Salesforce CRM Project Documentation

WhatNext Vision Motors:
Shaping the Future of Mobility with Innovation and Excellence

Project Overview

WhatNext Vision Motors, a growing company in the automotive industry that sells different types of vehicles, aimed to improve how it manages customers, vehicles, and dealer operations. This CRM project was conducted because the company's old manual processes caused delays, incorrect stock information, and customer dissatisfaction.

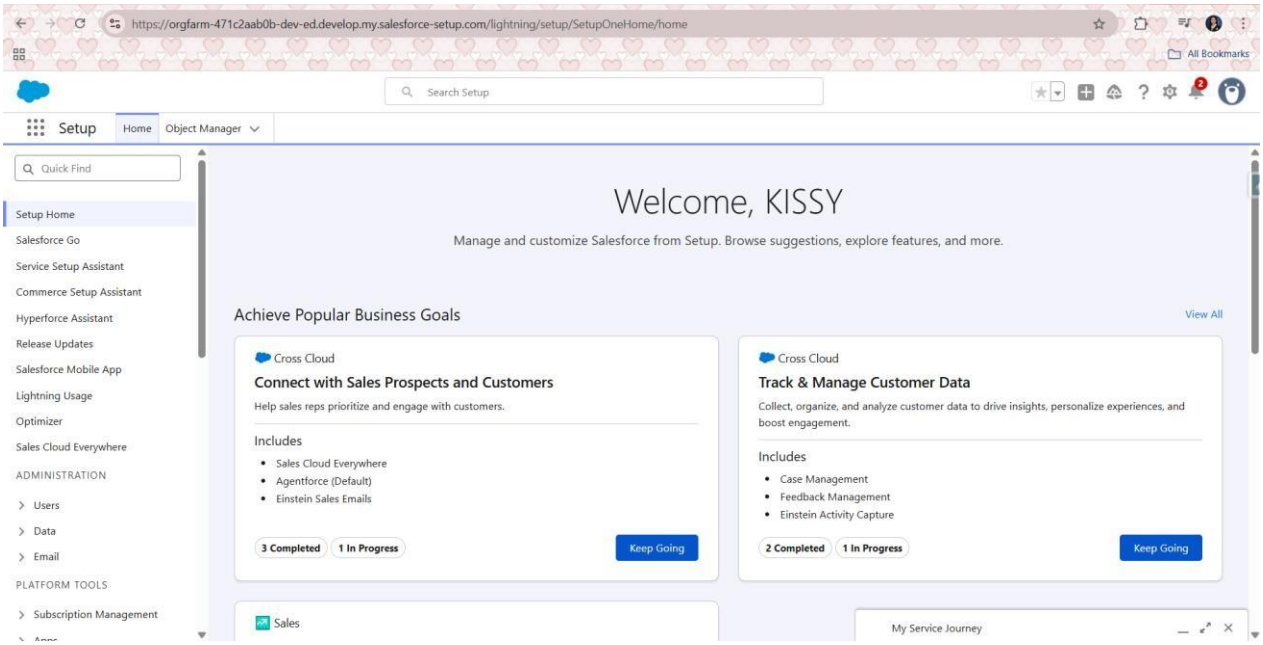
To address these issues, a customized Salesforce CRM system was created. This system automates vehicle order processing, ensures accurate stock management, assigns the nearest dealer, and automatically sends test-drive reminders.

The system also uses Lightning Apps and Dynamic Forms to provide a clean and user-friendly interface. Overall, the CRM improves operational efficiency, reduces errors, and prepares the company for future upgrades such as AI-based vehicle recommendations or an AI chatbot.

Objectives

The key objectives of the Salesforce CRM Project for WhatNext Vision Motors: Shaping the Future of Mobility with Innovation and Excellence are the following:

1. **Automate Order and Dealer Assignment**
   - Automatically assign the closest dealer based on the customer's city.
2. **Prevent Out-of-Stock Orders**
   - Use validation rules and Apex triggers to stop customers from ordering vehicles with zero stock.
3. **Send Test Drive Reminders**
   - Automatically email customers one day before their scheduled test drive.
4. **Improve User Experience**
   - Use Lightning Apps and Dynamic Forms for a simple and responsive (UI) User Interface.
5. **Maintain a Scalable Backend**
   - Use Apex classes and batch jobs to handle stock updates and order confirmations in bulk.



Phase 1: Requirement Analysis & Planning

The first phase of the project focused on understanding the business needs or requirements of WhatNext Vision Motors and converting them into system requirements for Salesforce. The main goal was to create a CRM that supports the entire vehicle management process from tracking inventory, to handling customer orders, and managing post-sales interactions.

Understanding Business Requirements:

The CRM Project system must:

- Store all vehicle, dealer, and customer data in one place.
- Check stock availability during order creation.
- Assign the nearest dealer automatically.
- Track test drives and service requests.
- Automate processes to reduce manual work.

Defining Project Scope and Objectives:

To meet these needs, the system includes:

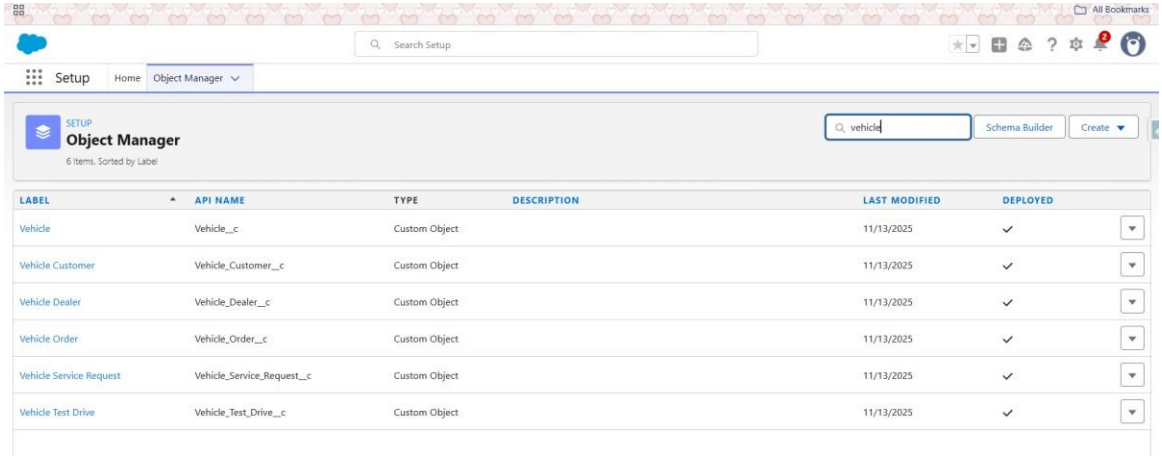
- Custom objects for vehicles, orders, customers, dealers, test drives, and service requests.
- Record-triggered flows for dealer assignment and email reminders.
- Apex triggers to validate stock and update inventory.
- Batch Apex for processing pending orders.

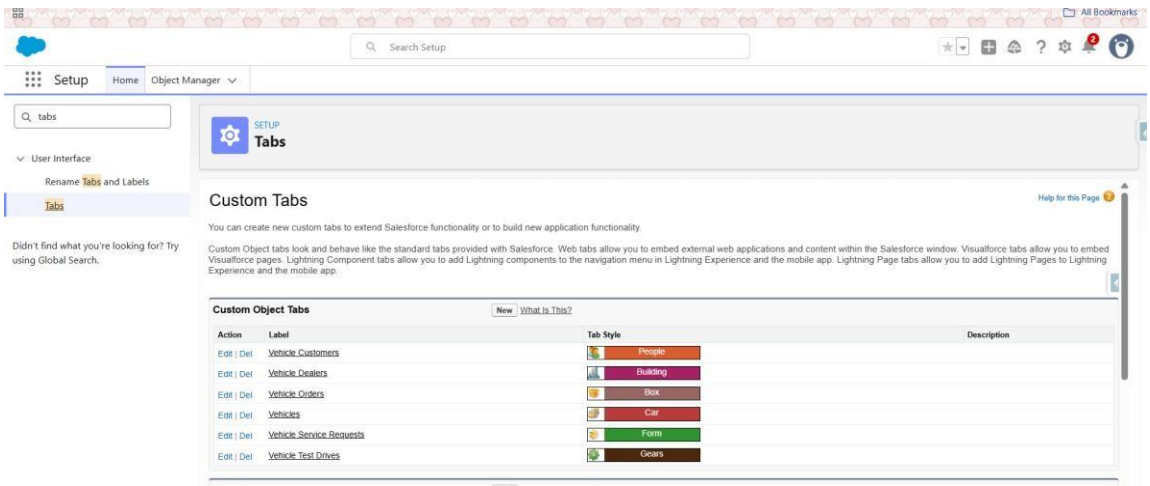
Data Model

Six custom objects were created to represent the business structure of the Capstone Project.

Object Name	Purpose
Vehicle__c	Stores vehicle details and stock informations
Vehicle_Dealer__c	Stores Dealer information
Vehicle_Customer__c	Stores customer data or informations
Vehicle_Order__c	Tracks vehicle orders
Vehicle_Test_Drive__c	Schedules and tracks test drives
Vehicle_Service_Request__c	Manages service history and issues

These objects are connected through lookup relationships to maintain accurate and consistent data.





Security Model

- **Standard Salesforce profiles** were utilized, and **Permission Sets** were added to give users access to the custom objects.
- **Field-Level Security and the Role Hierarchy** were applied to make sure users can only view or edit information related to their roles.
- **Field History Tracking was turned on** for important fields, such as **Stock_Quantity__c (Vehicle) and Status__c (Order),** to support auditing and monitoring.

Phase 2: Salesforce Development – Backend & Configurations

Setup Environment & DevOps Workflow

A Salesforce Developer Org was prepared at the start of the project to develop and test all custom features and automation.

- **Environment**: Salesforce Lightning Experience (Developer Edition) was used.
- **User Profiles/Roles:** Standard profiles were used for testing, and no custom profiles were created.
- **Deployment Method:** Metadata was deployed from the sandbox to production using **Change Sets**.

Customization of Objects, Fields, Validation Rules, and Automation

Custom Objects and Fields

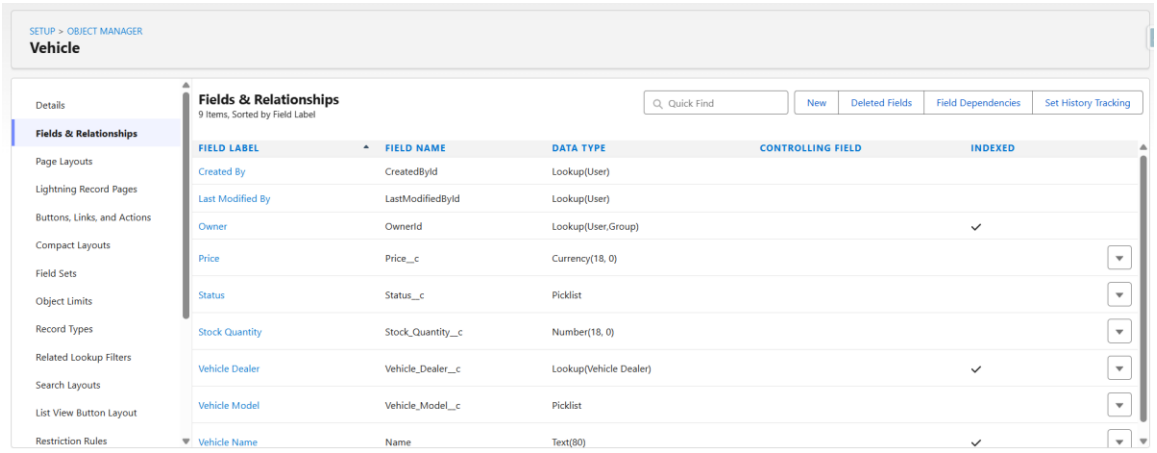
The following custom objects were created and configured to support the What Next Vision Motors business processes:

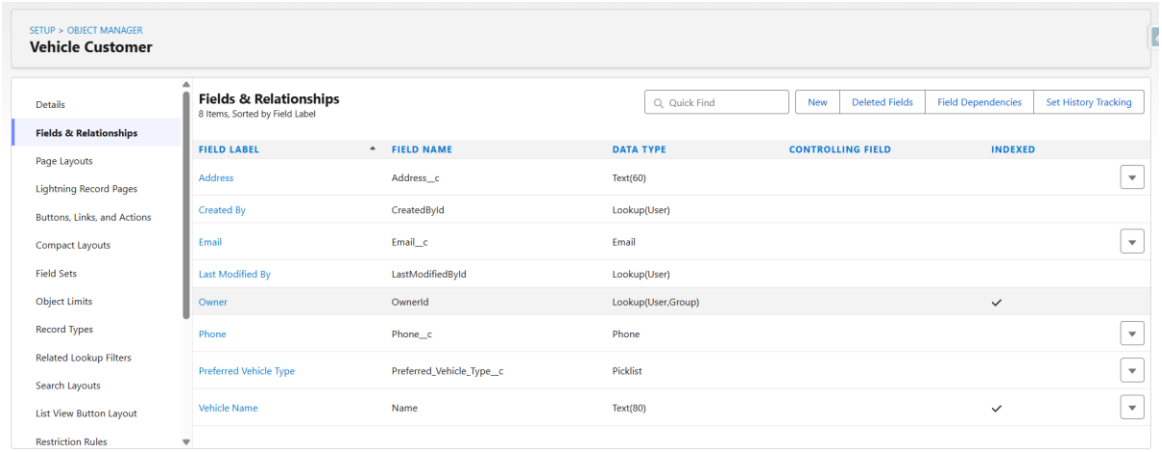
- **Vehicle** – Stores information such as vehicle name, model, and stock quantity.
- **Dealer** – Stores dealer details, including location and available vehicles.
- **Customer** – Stores customer information and address.
- **Order** – Records vehicle orders and their status.

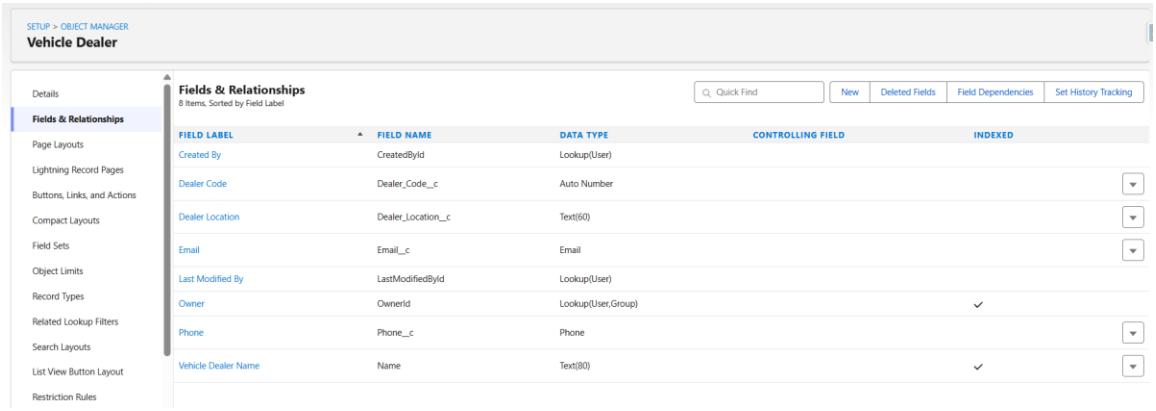
Relationships:

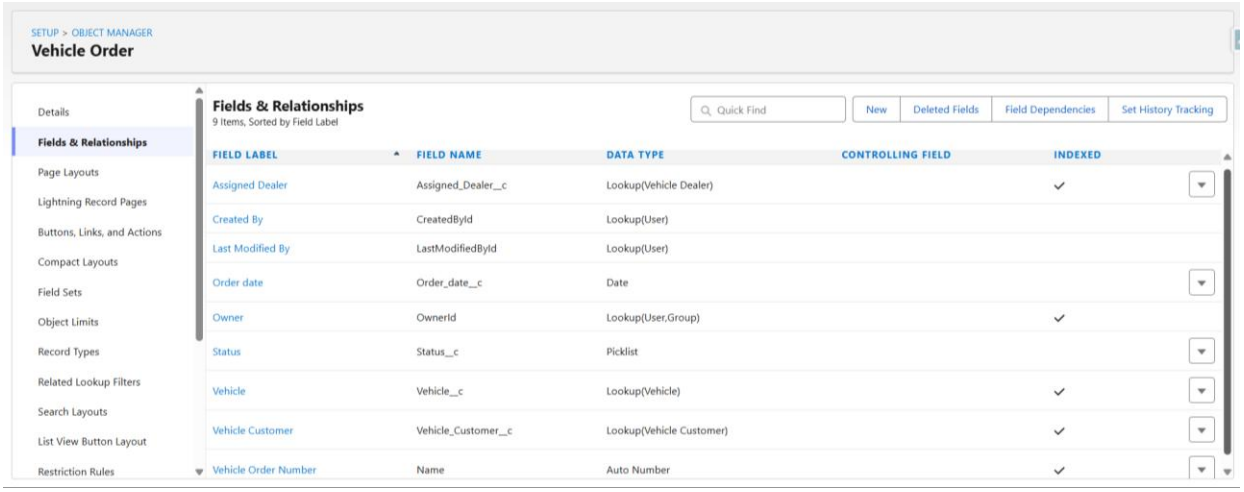
- Order → Vehicle: Lookup

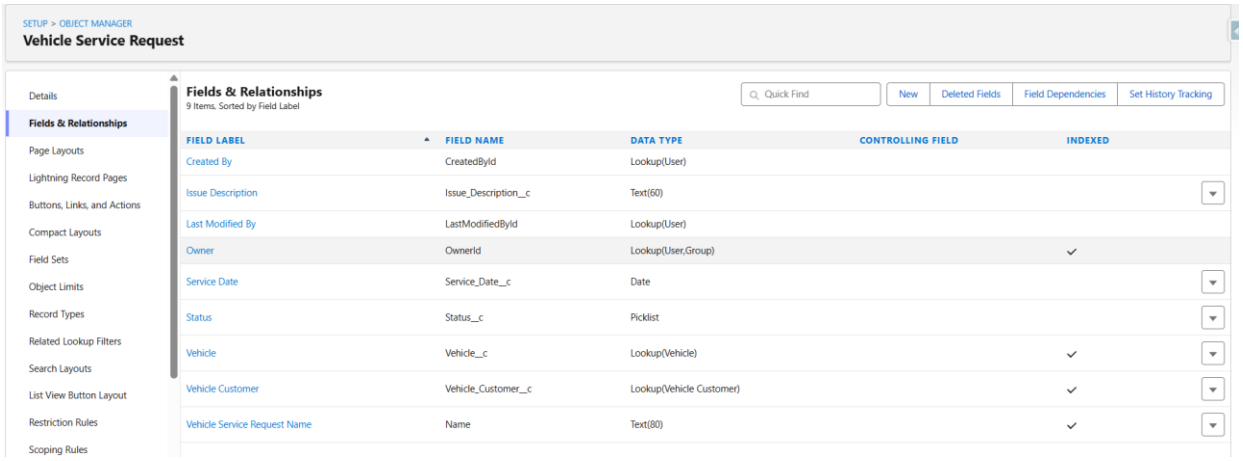
- Order → Dealer: Lookup
- Order → Customer: Lookup or Master-Detail (depending on the implementation)

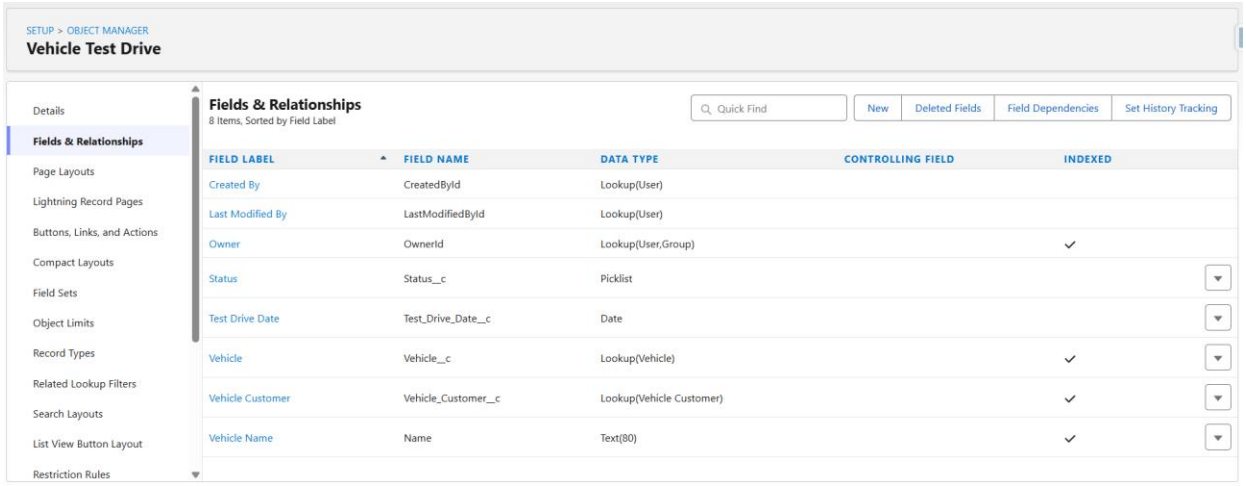












Validation Rules

- **Out-of-Stock Order Blocker:**
  This rule stops users from creating an order when the selected vehicle has zero stock.

Automation: Workflow Tools

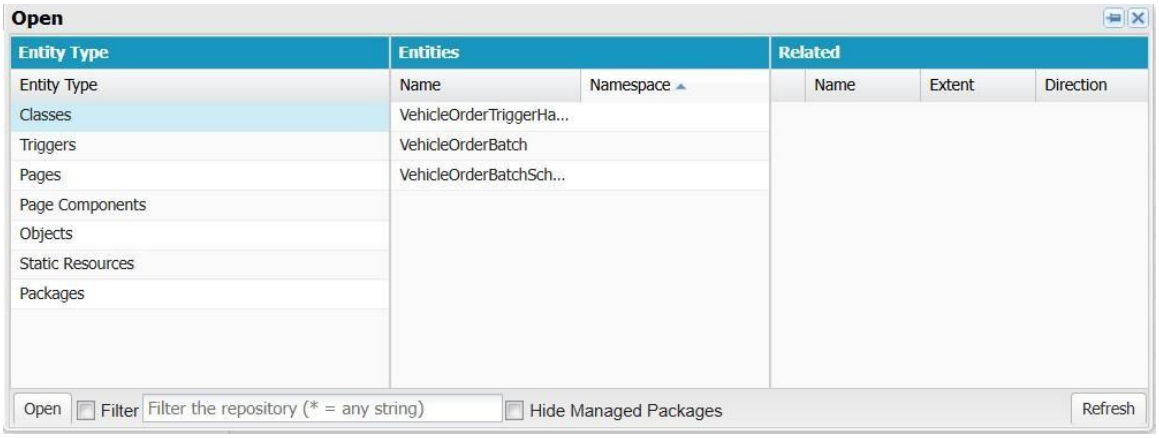
- A **Record-Triggered Flow** on the Order object automatically assigns the nearest dealer based on the customer's address.
- **Scheduled Flows** were used to send test-drive reminder notifications.

Apex Classes and Triggers

Apex Classes:
Apex classes were developed to organize the trigger logic and support automation in the backend:

- VehicleOrderTriggerHandler – manages stock validation and updates inside the trigger.
- VehicleOrderBatch – checks pending orders and confirms them when stock becomes available.
- VehicleOrderBatchScheduler – schedules the batch job to run every day at 12 PM.

All classes follow best practices by using **bulk-safe operations** and **reusable methods**.

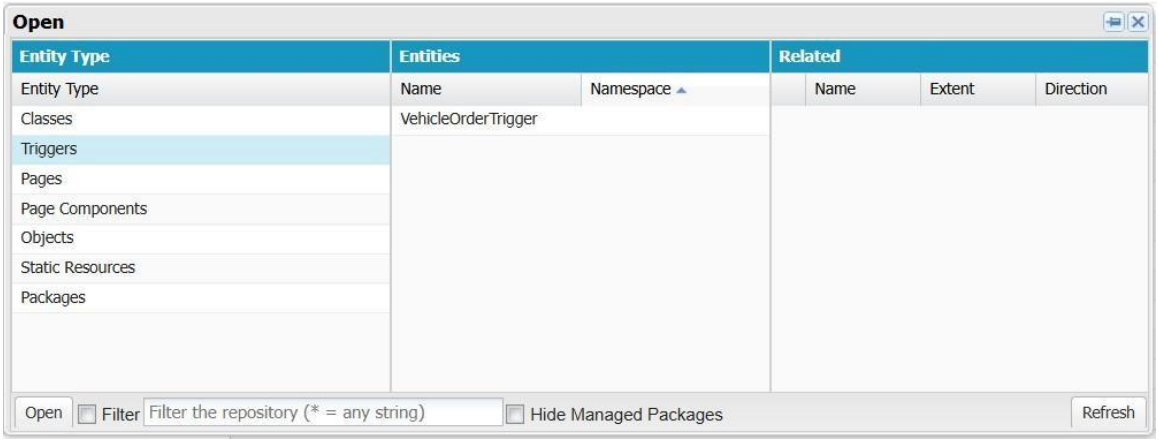


Apex Trigger:

An Apex Trigger was created on the **Order** object to perform the following functions:

- Validate vehicle stock availability.
- Automatically assign a dealer (if this task is not already done by a Flow).
- Order status update logic (**Pending or Confirmed**).

The trigger uses a **Trigger Handler** to follow Salesforce best practices.

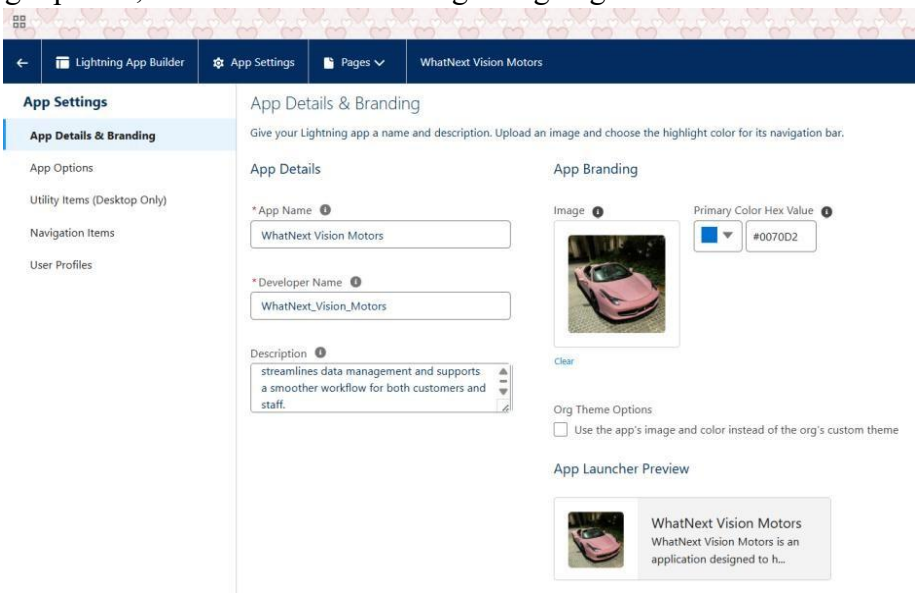


Phase 3: UI/UX Development & Customization

Lightning App Setup through App Manager

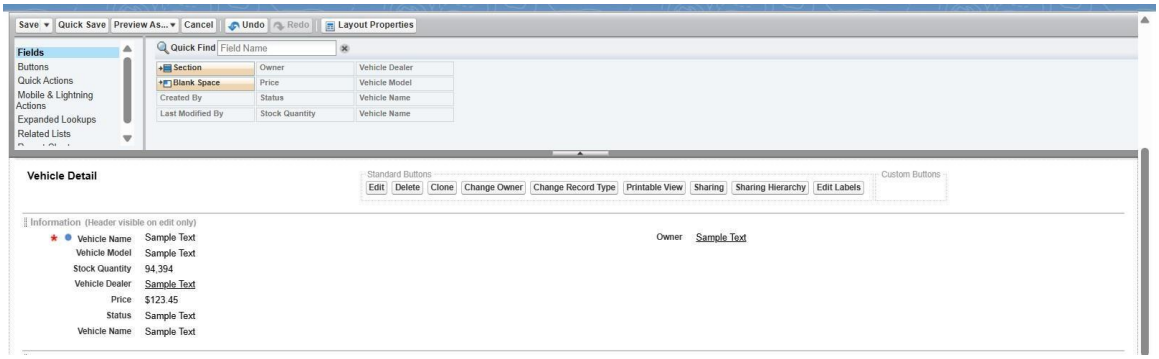
A custom Lightning App called **"WhatNext Vision Motors"** was created using the App Manager. This app includes important custom tabs such as Vehicles, Dealers, Orders, Customers, Test Drives, and Service Requests to make navigation easier.

- Lightning App created: ***WhatNext Vision Motors***
- Tabs: Vehicles, Vehicle Dealers, Vehicle Customers, Vehicle Orders, Vehicle Test Drives, Services
- **Dynamic Forms** were used to show fields based on the record's status and availability.
- Highlight panels, related lists added to Lightning Pages.



Page Layouts and Dynamic Forms:

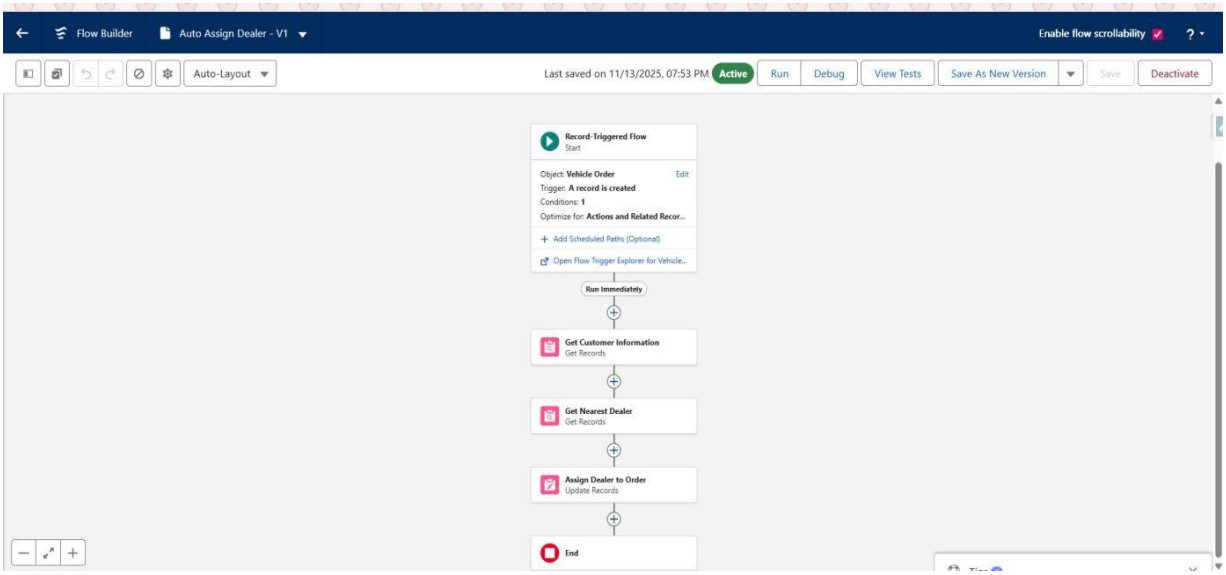
Page layouts were customized for the key objects **Vehicle__c**, **Vehicle_Order__c**, and **Vehicle_Test_Drive__c** to provide a clear interface and show only the fields that users need. Dynamic Forms were applied so that fields appear directly on the Lightning Record Page and are shown or hidden based on conditions such as order status or vehicle availability.



Flow 1: Auto Dealer Assignment

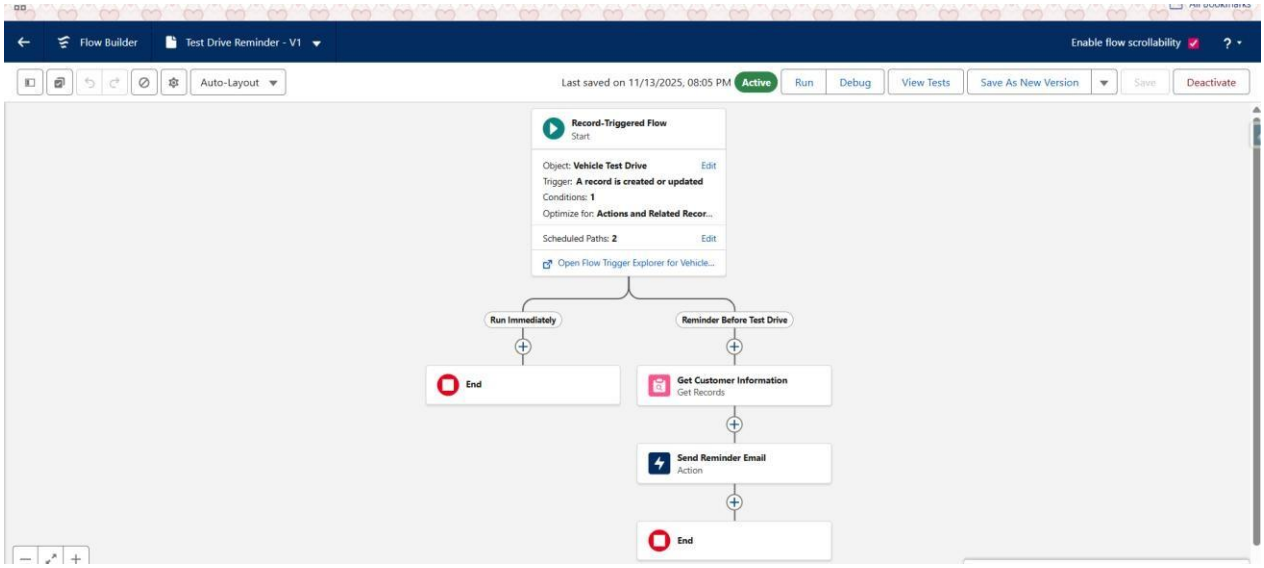
This flow runs on Vehicle_Order__c creation and:

- Retrieves the customer's address.
- Identifies a dealer located in the same city or near location.
- Assigns that vehicle dealer to the order.



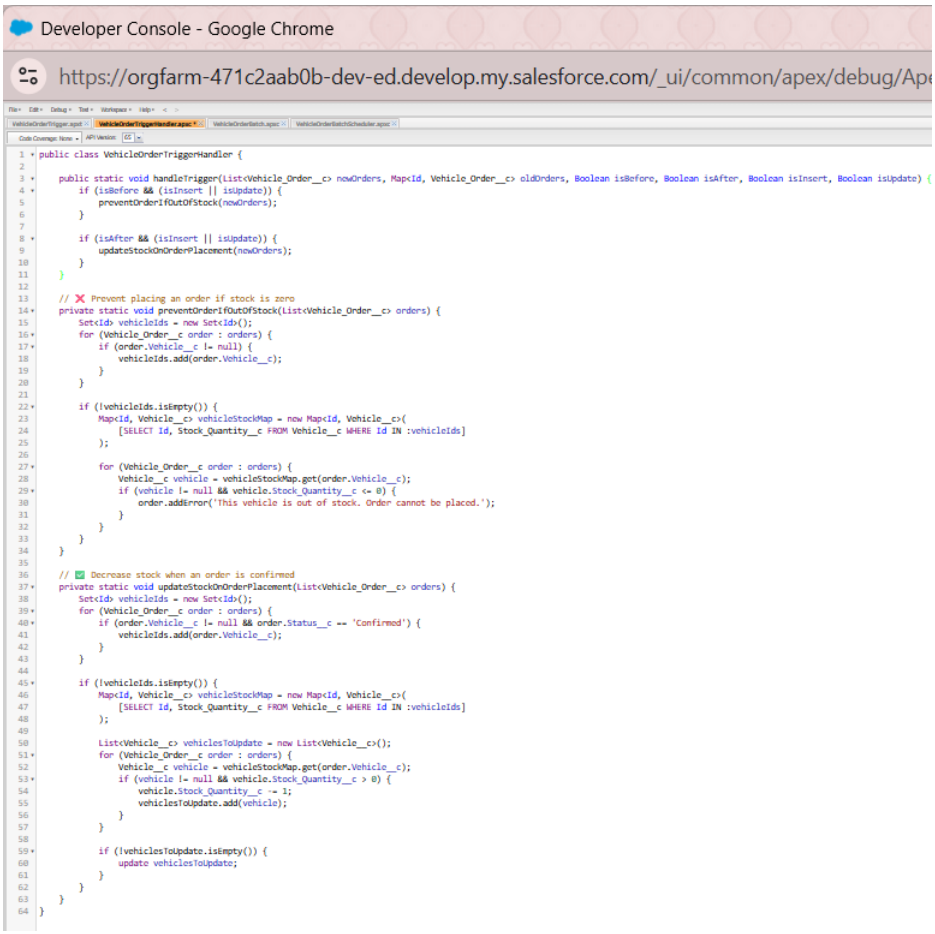
Flow 2: Test Drive Reminder

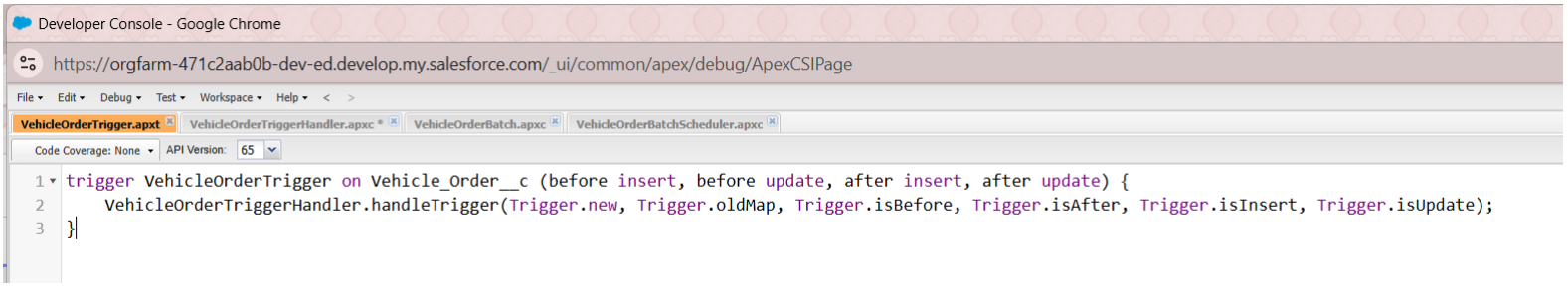
- This **Record-Triggered Flow** runs when a **Vehicle_Test_Drive__c** record is created or updated.
- Sends an email reminder **one day before** the scheduled test drive.



Apex Trigger & Handler

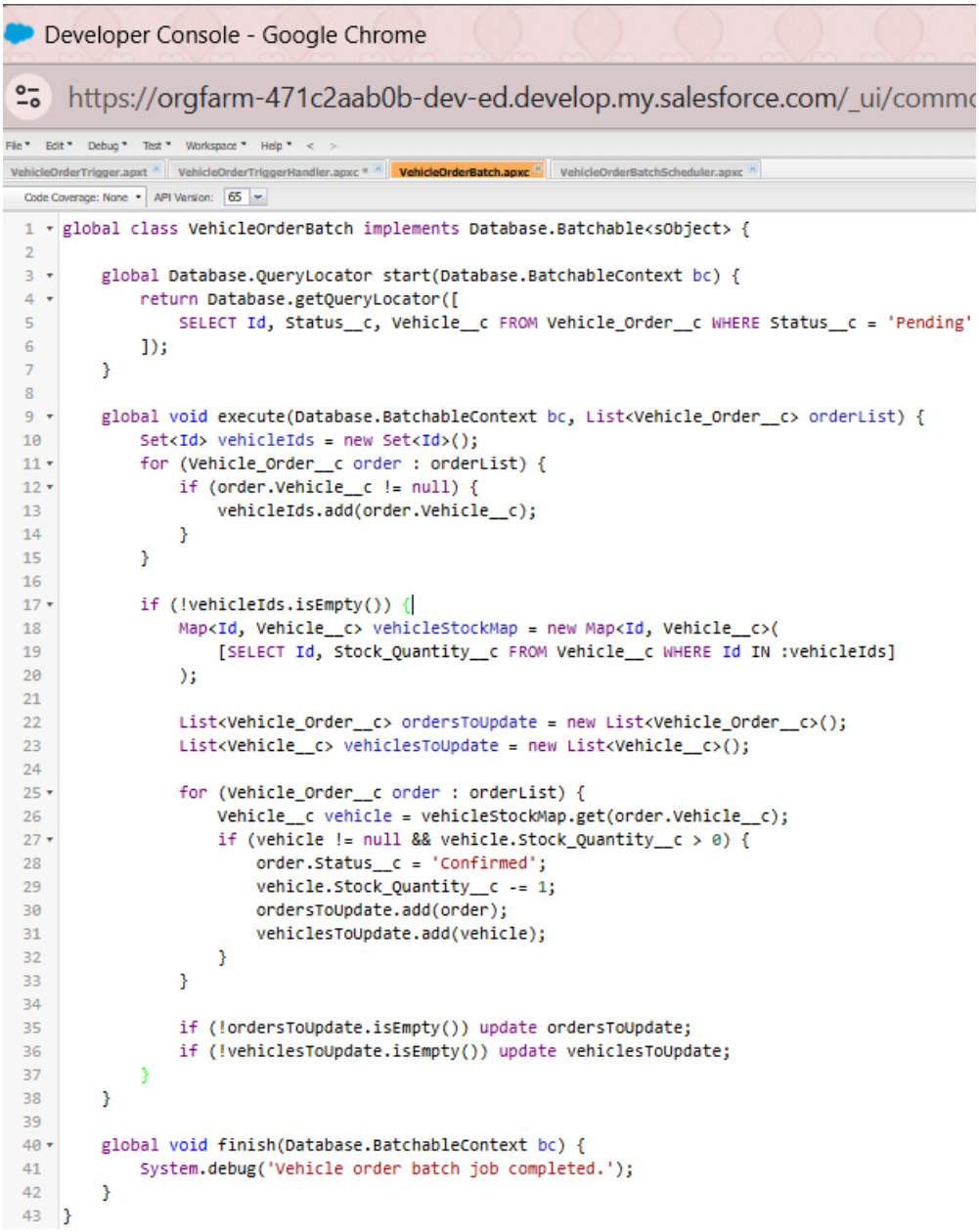
- Trigger: VehicleOrderTrigger
- Handler: VehicleOrderTriggerHandler
    - This prevents out-of-stock orders
    - It updates stock when order is confirmed





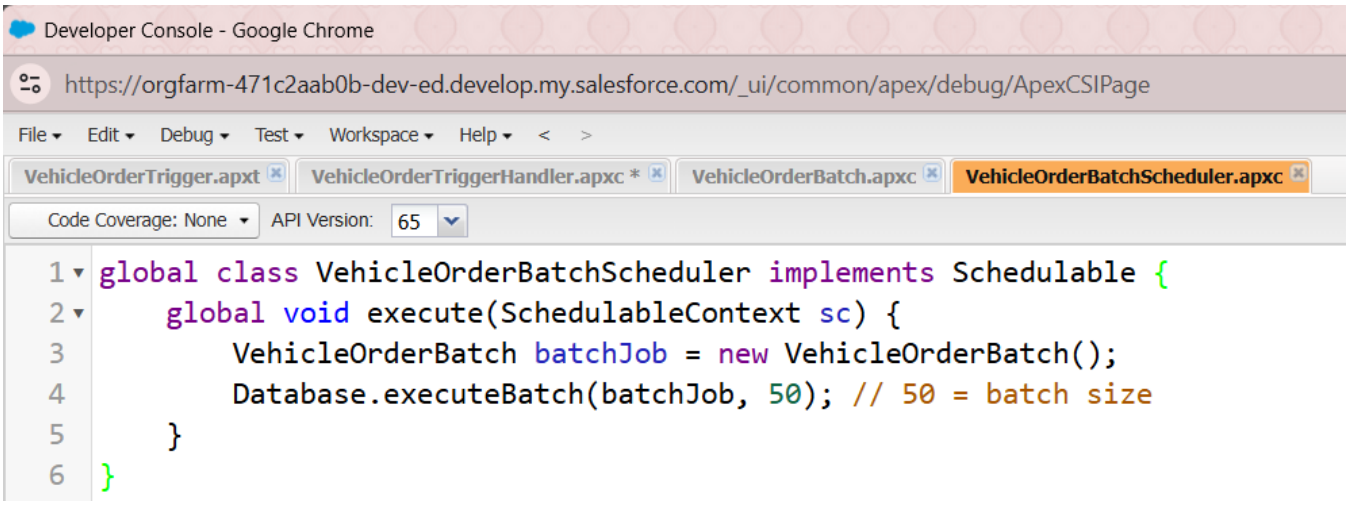
Apex Batch Class

- Class: VehicleOrderBatch
- Runs daily
- Checks for pending orders and available stock
- Updates status to *Confirmed* and adjusts stock



Scheduled Apex

- Class: VehicleOrderBatchScheduler
- Executes batch class automatically



Phase 4: Data Migration, Testing & Security

Data Loading Process

To load initial data into Salesforce, such as vehicles, dealers, and customers, the following tools were used:

Tools Used:

- **Data Import Wizard**:
  Used to import data for standard objects like Accounts and Contacts.
- **Data Loader**:
  Used for large data volumes and for custom objects like **Vehicle__c**, **Dealer__c**, and **Order__c**.

Steps:

1. Uploaded CSV files containing sample records.
2. Mapped the CSV columns to the corresponding Salesforce fields.
3. Used **Data Loader** to insert records for:

- **Vehicle__c**
- **Dealer__c**
- **Customer__c**
- **Order__c** (with valid relationships to other objects)

Field History Tracking, Duplicate Rules, and Matching Rules

Field History Tracking:

Field History Tracking was enabled for the following objects to monitor changes:

- **Vehicle__c:** Stock__c field
- **Order__c:** Status__c and Dealer__c fields

Duplicate & Matching Rules:

- **Matching Rule:** A custom rule on **Customer__c** based on **Email__c** and **Phone__c**.
- **Duplicate Rule:** Prevents the insertion of duplicate customer records.

Profiles, Roles, Permission Sets, and Sharing Rules Profiles

and Roles:

- Standard profiles, such as **Standard User** and **System Administrator**, were used.

Role Hierarchy was set up as follows:

- CEO
  - └── Sales Manager
  - └── Sales Rep

Permission Sets:

- An **Order Management Access** permission set was created.
- Assigned to users who need **create/read access** to Orders and Vehicles.

Sharing Rules:

- **Public Read/Write** access for most custom objects.
- **Manual Sharing** allowed for sensitive customer records.

Preparation of test cases for each and every salesforce features like booking creation, Approval Process, Automatic Task creation, flows, triggers etc.

1. **Create a Vehicle:**

INPUT:

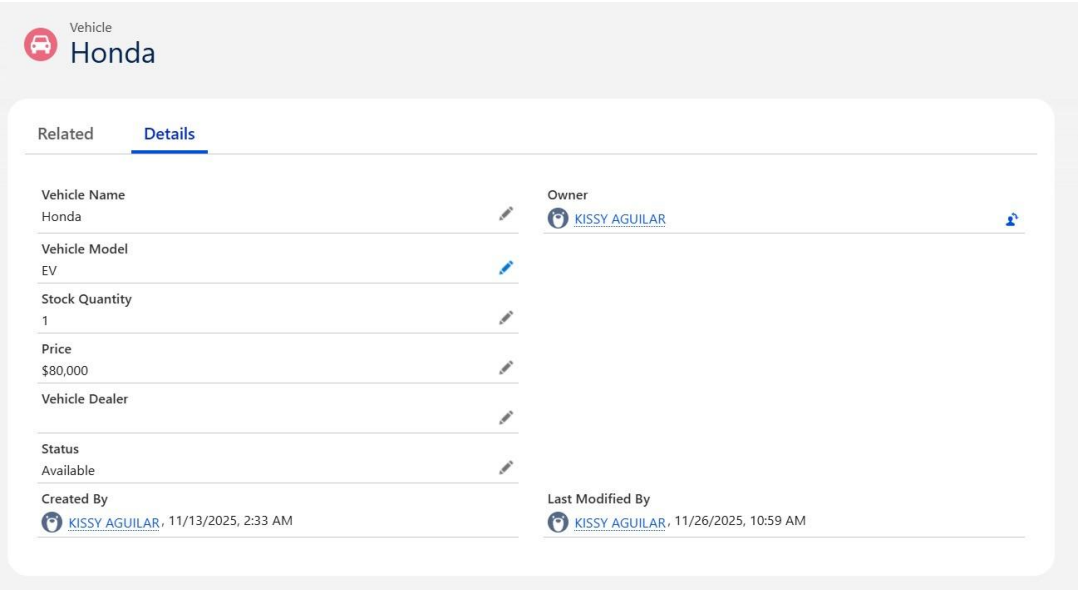
Vehicle Name: Honda

Vehicle Model: EV

Stock Quantity: 1

Price: $80,000

Status: Available



2. **Create Vehicle Customer**

INPUT:

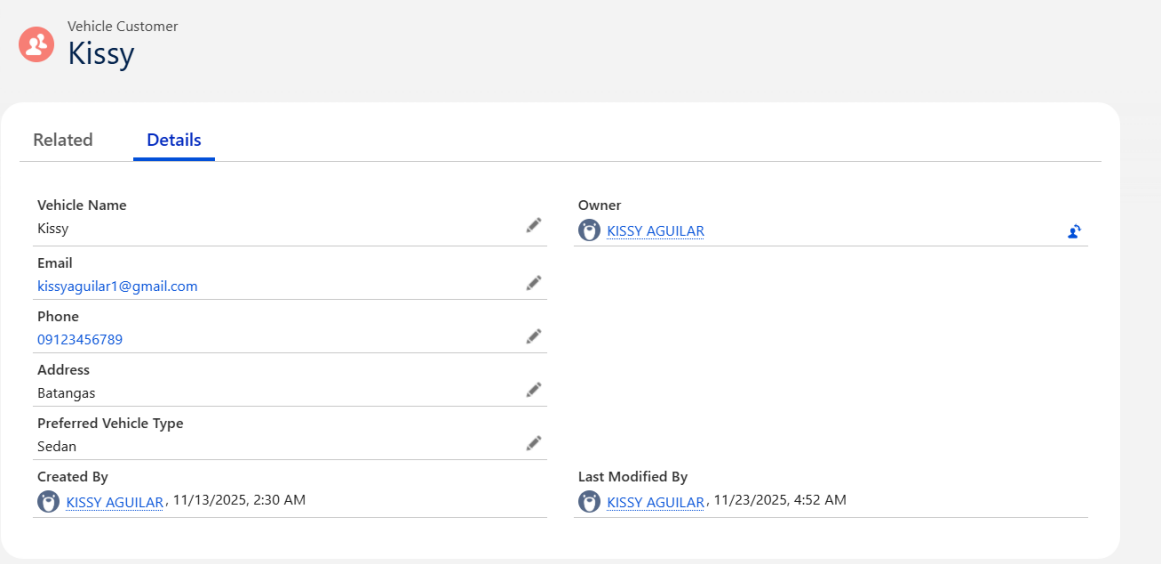
Vehicle Name: (Name)

Email: (ex:kissyaguilar1@gmail.com)

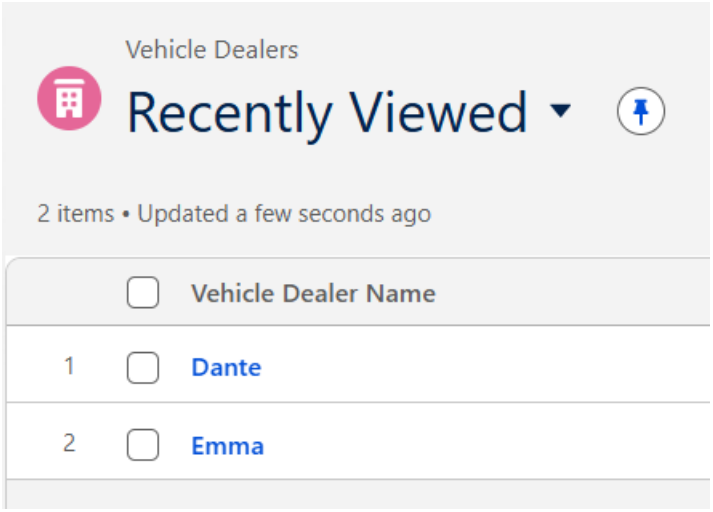
Phone: 09123456789

Address: Batangas

Preferred Vehicle Type: Sedan



3. **Create Vehicle Dealers**
   Example:



INPUT:

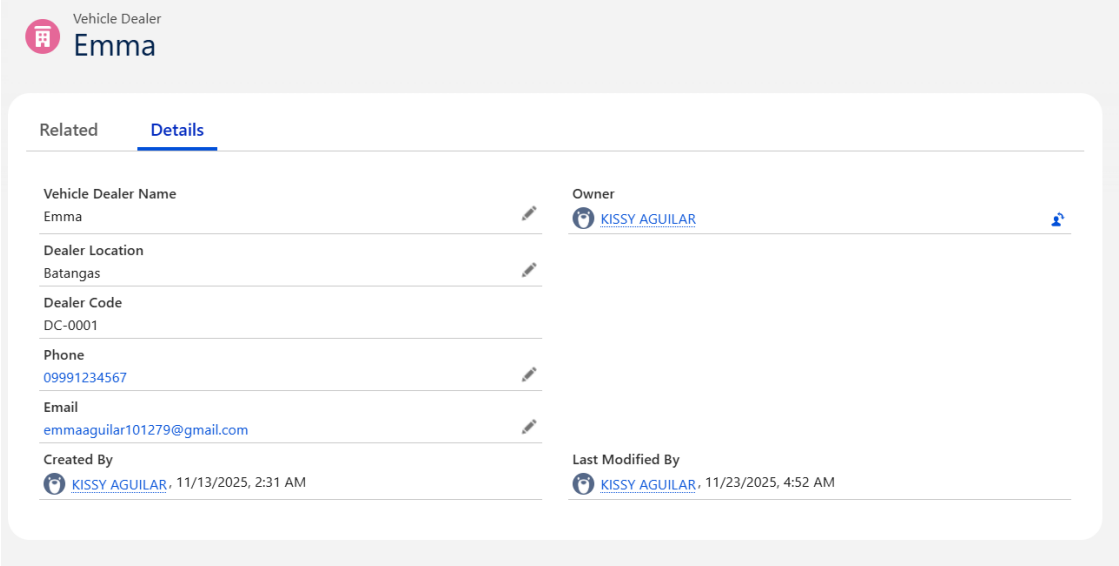
Vehicle Dealer Name: Emma

Dealer Location: Batangas

Dealer Code: DC-001

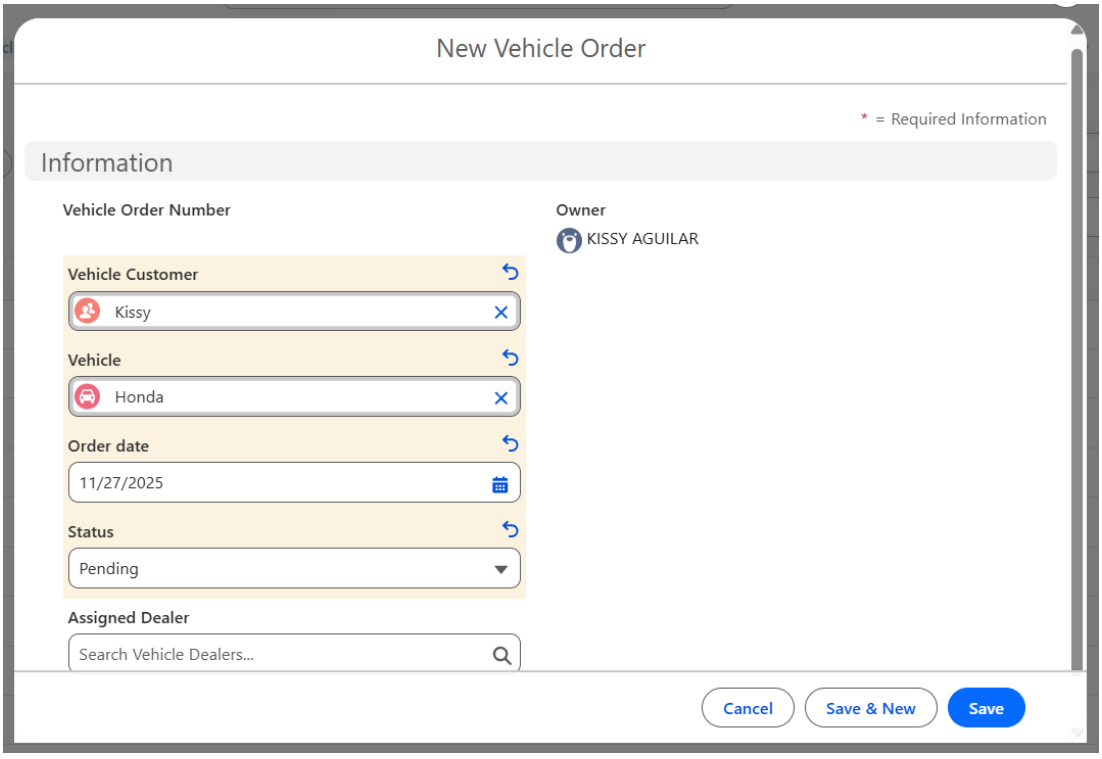
Phone: 09123456789

Email: (email)

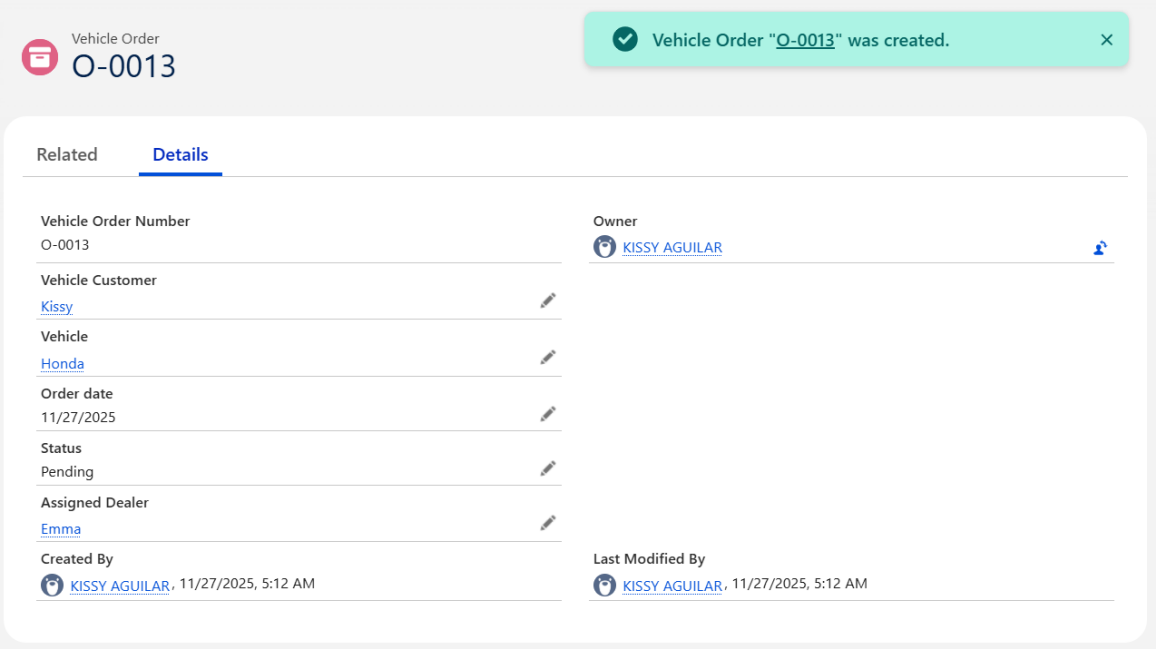


4. Create Vehicle Order (Test Auto-assign of Nearest or same City of Dealer)

INPUT:



OUPUT:



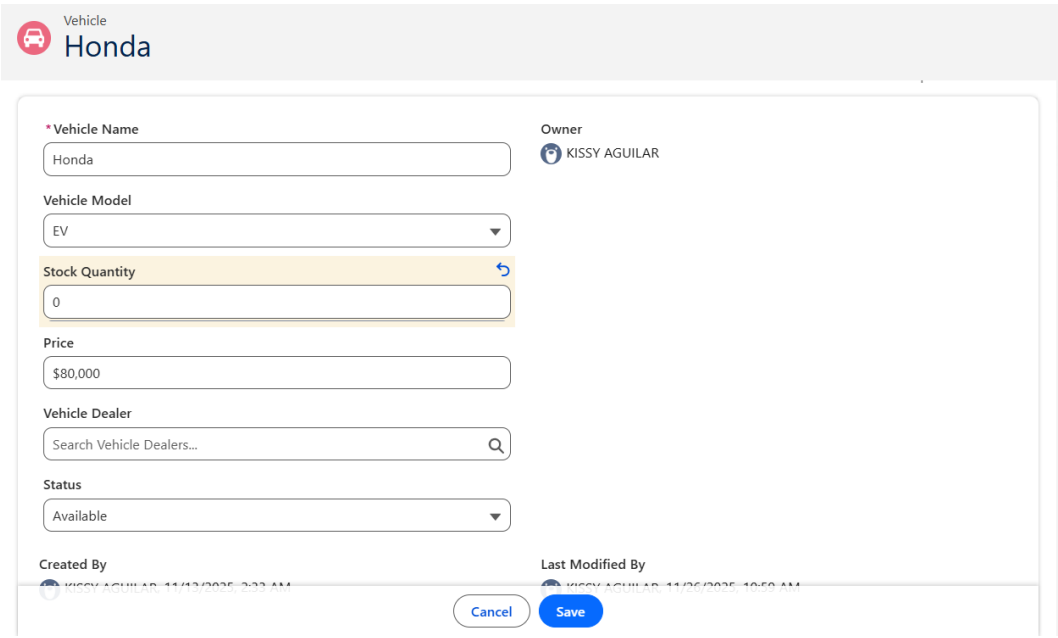
EXPLANATION:

Since the Vehicle Customer (Kissy) and the Vehicle Dealer (Emma) are in the same location (Batangas), **the system automatically assigns Emma as the dealer**.

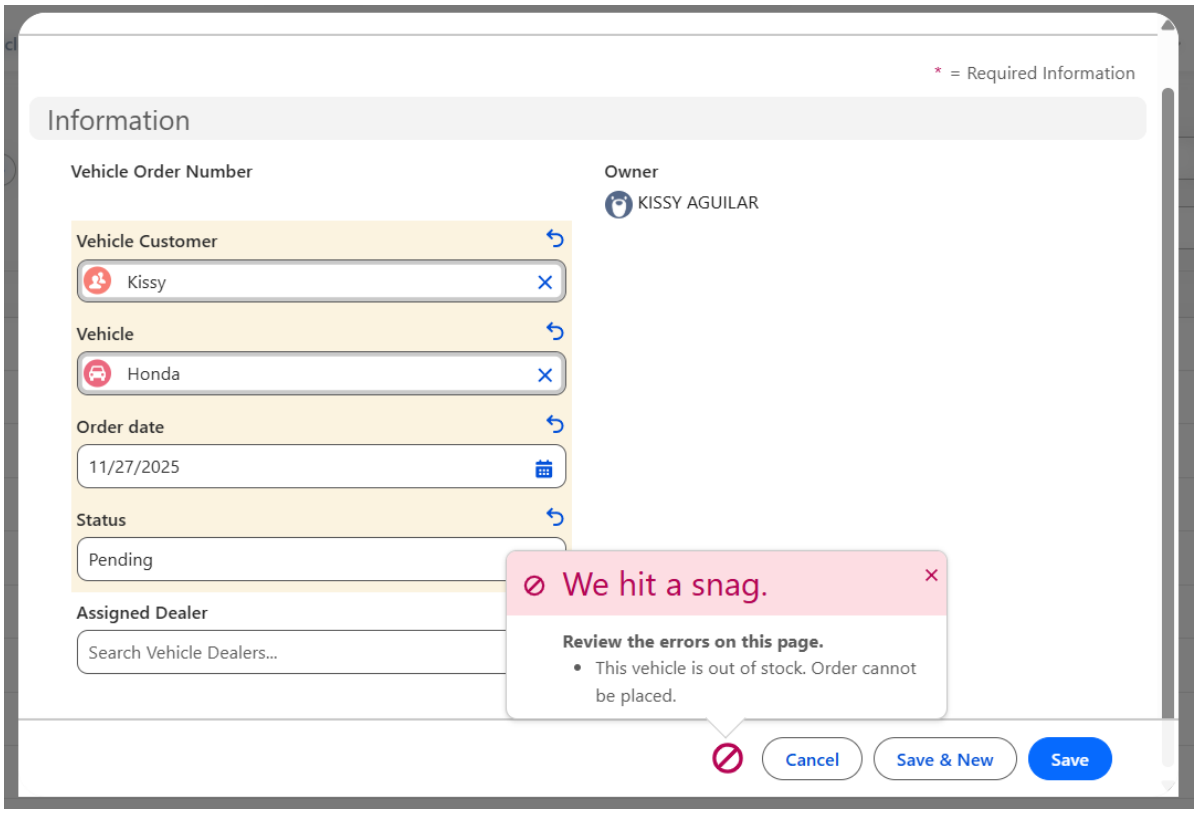
5. Test OUT-OF-STOCK Vehicle Order

INPUT:

Stock Quantity: Set to 0 (zero)



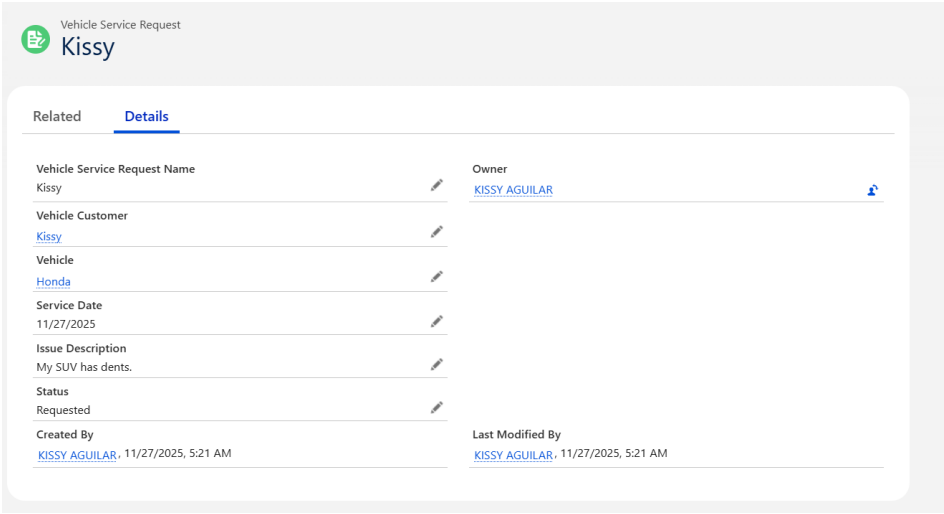
OUTPUT:



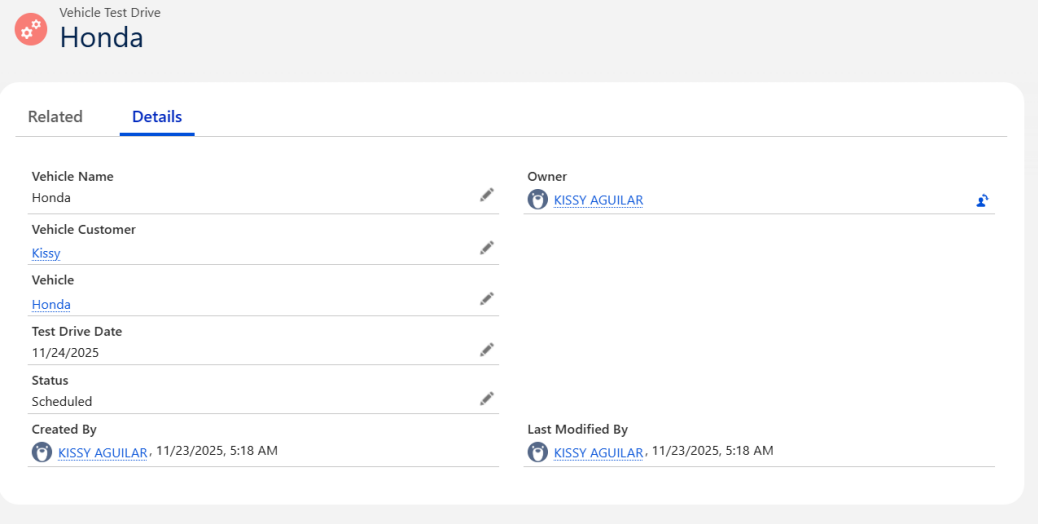
EXPLANATION:

Since the Stock Quantity is 0, the system will display an alert when an order is attempted. It will show: "This vehicle is out of stock. Order cannot be placed."

6. Create Vehicle Service Request



7. Create Vehicle Test Drive

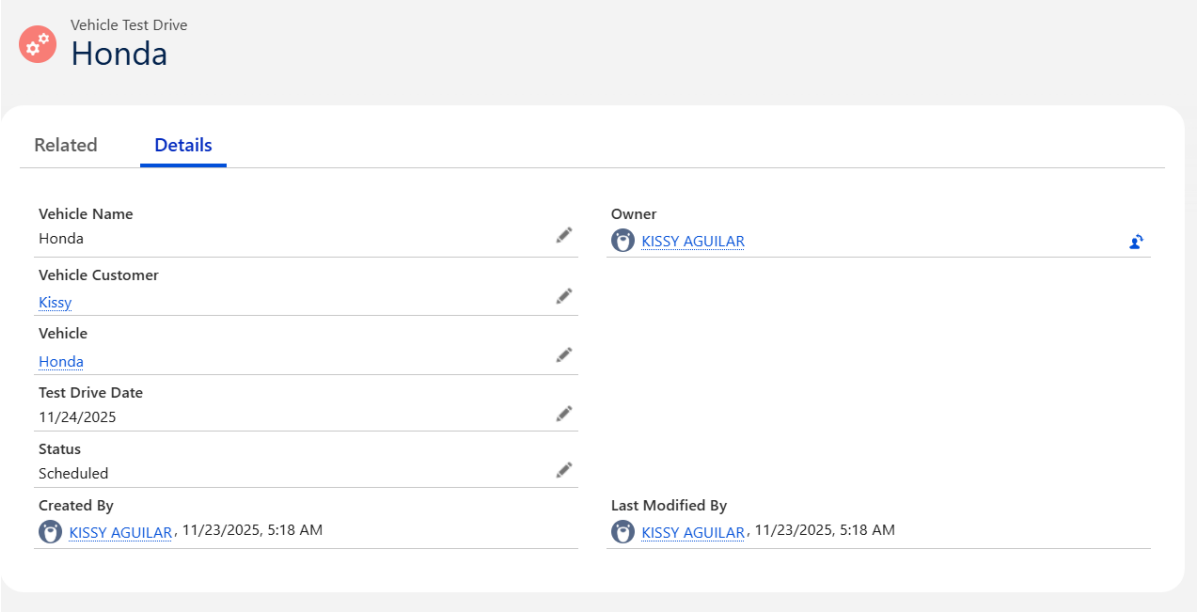


8. Test Drive Reminder Email:

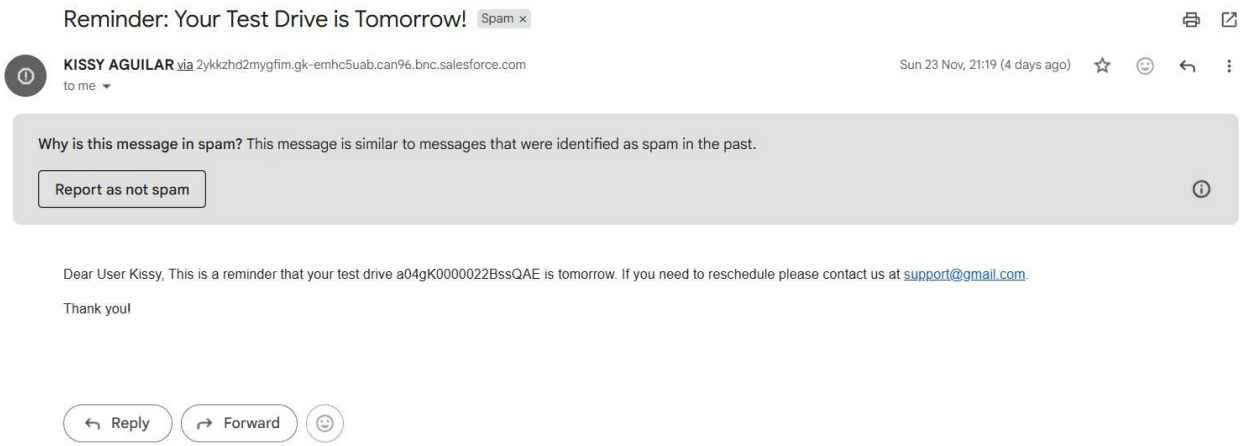
Customer: Select any customer with email (example: Kissy)

Status: Scheduled Test Drive Date: Tomorrow (choose tomorrow's date)

INPUT:



OUTPUT:

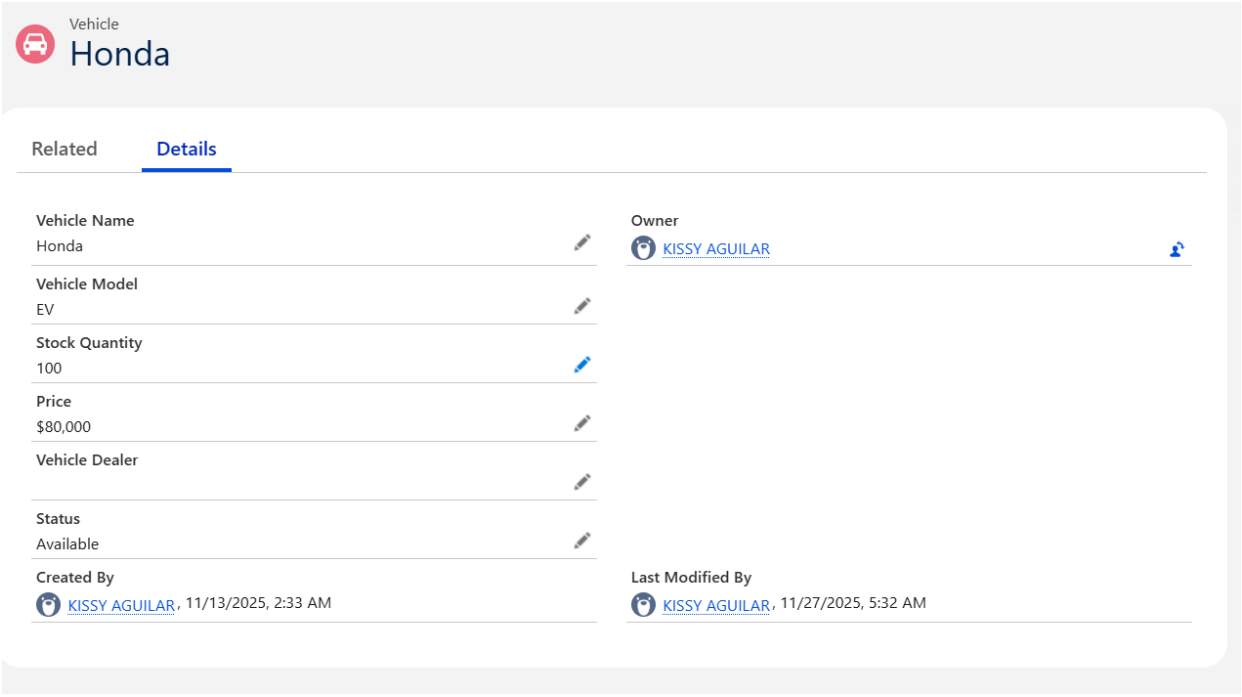


EXPLANATION:
Since it is scheduled, if the test drive is set for tomorrow, the system will send an email today to remind me to attend the test drive.

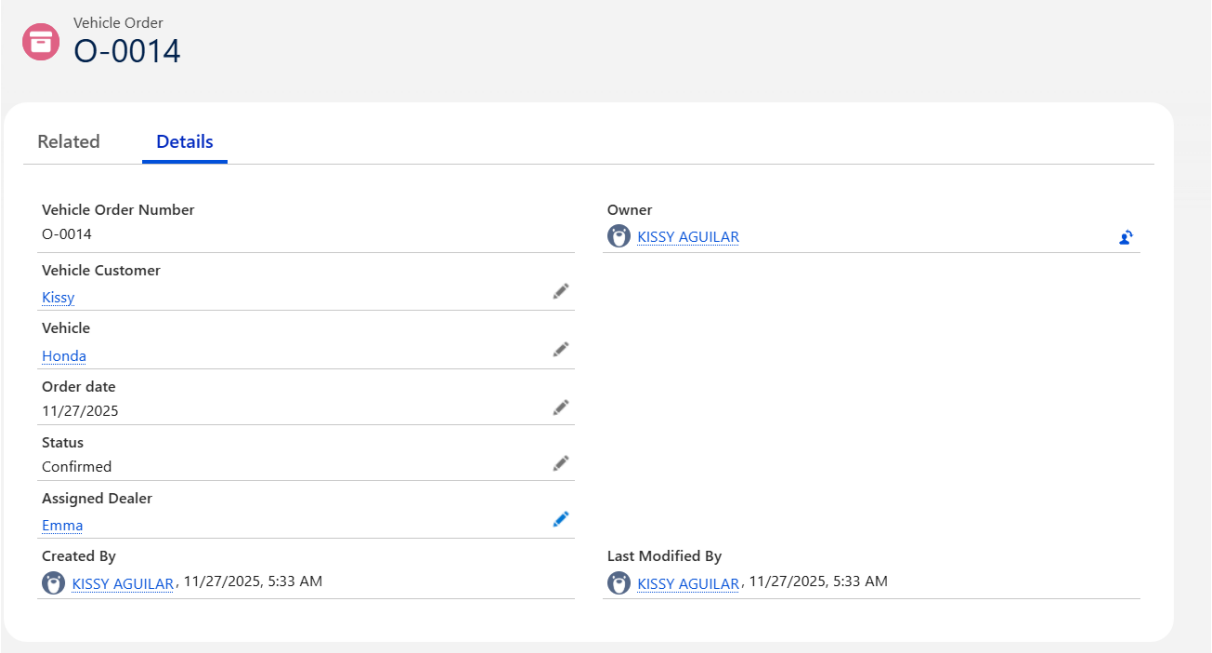
9. **Test that when an order is confirmed, the vehicle stock is reduced accordingly.**

INPUT:

Stock Quantity: Set to 100

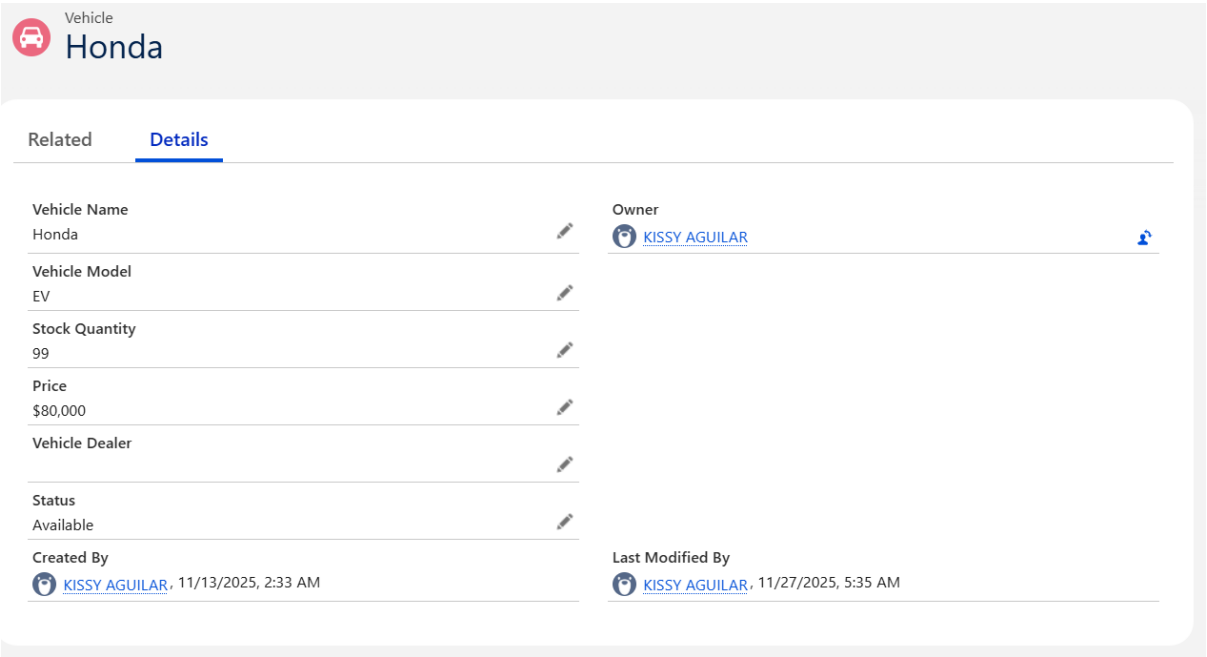


ORDER: 1 honda



OUTPUT:

Stock Quantity: Reduce 1 (as a result it became 99)



EXPLANATION:

The system automatically reduces stock when an order is confirmed, but it does not reduce stock if the order is pending.

To make sure the Apex code can be deployed and works correctly, Test Classes were created for the following components:

- **OrderTriggerHandler**
- **DealerAssignmentService**
- **StockValidationTrigger**

Phase 5: Deployment, Documentation & Maintenance

Deployment Strategy

The **Change Set** method was used to deploy features from the Developer Org to the production environment.

1. An Outbound Change Set was created in the source organization.
2. All required custom components were added, including:

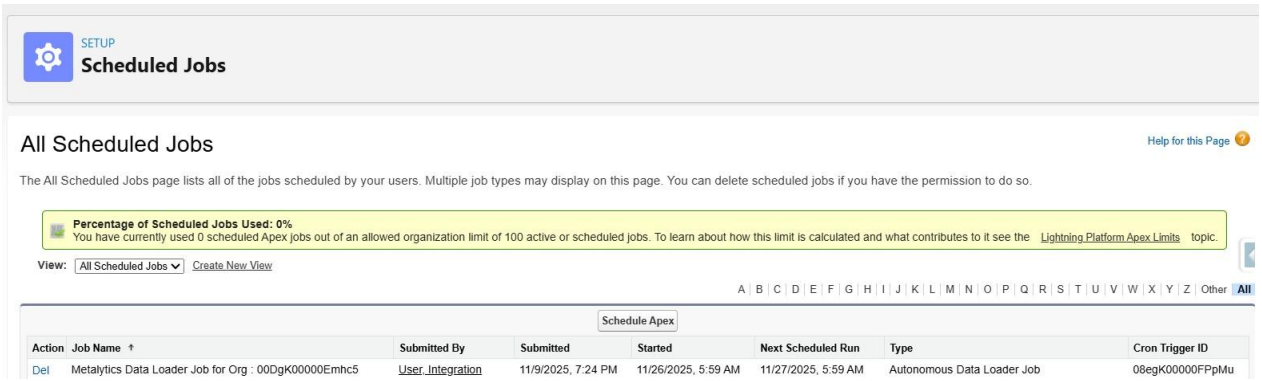
- Custom objects
- Fields
- Flows
- Validation rules
- Triggers
- Apex classes

3. The Change Set was uploaded to the target organization (production or sandbox).
4. It was validated and deployed from the Inbound Change Sets section in the target org.
5. A post-deployment manual check was performed to confirm that all features were working properly.

Testing & Sample Scenarios Test

Cases:

- Create vehicle and order with 0 stock → error
- Set stock = 2 → place order → stock becomes 1
- Create pending order → update stock → batch job confirms order



System Maintenance and Monitoring

To keep the system working smoothly after deployment, the following maintenance approach was used:

1. Monitoring

- Apex Jobs were used to monitor scheduled jobs and batch processes.
- Debug Logs were reviewed to trace errors or unexpected system behavior.
- Email Alerts were enabled for test drive reminders and any failed processes.

2. User Feedback Loop

- The sales and operations teams used the system for several days after deployment.
- Feedback was collected through manual walkthroughs to find missing features or issues.

3. Updates and Fixes

- Small updates—such as adding help text or adjusting field labels—were made in the sandbox and deployed again using Change Sets.
- Quarterly reviews were planned to introduce system enhancements and improve the user interface.

Troubleshooting Approach

If issues occur in the production environment, the following steps will be taken:

Step 1: Reproduce the Issue

- Attempt to replicate the problem in a **sandbox** or **developer org**.

Step 2: Enable Debug Logs

- Set **debug logs** for the affected user and analyze the **Flow** or **Apex execution**.

Step 3: Check Apex Jobs or Flows

- For issues related to background processes, review **Apex Job failures** or **Flow error emails**.

Step 4: Fix and Retest

- Update the **Flow** or **Apex logic** as needed.
- Retest the changes in the **sandbox** and redeploy using a **Change Set**.

Conclusion

The Salesforce implementation at WhatNext Vision Motors successfully achieved its goal of improving the customer ordering process and overall operational workflows.

The key accomplishments of the project include:

- Automatic assignment of the nearest dealer through Flows or Apex Triggers
- Stock validation to prevent orders for vehicles with zero availability
- Scheduled automation to update order statuses using Batch Apex
- Enhanced customer experience through streamlined and automated processes
- Reduced manual workload for internal teams

In addition, the project provided several long-term benefits:

- Improved data accuracy and consistency across vehicles, customers, and dealers
- A scalable system that can support future business growth and additional Salesforce features
- Better visibility and reporting capabilities for management, enabling informed decision-making
- Increased efficiency in handling test drives, service requests, and post-sales processes

Overall, this project not only strengthens the company's customer-facing operations but also establishes a strong foundation for future Salesforce enhancements and automation initiatives. Through this implementation, **WhatNext Vision Motors moves closer to its vision of innovation and excellence** in the mobility sector, ensuring both operational efficiency and superior customer satisfaction.