

# Problem Statement — Customer Complaint CRM

In today's competitive retail and service industries, businesses receive a high volume of customer complaints related to products, services, billing, and overall customer experience. Many organizations still rely on manual processes, such as phone logs or spreadsheets, to track these complaints. This leads to several challenges: - Complaints are often misplaced or not assigned to the right branch or manager. - There is no centralized system to monitor complaint status or resolution. - Managers lack visibility into complaint trends (e.g., recurring issues in certain branches). - Customers are left dissatisfied due to delays in complaint handling. To address these issues, we propose building a **Customer Complaint CRM** using Salesforce. This system will: - Allow customer service agents to log complaints quickly. - Automatically link complaints to the relevant **Customer (Contact)** and **Branch (Account)**. - Route complaints to the appropriate **Branch Manager** for resolution. - Track the complaint lifecycle with statuses (New, In Progress, Resolved, Closed). - Provide managers with dashboards and reports to analyze complaint trends and prioritize improvements. With this solution, organizations can ensure **faster complaint resolution, improved customer satisfaction, and better decision-making through real-time analytics.**