**Phase 1: Problem Understanding & Industry Analysis**

**Overview**

The first phase establishes a foundation by clearly understanding the problem, identifying stakeholders, analyzing the PlayStation gaming industry, and mapping existing business processes. This helps ensure the CRM solution aligns with real-world needs.

**Activities Done**

1. **Requirement Gathering**
   * Conducted discussions with hypothetical stakeholders.
   * Identified the following requirements:
     + Centralized gamer profile management (purchase history, subscriptions, preferences).
     + Subscription lifecycle management for PlayStation Plus & Premium.
     + Customer support case management & automated ticket routing.
     + Marketing automation for personalized promotions.
     + Developer/publisher partnership tracking (onboarding, revenue share).
     + Esports and event tracking for community engagement.
2. **Stakeholder Analysis**
   * **Gamers** – End users; need personalized recommendations and faster support.
   * **Customer Support Agents** – Manage cases and improve resolution time.
   * **Marketing Teams** – Run campaigns for new game launches.
   * **Developers & Publishers** – Manage contracts, game releases, and performance analytics.
   * **PlayStation Management** – Require executive dashboards with KPIs on subscriptions, sales, and engagement.
3. **Business Process Mapping**
   * Current: Multiple disconnected systems (payment, support, marketing).
   * Issues: Delays in renewals, fragmented customer view, poor personalization.
   * Future with Salesforce CRM: Single system to unify gamer data, automate renewals, support, and campaigns.
4. **Industry-Specific Use Case Analysis**
   * Benchmarked Xbox Game Pass, Steam, Epic Games.
   * Observed gaps PlayStation can solve: deeper personalization, loyalty tracking, AI-driven insights, and improved developer relations.
5. **AppExchange Exploration**
   * Evaluated relevant tools:
     + Gamification Add-ons → to reward loyalty.
     + Survey Apps → collect gamer feedback.
     + Knowledge Base & Chatbot → reduce support burden.
     + Marketing Enhancements → improve campaign automation.