EcoMart360 🌱

A Salesforce CRM for Eco-Friendly E-Commerce

Industry: Retail / E-Commerce

Focus: Customer Engagement & Order Management

Problem Statement

Eco-friendly startups face several key challenges:

- Manual tracking of orders and inventory.

- The lack of a proper customer loyalty system.

- Poor visibility into sales trends.

- No structured way to gather feedback from customers.

The Need: A Salesforce-based CRM to streamline operations and better engage customers.

Requirement Gathering

- Manage products, orders, customers, and reviews in one place.

- Automate stock reduction when an order is placed.

- Enable loyalty programs and customer reviews.

- Provide dashboards and reports for sales analysis.

- A scalable solution for growing eco-conscious businesses.

Stakeholder Analysis

Stakeholder	Role	Expectation
Business Owners	Manage operations	Real-time view of sales & inventory
Sales Team	Process orders	Easy order & stock management
Customers	Buy eco-friendly products	Smooth shopping & order tracking
Support Team	Handle queries	Access to order history & reviews

Business Process Mapping

1. A customer browses the eco-friendly products.

2. They add items to the cart and proceed to checkout.

3. The order is placed, and stock is automatically reduced.

4. Order status is updated from "Placed" → "Shipped" → "Delivered".

5. The customer leaves a review and earns loyalty points.

6. The dashboard shows sales performance and key trends.

Industry-Specific Use Cases

Manual stock errors → **Automated inventory updates.**

No loyalty tracking → **A built-in reward system.**

Limited insights → **Real-time sales dashboards.**

Low engagement → **A customer review and feedback loop.**

AppExchange Exploration

- **Salesforce B2C Commerce** – Too complex for most startups.

- **Inventory Management Apps** – Can be costly for small businesses.

- **Loyalty Management Apps** – Often generic and not tailored to eco-commerce.

The Solution: EcoMart360, a lightweight, customized CRM built for eco-friendly startups.

Conclusion

EcoMart360 helps eco-friendly businesses to:

✓ Automate orders & inventory.

✓ Build customer loyalty.

✓ Get a 360° customer view.

✓ Gain insights from dashboards & reports.

A step towards sustainable and digital growth.