Returns & Refund Management - Phase 1: Problem Understanding & Industry Analysis

■ Requirement Gathering

Core Functionalities:
- Customer self-service portal for initiating product returns/refunds.
- Automated routing of return requests to relevant teams.
- Integration with Salesforce Service Cloud for Case Management.
- Real-time sync with SAP for warranty validation, invoice check, and refund processing.
- Replacement or refund tracking inside Salesforce.
- Automated notifications (SMS/Email) for status updates.
- Comprehensive dashboards for return trends, refund cycle time, and defect analysis.

Technical Requirements:
- Support 1000+ concurrent return requests.
- Real-time data sync (Salesforce ↔ SAP).
- Mobile-first design for customers/agents.
- Secure APIs and middleware (MuleSoft/APPSeCONNECT).
- Automated backup, GDPR/CCPA compliance.

■ Stakeholder Analysis

- **Customers:** Raise return/refund requests.
Pain: Lack of visibility, long refund timelines.
- **Customer Service Agents:** Handle Salesforce Cases, update status.
Pain: Manual SAP follow-up, duplication of work.
- **Finance Team (SAP):** Validate payment and trigger refunds.
Pain: Manual reconciliation, delays.
- **Inventory/Warehouse Team:** Manage returned stock and replacements.
Pain: No real-time stock update.
- **Management:** Monitor refund KPIs, identify product defects.
Pain: No centralized dashboard.

■ Business Process Mapping

Return & Refund Flow:
1. Customer raises return → Salesforce Case created.
2. Salesforce → SAP request for invoice/warranty validation.
3. SAP checks eligibility → approves/rejects.
4. Refund triggered in SAP Finance OR Replacement order created.
5. Status synced back to Salesforce Case.
6. Notifications sent to customer.

Key Processes:
- Return request submission.
- SAP validation (warranty, invoice, product type).
- Refund/replacement processing.
- Inventory update in SAP.
- Automated communication in Salesforce.
- Management reporting.

■ Industry-Specific Use Case Analysis

- **Retail/E-commerce:** High return volumes, refund speed critical.
- **Manufacturing:** Warranty validation and defect tracking.
- **Electronics:** Replacement preferred, refund secondary.
- **Pharma:** Strict regulatory compliance for returns.

Approval Workflows:
- Standard (Agent → Finance → Warehouse).
- Multi-level (Agent → Supervisor → SAP Finance → Management).
- Special Cases (Warranty, Product Recall, Fraud Check).