Problem Statement:-

In today's competitive logistics environment, last-mile delivery remains the most challenging and costly part of the supply chain. Many organizations face issues such as inefficient route planning, delayed deliveries, lack of real-time tracking, and poor customer communication. This results in increased operational costs, reduced customer satisfaction, and limited visibility into delivery status.The objective of this Salesforce project is to design and implement an **Intelligent Last Mile Delivery Orchestration system** that leverages Salesforce CRM and real-time data to automate delivery scheduling, optimize routes dynamically, monitor live deliveries, and enhance customer communication, thereby improving operational efficiency and customer experience.

Challenges:

- Lack of real-time visibility into delivery operations

- Static and inefficient route planning causing delays and higher costs

- Poor coordination between delivery agents and customer service teams

- Manual communication processes leading to missed notifications and dissatisfaction

- Difficulty in handling delivery exceptions and rescheduling dynamically

Salesforce Solution:

- Centralized Salesforce CRM setup for managing customer, delivery, and agent data

- Integration with real-time GPS and traffic data APIs for dynamic routing

- Automation using Salesforce Flow and Apex for delivery assignment, status updates, and notifications

- Custom dashboards for live monitoring and analytics of delivery KPIs

- Customer communication through Salesforce Experience Cloud and automated alerts

- Mobile app support for delivery agents integrated with Salesforce Field Service Lightning

This project showcases the integration of Salesforce platform capabilities with external real-time data to drive efficient last-mile delivery operations, demonstrating both Admin and Developer skills.