**Problem Statement**

**From Clicks to Conversions: Salesforce Solutions for E-Commerce**

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

**(E-commerce)**

**1. Requirement Gathering**

* **Pain Points in E-commerce**:
  + Fragmented customer data (website, app, social media, call center).
  + Poor personalization → generic offers, low conversion.
  + Manual inventory/return handling → delays & errors.
  + No unified customer support system.
* **Requirements**:
  + Centralized customer 360° view.
  + AI-powered product recommendations.
  + Automated order & return management.
  + Omnichannel customer service (chat, email, WhatsApp, calls).

**Deliverable**: E-commerce Requirements Document.

**2. Stakeholder Analysis**

* **Internal**:
  + Marketing team (needs targeted campaigns).
  + Sales team (B2B e-commerce partnerships).
  + Customer support team (needs faster case resolution).
  + Inventory & logistics team.
  + Management (KPIs, dashboards, customer retention insights).
* **External**:
  + Shoppers/customers.
  + Delivery partners.
  + Payment gateway providers.

**Tool**: Stakeholder Matrix (e.g., customers = high interest, high influence).

**3. Business Process Mapping**

* **Current (“As-Is”)**:
  + Customer browses website → adds to cart → makes payment → order confirmation → shipping → support (if needed).
  + Issues: lack of personalization, duplicate support tickets, delayed updates.
* **Future (“To-Be”) with Salesforce**:
  + Customer data unified in **Salesforce Customer 360**.
  + **Einstein AI** suggests personalized products.
  + **Marketing Cloud** automates cart abandonment emails.
  + **Service Cloud** integrates with chatbots for real-time support.
  + **Order Management** connected with inventory updates & delivery tracking.

**Deliverable**: As-Is vs. To-Be process diagrams.

**4. Industry-Specific Use Case Analysis (E-commerce)**

* Personalized product recommendations using Salesforce Einstein.
* Loyalty management (points, rewards, referrals).
* Omnichannel engagement: email, SMS, WhatsApp, push notifications.
* AI-powered chatbots for customer service.
* Real-time fraud detection in payments.
* Predictive analytics for demand forecasting & stock management.

**Deliverable**: Prioritized Use Cases (e.g., start with personalization + order automation).

**5. AppExchange Exploration**

* Relevant apps for E-commerce:
  + **Marketing Automation** → Mailchimp for Salesforce, Marketing Cloud add-ons.
  + **E-commerce Integration** → Shopify-Salesforce Connector, BigCommerce Integration.
  + **Customer Service** → Chatbots, Zendesk Connector.
  + **Inventory/Order Management** → Rootstock Cloud ERP, Accounting Seed.
  + **Loyalty Programs** → Loyalty Management apps.

**Deliverable**: AppExchange Evaluation Report (Build vs. Buy decision).