

# **Whatnext Vision Motors: Shaping The Future Of Mobility With Innovation And Excellence**

## **Abstract**

WhatsNext Vision Motors, a forward-thinking automotive company, aimed to streamline its vehicle ordering process and enhance customer engagement through Salesforce CRM.

The project focused on automating dealer suggestions based on customer location, improving sales tracking, and simplifying internal processes to ensure a seamless user experience.

This document outlines the key objectives, technical components, execution details, and real-world relevance of the implemented solution.

## **Objective**

- To automate the customer vehicle ordering process.
- To implement a system that intelligently suggests the nearest dealer based on the customer's location.
- To improve internal communication and record-keeping via Salesforce.
- To enhance the overall customer experience and operational efficiency.

## **Technical Description**

**Platform:** Salesforce CRM (Developer Edition)

**Tools & Features Used:**

- Custom Objects
- Apex Classes & Triggers
- Process Builder
- Flows
- Validation Rules
- Custom Fields & Relationships
- Batch Apex & Scheduler Classes
- Reports & Dashboards

# **Detailed Execution of the Project**

## **1. Custom Object Creation**

- Designed custom objects such as `Vehicle Order`, `Dealer`, and `Customer` to store and manage relevant data.
- Defined relationships between objects to allow seamless data flow.

## **2. Automated Dealer Suggestion Logic**

- Used Apex logic to fetch customer location and suggest the nearest available dealer.
- Implemented custom fields like `Pincode`, `City`, and `Distance` to support dynamic suggestions.

## **3. Batch Apex & Scheduler Implementation**

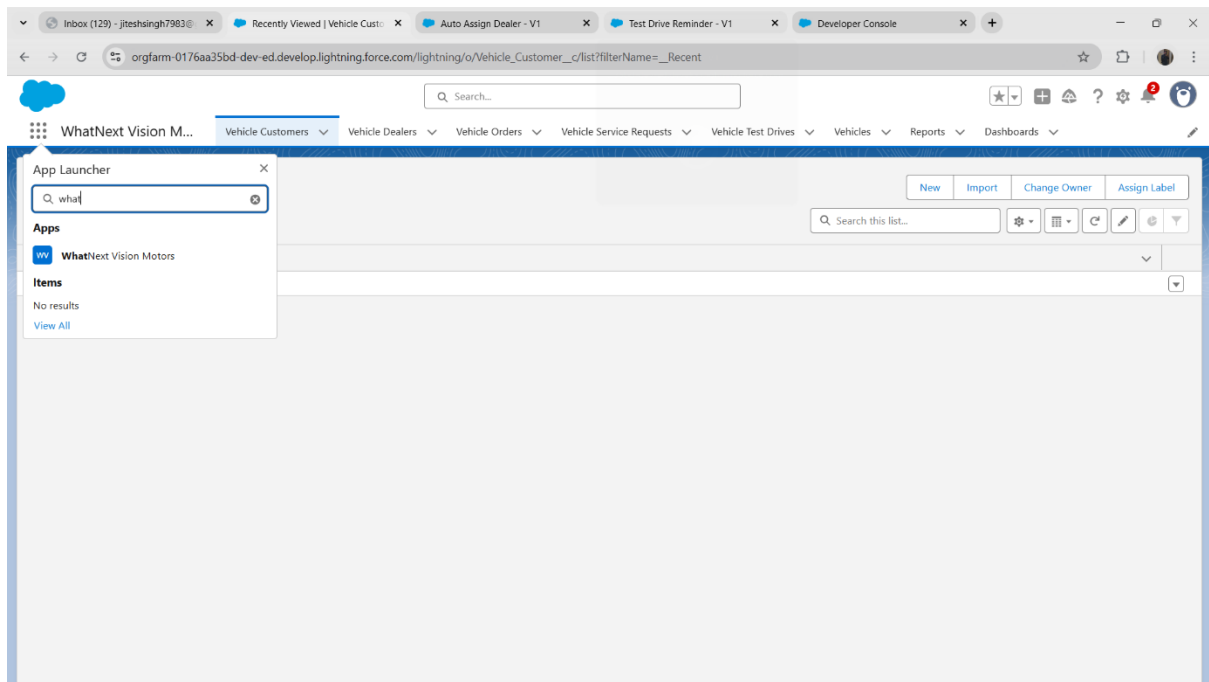
- Developed a Batch Apex class to handle bulk processing of vehicle orders.
- Created a Scheduler class to automate batch execution at specific intervals for real-time updates.

## **4. Validation and Data Integrity**

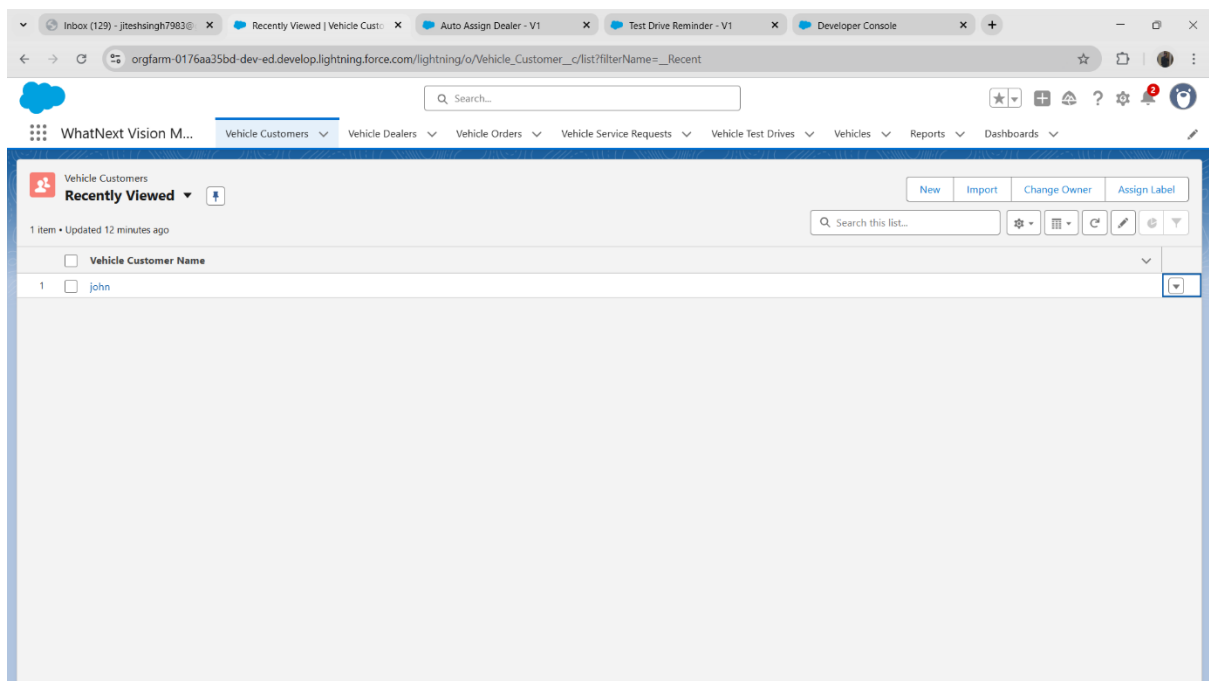
- Enforced data validation using rules and formulas to ensure the accuracy of entries.
- Prevented duplicate or incomplete order entries.

## **5. Reporting & Dashboard Setup**

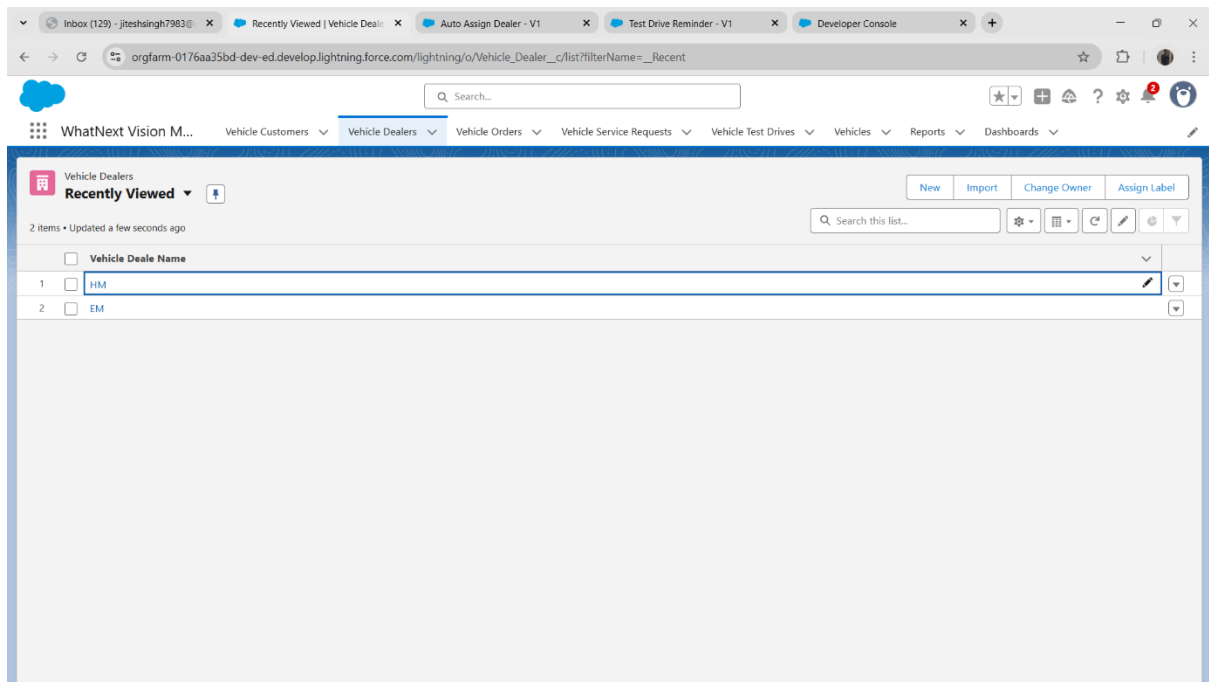
- Configured real-time dashboards for management to track order status, dealer performance, and customer trends.



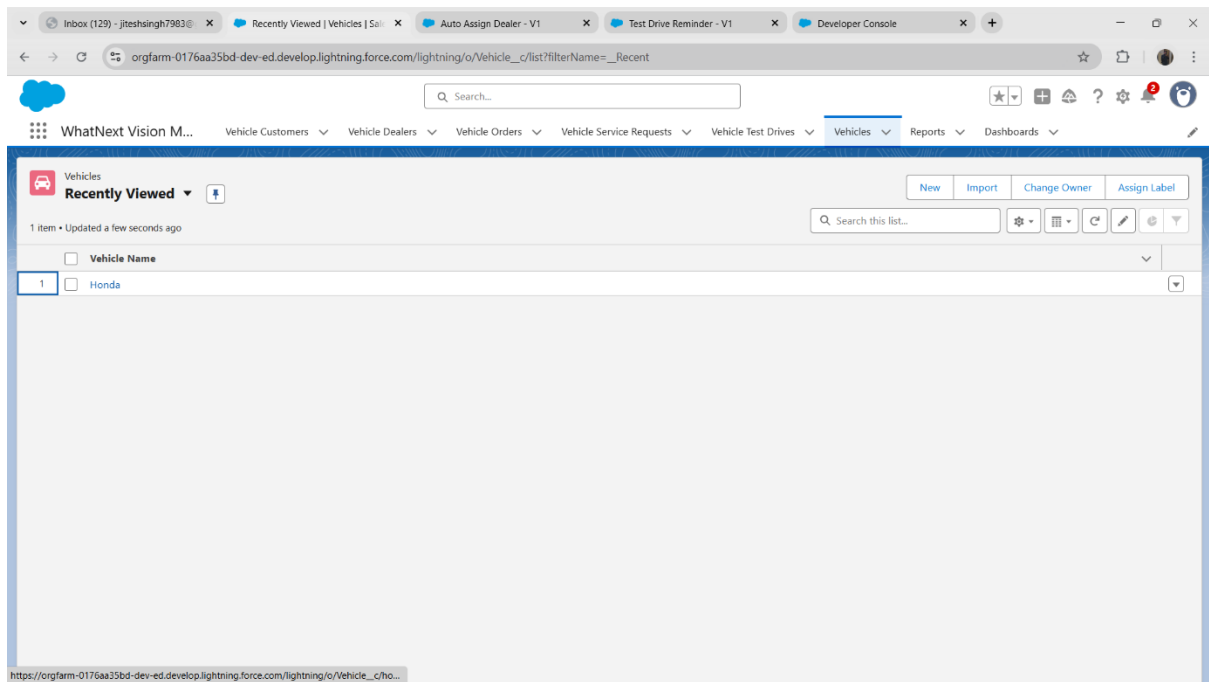
- **WhatNext Vision Motors App Interface**



- **Customer Creation in WhatNext Vision Motors**



- Dealer Creation



- Vehicles Tab

Browser tabs: Inbox (129) - jiteshsingh7983@, Recently Viewed | Vehicle Order, Auto Assign Dealer - V1, Test Drive Reminder - V1, Developer Console

URL: orgfam-0176aa35bd-dev-ed.develop.lightning.force.com/lightning/o/Vehicle\_Order\_\_c/list?filterName=\_\_Recent

Search: Search...

Navigation: WhatNext Vision M..., Vehicle Customers, Vehicle Dealers, **Vehicle Orders**, Vehicle Service Requests, Vehicle Test Drives, Vehicles, Reports, Dashboards

Vehicle Orders

Recently Viewed ▾

3 items • Updated a few seconds ago

Search this list...

Vehicle Order Number

1	<input type="checkbox"/>	O-0004	▾
2	<input type="checkbox"/>	O-0001	▾
3	<input type="checkbox"/>	O-0002	▾

https://orgfam-0176aa35bd-dev-ed.develop.lightning.force.com/lightning/o/Vehicle\_Order\_\_c/home

- **Vehicle Order Creation**

Browser tabs: Inbox (129) - jiteshsingh7983@, Recently Viewed | Vehicle Test, Auto Assign Dealer - V1, Test Drive Reminder - V1, Developer Console

URL: orgfam-0176aa35bd-dev-ed.develop.lightning.force.com/lightning/o/Vehicle\_Test\_Drive\_\_c/list?filterName=\_\_Recent

Search: Search...

Navigation: WhatNext Vision M..., Vehicle Customers, Vehicle Dealers, Vehicle Orders, Vehicle Service Requests, **Vehicle Test Drives**, Vehicles, Reports, Dashboards

Vehicle Test Drives

Recently Viewed ▾

1 item • Updated a few seconds ago

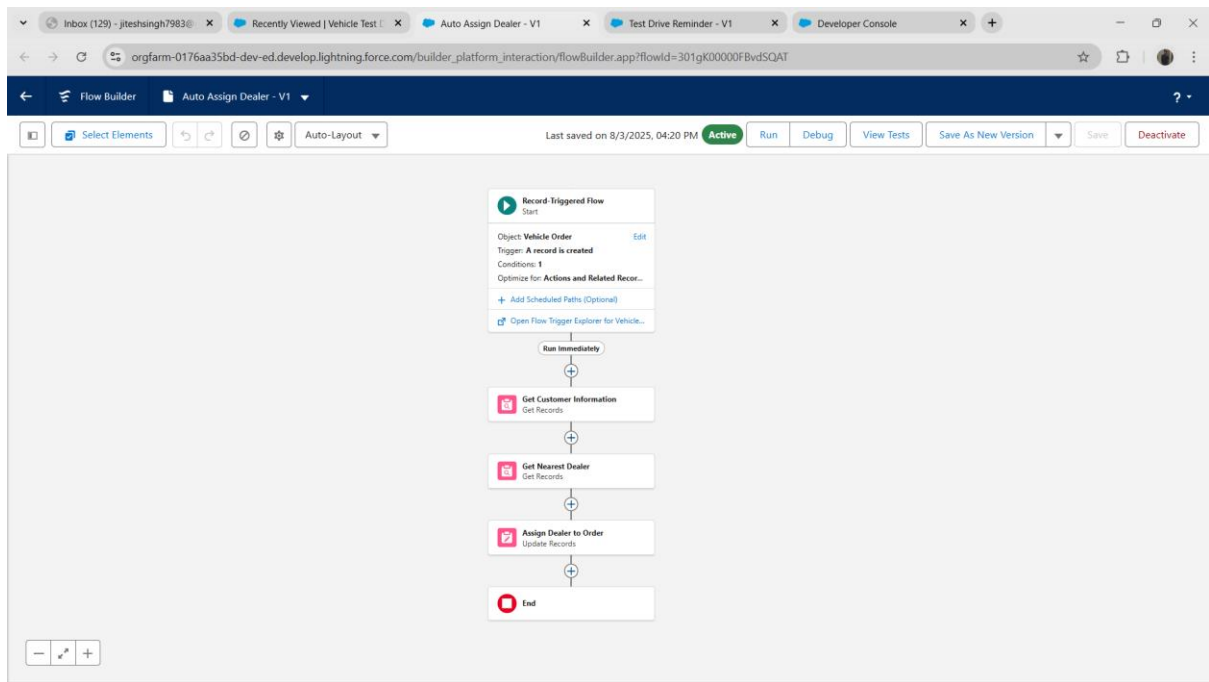
Search this list...

Vehicle Test Drive Name

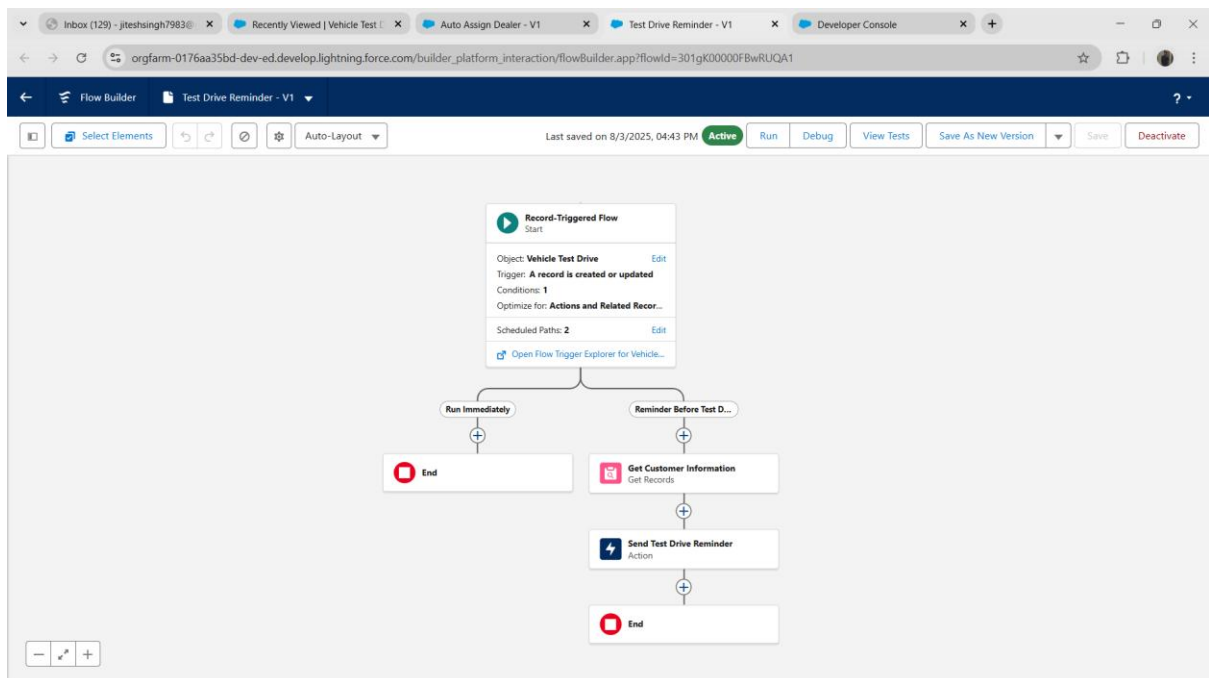
1	<input type="checkbox"/>	xyz	▾
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https://orgfam-0176aa35bd-dev-ed.develop.lightning.force.com/lightning/o/Vehicle\_Test\_Drive\_\_c/home

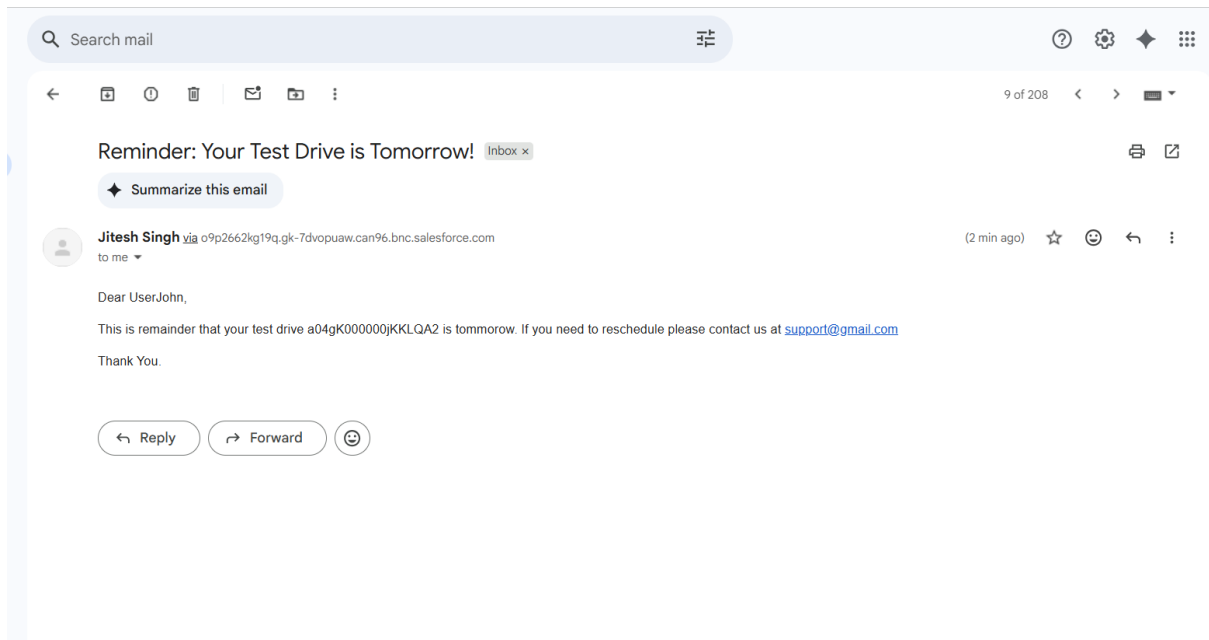
- **Vehicle Test Drive Tab**



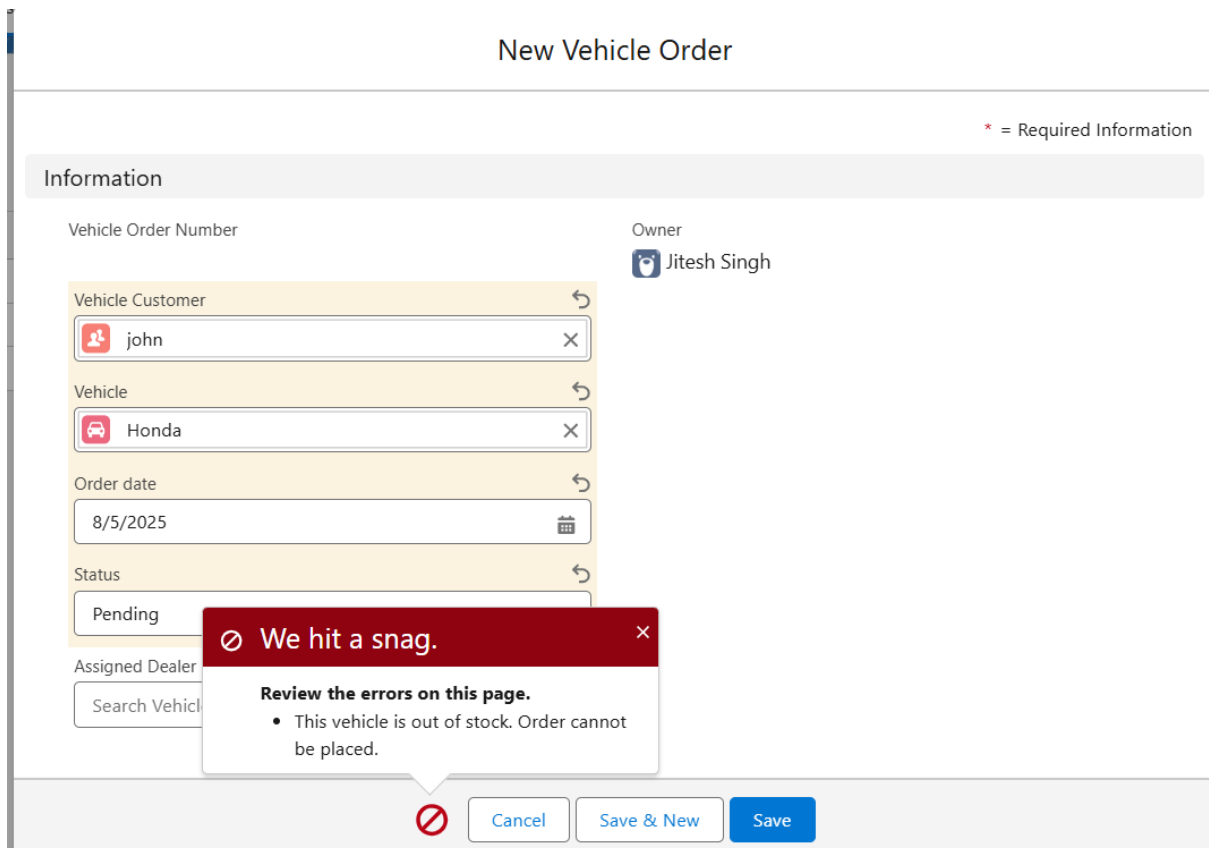
- **Auto Assign Dealer (Near One) Flow**



- **Test Drive Reminder(One day before Schedule) Flow**



- **Test Drive Email Received**



- **Out of Stock Error (by apex class and triggers)**

## **Real-World Example**

Imagine a customer from Pune visits the company website to place a vehicle order. Based on the entered location, the Salesforce system immediately processes this data and suggests the nearest dealer, say "Vision Motors Pune". The customer's order is routed to this dealer, reducing manual intervention, speeding up order processing, and improving satisfaction. For the company, this translates to better lead conversion, efficient operations, and timely communication.

## **Conclusion & Future Scope**

### **Conclusion:**

This project successfully optimized the vehicle ordering process using Salesforce CRM. By automating dealer suggestions, streamlining order records, and enhancing data visibility, WhatsNext Vision Motors can now deliver a faster and more personalized experience to its customers.

### **Future Scope:**

- Integration with WhatsApp or SMS APIs for instant order notifications.
- Use of AI/ML models to predict customer preferences and suggest suitable vehicle models.
- Expanding the solution to include post-sales services and customer support modules.
- Multi-language support for improved regional accessibility.

**End of Document**