A centralized system that tracks lease agreements, renewal dates, and rental payments to avoid manual errors and missed deadlines.
- Tenant Management Dashboard: A user-friendly dashboard providing real-time access to tenant information, communication history, and support requests.
- Maintenance and Service Tracking: Integration of a maintenance request and tracking system, ensuring all tenant service needs are logged and addressed promptly.
- Real-Time Reporting and Analytics: Custom reports and analytics to monitor mall performance metrics, such as space utilization, rental income, and tenant satisfaction.
- Improved Operational Workflows: Automation of tasks like payment processing, tenant communication, and lease renewals to reduce manual intervention and save time.

3. Salesforce Key Features and Concepts Utilized

This project leverages key Salesforce functionalities and concepts to optimize mall management operations:

1. Custom Objects and Relationships

 Created custom objects like Tenant, Lease Tracking, and Tenant Issues to organize and track all relevant data related to tenants, lease agreements, and reported issues. Defined relationships between these objects, including lookup relationships, to ensure smooth data flow and consistency across all records.

2. Tabs and Lightning App (Mall Management CRM)

- Set up custom tabs for each object (Tenant, Lease Tracking, Tenant Issues) to provide easy access and navigation within the Mall Management CRM Lightning app.
- Customized the Lightning app to streamline user access, optimize the interface, and enhance overall navigation and branding.

3. Screen Flows

 Developed a Tenant Registration Form using Screen Flow to capture important tenant details such as name, contact information, and lease terms. This ensures efficient data entry and organization for tenant management.

4. Apex Triggers

- Created Apex triggers to automate business logic, such as sending email notifications when a tenant has not paid 50% of the total rent by the due date, and showing an error message if an invalid PAN card number is entered.
- These triggers help automate processes and ensure timely and accurate actions are taken.

5. Users and Public Groups

- Created specific users and public groups for different roles, such as Mall Managers, Tenant Support Teams, and Finance Team, to ensure proper access control and collaboration across the organization.
- This ensures that users only have access to the data they need while maintaining security and efficiency.

6. Reports and Dashboards

- Designed custom report types and reports for Lease Management, Tenant Issues, and Tenant Records to monitor key performance metrics such as lease renewal dates, unresolved issues, and tenant payment status.
- Created a Dashboard integrated with the homepage to provide real-time insights into these metrics, offering a comprehensive view of mall operations and tenant satisfaction.

7. Homepage Integration

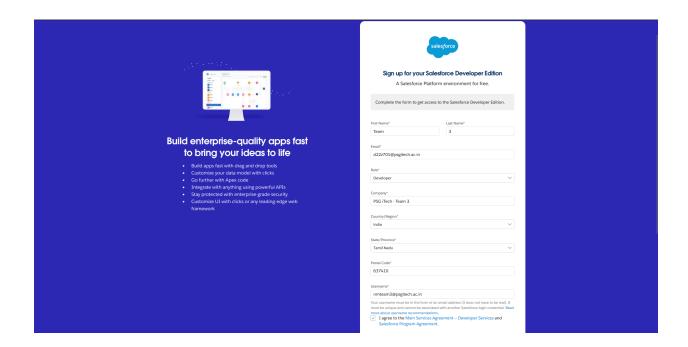
 Integrated the Tenant and Lease Management Dashboard on the homepage for centralized data monitoring, allowing mall management to track key operational metrics, identify trends, and make informed decisions at a glance.

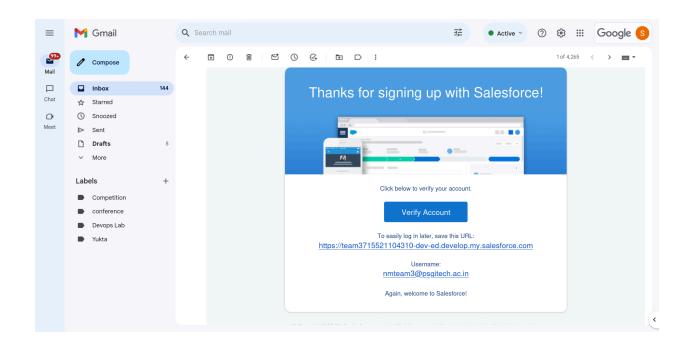
These Salesforce features collectively enhance the efficiency and transparency of mall management, enabling better decision-making, improved tenant relationships, and streamlined operations.

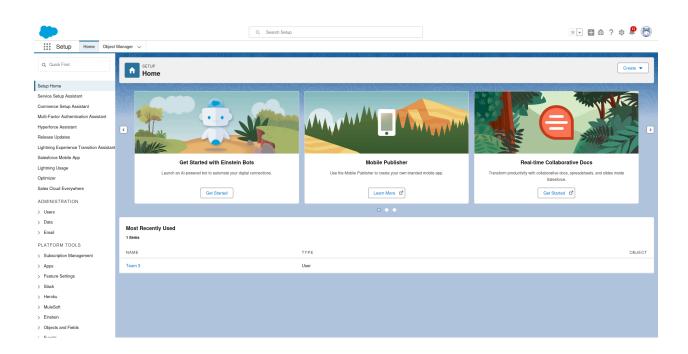
4. Detailed Steps to Solution Design

1. Created Salesforce Developer Account

We began by creating a Salesforce Developer Account to access the development environment, enabling us to customize and build the application. This setup provided the necessary tools and resources to design, test, and deploy the CRM system for mall management.



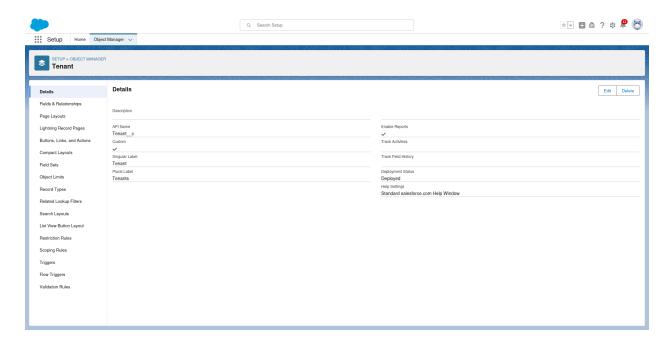




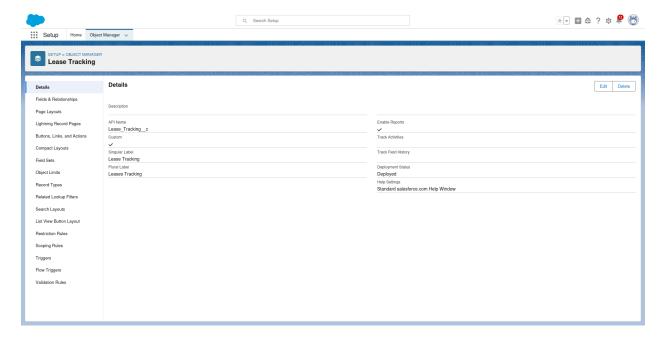
2. Create Custom Objects

We created three main custom objects—Tenant, Lease Tracking, and Tenant Issues—in Object Manager.

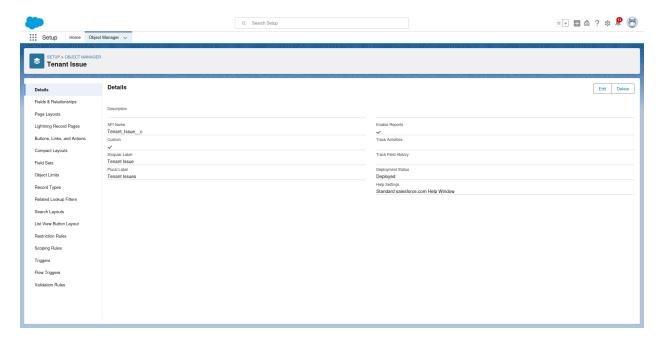
• Tenant stores tenant-specific information, such as name, contact details, and lease terms.



• Lease Tracking records lease details, such as lease agreement numbers, renewal dates, and payment status.

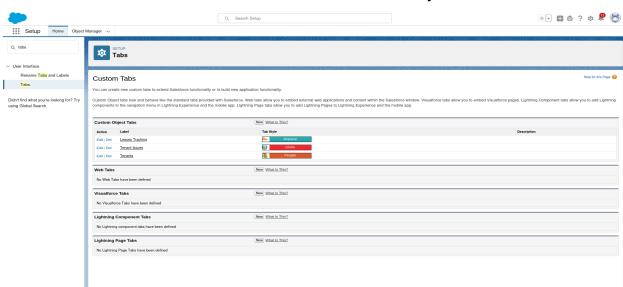


• Tenant Issues tracks tenant-reported issues, including issue type, status, and resolution progress.



3. Tabs

We set up tabs for each custom object to ensure easy navigation within the CRM. The tab created for Tenant allows users to access and manage these objects directly. This setup improves user experience by simplifying the flow of data management.

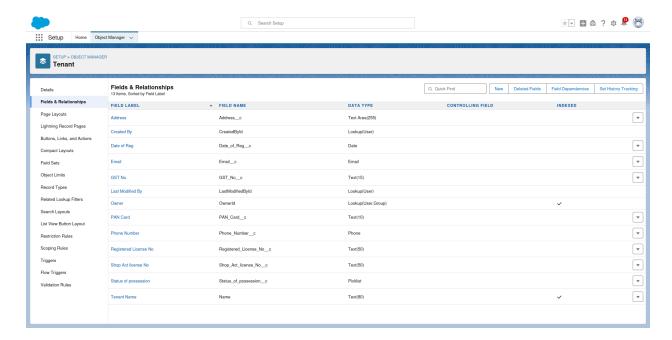


Create a custom tab for tenant object

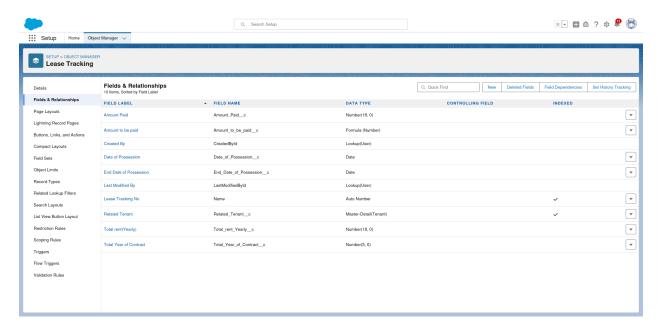
4. Create Fields and Relationships

Custom fields were added to each object to capture necessary details:

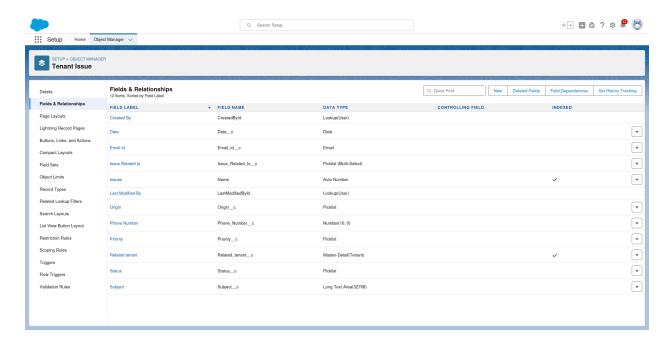
 Tenant Object: Fields like tenant name, contact information, lease start and end dates.



• Lease Tracking Object: Fields like lease agreement number, lease type, renewal dates, payment status.



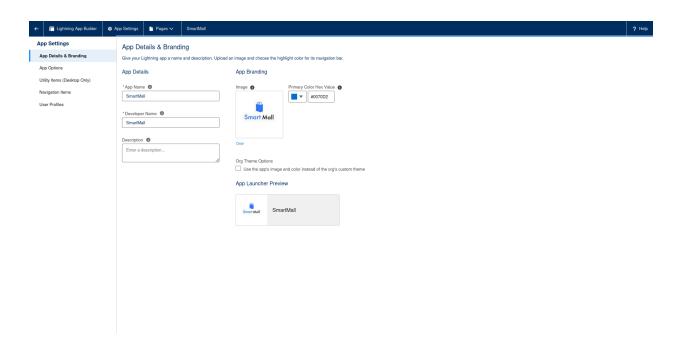
 Tenant Issues Object: Fields like issue description, status, and priority level.

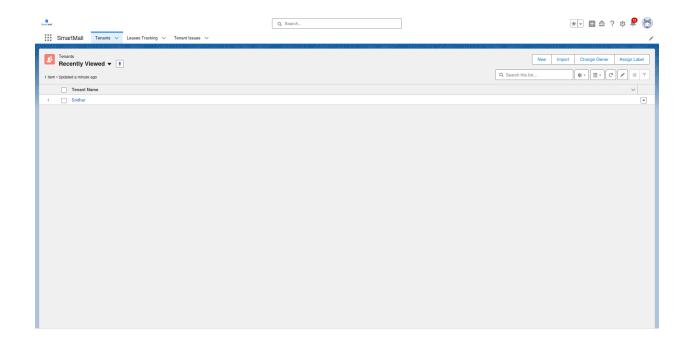


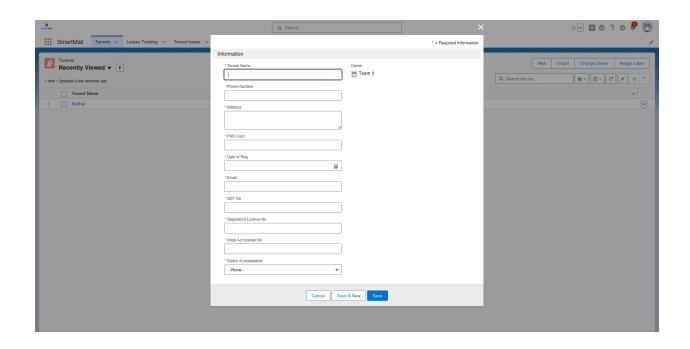
We also implemented validation rules to maintain data integrity, such as ensuring that the lease end date is always later than the lease start date.

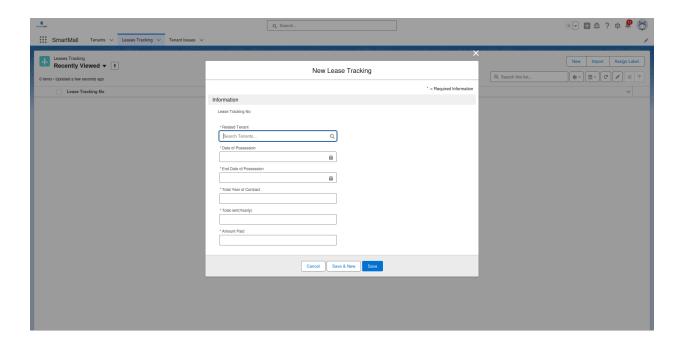
5. Create the Lightning App

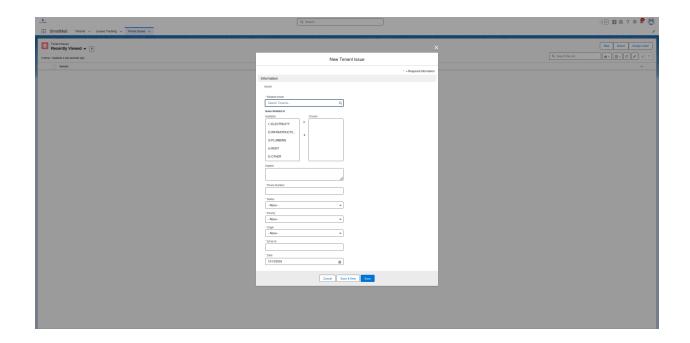
We created a custom Lightning App named "SmartMall" to consolidate all the core functionalities. The app was configured with specific branding, navigation items, and user access settings, providing a user-friendly interface that simplifies the management of tenants, leases, and tenant issues.







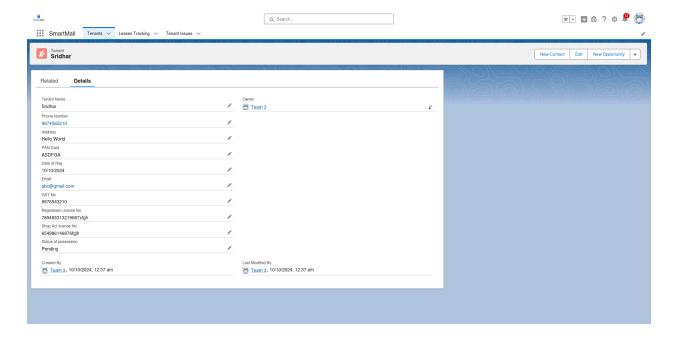




6. Record Insertion

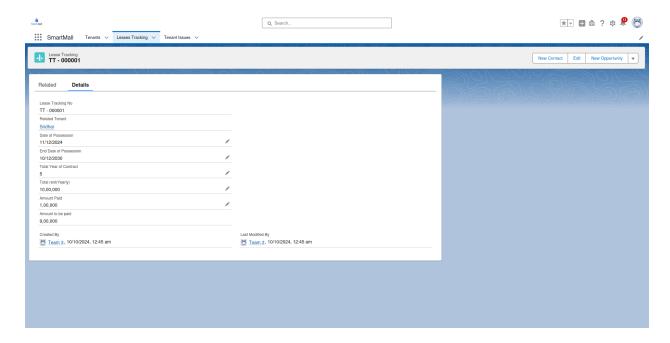
Tenant Object:

We created records in the Tenant object by filling in the necessary fields, ensuring validation rules for phone numbers and registration dates were respected. We successfully inserted tenant records.



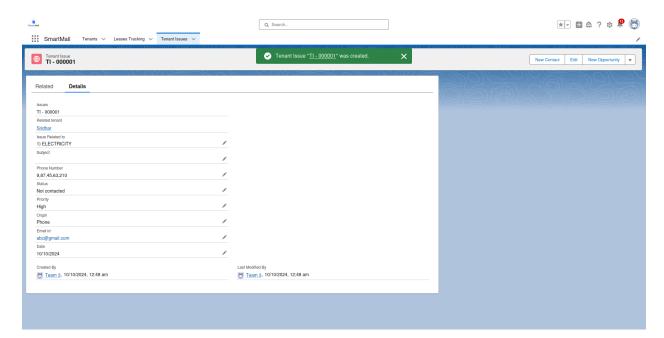
Lease Tracking Object:

We added records to the Lease Tracking object, ensuring each record was associated with a tenant. We validated fields like lease dates and rent amounts.



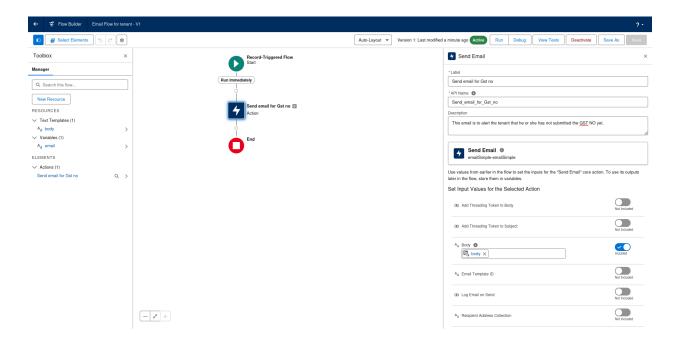
Tenant Issues Object:

We entered data into the Tenant Issues object, linking each record to a tenant. We have inserted records for tenant-related issues.

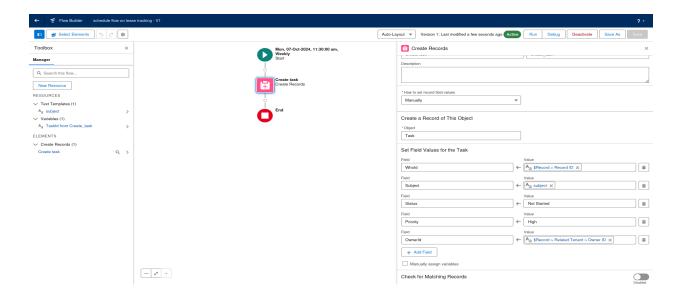


7. Create Flows

Created a Record-Triggered Flow on the Tenant Object to send an email if a new tenant record had an empty GST No. field. Configured conditions to check for a missing GST No., set up an email alert action, and activated the flow.



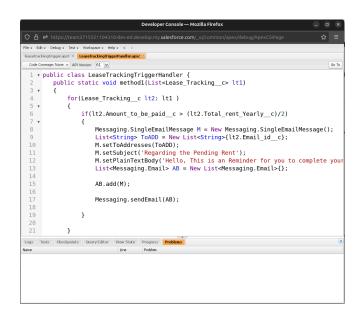
Set up a Schedule-Triggered Flow on the Lease Management Object to create a task if the possession end date was within the next year. Scheduled it to run weekly on Mondays, defined conditions for the end date, created a task with a reminder to contact the manager, and saved and activated the flow.

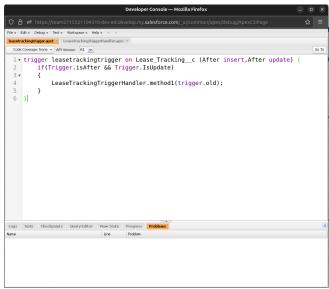


8. Apex Triggers

Apex Triggers were created to automate key actions:

• A trigger was developed to send email notifications if a tenant's payment is overdue by more than 30 days.





 Another trigger checks if the tenant's PAN card is valid when entered into the system, showing an error if the card number is invalid.
 These triggers help automate manual tasks, ensuring timely actions are taken.

```
Developer Console — Mozilla Firefox — D X

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9. Asynchronous Apex

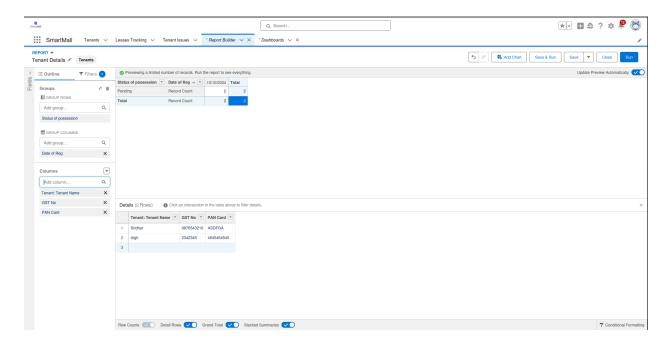
We created an Apex class tenantschedulable that implements the Schedulable interface to automate the deletion of tenant records whose Status of Possession is marked as "Closed". Created a class named tenantschedulable with the Schedulable extension. Implemented the logic to query tenants with a closed status and add them to a list for deletion. Scheduled the class to run monthly using a cron expression (0 0 0 1 * ? *), ensuring it executes on the 1st day of each month. The class is scheduled to run monthly, automatically deleting tenant records with a closed status.

```
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 leasetrackingtrigger.apxt 🗷 LeaseTrackingTriggerHandler.apxc 🗵
 Code Coverage: None - API Version: 61 -
  1 v public class tenantschedulable implements Schedulable{
         public void execute(Schedulablecontext sc)
               list<Tenant__c> ten = [SELECT Id, Status_of_Possession__c FROM Tenant__c ];
                list<Tenant__c> tenantstodelete = New List<Tenant__c>();
                for(Tenant__c te: ten)
                    if(te.Status_of_Possession__c == 'Closed')
                         tenantstodelete.add(te):
  10
  13
               Delete tenantstodelete:
Enter Apex Code
  tenantschedulable a = new tenantschedulable();
tring cron = '0 0 0 1 * ? * ';
  3 system.schedule('Delete the records monthly', cron, a);
```

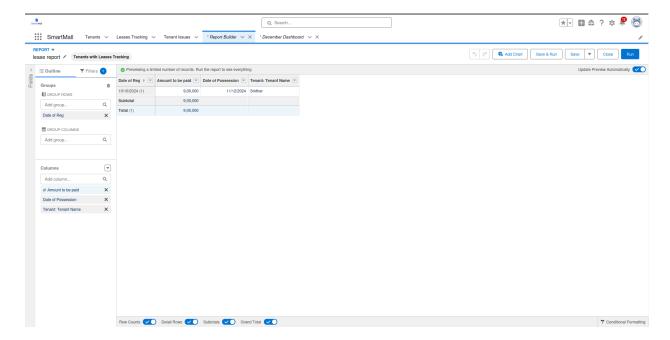
10. Created Custom Reports

Custom report types were created to structure the data relationships, such as "Tenants with Lease Tracking and Issues." These report types laid the foundation for generating detailed reports to monitor tenant status, lease performance, and tenant-reported issues. Several custom reports were built to monitor important performance metrics, including:

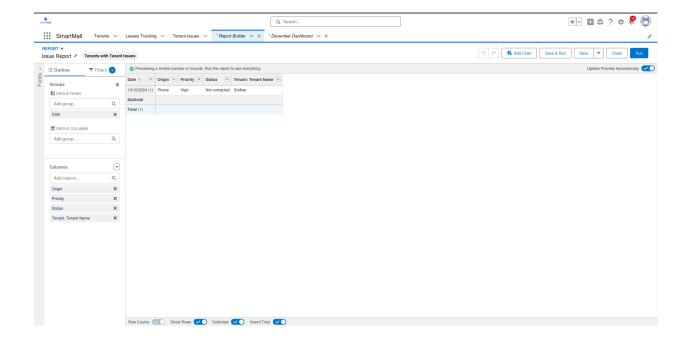
• Tenant Reports: Showing details about current tenants, lease renewals, and payment status.



• Lease Tracking Reports: Tracking lease durations, upcoming renewals, and overdue payments.



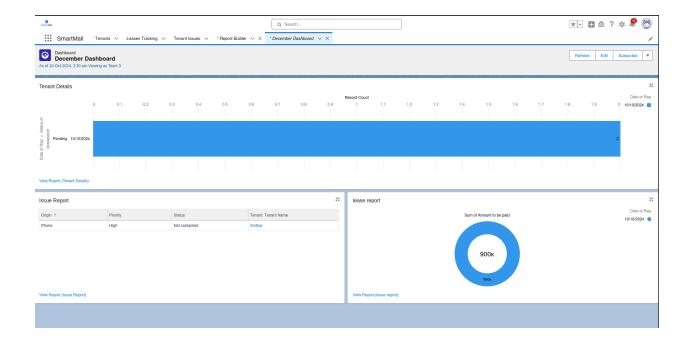
• Tenant Issue Reports: Displaying the number of issues reported by tenants and their resolution statuses.



These reports were configured to run automatically, sending updates to relevant stakeholders.

11. Developed a Dashboard

A centralized Dashboard was designed to provide an overview of key performance metrics such as active leases, issue resolution progress, and tenant satisfaction. The dashboard was designed to offer real-time insights for quick decision-making, enhancing visibility for mall management.



5. Testing and Validation

1. Testing LeaseTrackingTrigger

• **Trigger Logic:** The trigger checks if Amount_to_be_paid__c is greater than half of Total_rent_Yearly__c and sends an email if true.

```
public class LeaseTrackingTriggerHandler {
   public static void method1(List<Lease_Tracking__c> lt1)
   {
      for(Lease_Tracking__c lt2: lt1)
      {
        if(lt2.Amount_to_be_paid__c > (lt2.Total_rent_Yearly__c)/2)
        {
            Messaging.SingleEmailMessage M = New
      Messaging.SingleEmailMessage();
      }
}
```

```
List<String> ToADD = New List<String>{It2.Email_id__c};

M.setToAddresses(ToADD);

M.setSubject('Regarding the Pending Rent');

M.setPlainTextBody('Hello, This is an Reminder for you to complete your due rent by the end this month, your due rent thatneeds to be paid is' +It2.Amount_to_be_paid__c);

List<Messaging.Email> AB = New
List<Messaging.Email>{};

AB.add(M);

Messaging.sendEmail(AB);

}

}
```

Steps:

- We created a test class LeaseTrackingTriggerTest with a method testAfterUpdateTrigger to test the trigger functionality.
- 2. We inserted a Lease_Tracking__c record with the required fields, such as Amount_to_be_paid__c, Total_rent_Yearly__c, and Email_id__c.
- **3.** We updated the record by modifying the Amount_to_be_paid__c field to test the "after update" trigger.
- **4.** We queried the Messaging.SingleEmailMessage to check that the email was sent correctly after the record update.
- **5.** We validated the email's subject, recipient, and content to ensure the email notification was accurate.

2. Testing TenantTrigger

• **Trigger Logic:** The trigger checks if the PAN_Card__c field has more than 10 characters and adds an error if true.

```
public class TenantTriggerhandler {
    public static void method1(List<Tenant__c> te)
    {
        for(Tenant__c tenant : te)
        {
            if(tenant.PAN_Card__c.length() > 10)
            {
                 tenant.addError('This Pan Card number is invalid, Please Enter Valid Pan Card number');
            }
        }
    }
}
```

• Steps:

- We created a test class TenantTriggerTest with a method testInvalidPANCard to test the validation rule for invalid PAN card numbers.
- 2. We inserted a Tenant__c record with an invalid PAN_Card__c value (more than 10 characters).

- 3. We attempted to insert the record and expected an error to be thrown due to the validation rule on the PAN_Card_c field.
- **4.** We verified that the error message was correctly displayed, indicating that the PAN card number was invalid.

3. Testing tenantschedulable Class

}

```
    Class Logic: This class deletes Tenant__c records with

   Status_of_Possession__c set to "Closed".
   public class tenantschedulable implements Schedulable
        public void execute(Schedulablecontext sc)
     {
       list<Tenant__c> ten = [SELECT Id, Status_of_Possession__c FROM
  Tenant__c];
       list<Tenant__c> tenantstodelete = New List<Tenant__c>();
       for(Tenant c te: ten)
       {
          if(te.Status of Possession c == 'Closed')
         {
            tenantstodelete.add(te);
          }
       }
       Delete tenantstodelete;
     }
```

Steps:

- Created a test class TenantSchedulableTest with testScheduledJob method.
- 2. Inserted two Tenant__c records with different Status_of_Possession__c values.
- **3.** Scheduled and executed the cleanup job.
- **4.** Verified that only the "Closed" tenant was deleted.

6. Conclusion

Summary of Achievements:

The Tenant Management and Lease Tracking System was successfully developed to automate and streamline tenant-related processes while ensuring data accuracy and operational efficiency. Key accomplishments include:

1. Efficient Data Management:

Custom objects, fields, and validation rules were implemented to manage tenant details, lease tracking, and tenant issues, ensuring accurate and organized data across the system.

2. Automated Processes:

Developed Apex triggers and scheduled jobs to automate key tasks such as sending reminders for overdue rent and deleting tenant records with a "Closed" status, reducing manual intervention and improving task efficiency.

3. Real-Time Alerts:

Automated email notifications were set up to alert tenants regarding pending payments, enabling proactive communication and timely follow-ups.

4. Enhanced Data Integrity:

Validation rules were enforced to ensure data accuracy, such as verifying the length of PAN Card numbers and preventing invalid dates for tenant registrations.

5. Improved Operational Efficiency:

A systematic approach to managing tenant records, lease tracking, and

tenant issues was implemented, improving the speed and accuracy of data processing and reporting.

6. Scalable Solution:

The system was designed to scale easily, with the ability to handle a growing number of tenant records and lease agreements while maintaining data integrity and process automation.

The project successfully achieved its objectives by utilizing Salesforce's platform capabilities to automate key tasks, improve data management, and ensure accurate, real-time communication. This initiative has optimized tenant and lease tracking operations, making the process more efficient, reliable, and transparent.