

Phase 10: Final Presentation & Demo Day

Overview

This phase focused on **presenting the PlayStation Gaming CRM project** to stakeholders in a clear and structured way. The goal was to showcase the problem addressed, the solution developed, its benefits, and possible future enhancements.

1. Pitch Presentation

1. Problem Statement 🎯

- Gamers face difficulties in **managing subscriptions, repairs, and support requests**.
 - PlayStation lacks a **centralized CRM system** to track gamers, games, and service requests.
 - Support agents and marketing teams struggle to get **real-time insights** into gamer activities.
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2. Solution 💡

- Built a **Salesforce-based PlayStation Gaming CRM** to manage:
 - **Gamers (Contacts)** → Store gamer details.
 - **Games & Subscriptions** → Track purchases and active plans.
 - **Cases & Repairs** → Handle gamer issues and service requests.
 - **Campaigns & Marketing** → Run targeted promotions.
 - Added **automation (workflows, approvals, flows)** to reduce manual effort.
 - Created **reports & dashboards** for actionable insights.
 - Ensured **data security** with role hierarchy, field-level security, and audit trail.
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3. Benefits ✅

- **For Gamers:**
 - Easy tracking of subscriptions and repairs.
 - Faster support through automation.
- **For Support Team:**
 - Automatic case assignment & updates.
 - Centralized data access for solving gamer issues.
- **For Marketing Team:**
 - Better campaign targeting using reports.

- Improved engagement insights with dashboards.
 - **For Management:**
 - Secure data visibility with role-based access.
 - Real-time performance monitoring.
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4.Future Enhancements

- **Gamification Features:** Reward points and loyalty tracking for gamers.
- **AI-Powered Recommendations:** Suggest games or subscription upgrades.
- **Chatbot Integration:** Automated gamer support through Salesforce Einstein Bot.
- **Mobile App Access:** Extend CRM features to gamers and staff via mobile.
- **Third-Party Payment Integration:** Enable direct billing and payment tracking.

2. Demo Walkthrough

The demo was structured around a **realistic support and management scenario**:

1. App Launcher & Navigation

- From the App Launcher, opened **PlayStation CRM**.
- Navigation bar displayed all required objects: Contacts, Subscriptions, Games, Repairs, Cases, and Campaigns.

2. Gamer Record Page

- Opened a Contact record (e.g., *Alex Johnson*).
- Viewed gamer details in the Highlights Panel.
- Tabs displayed related Subscriptions, Repairs, and Cases.

3. Subscriptions & Repairs

- Opened a Subscription record to review fields (Plan Type, Status, Dates).
- Demonstrated validation rule: End Date must be later than Start Date.
- Opened a Repair record → attempted to close without cost (error triggered).
- Entered cost → record successfully closed.

4. Reports & Dashboards

- Showed **Tabular Report**: Active Gamers with Subscriptions.
- Showed **Summary Report**: Subscriptions grouped by Plan Type.
- Showed **Matrix Report**: Game popularity by Region.

- Showed **Joined Report**: Gamers, Subscriptions, and Cases combined.
- Opened **Subscription Dashboard** (active vs expired subscriptions + new subs in last 30 days).
- Opened **Support Dashboard** (open vs closed cases + average resolution time).

5. **Security Review**

- Demonstrated **Sharing Settings**: Contacts and Subscriptions set to Private, Campaigns set to Public Read-Only.
- Showed **Field-Level Security**: Sensitive fields hidden from Standard Users.
- Highlighted **Login IP Ranges** and **Audit Trail** as additional protections.

☑ Result: The walkthrough demonstrated how agents can serve gamers, how managers can track business metrics, and how security ensures compliance.