

Smart Banking CRM – Phase 1

Phase 1: Problem Understanding & Industry Analysis

● Requirement Gathering

Collect functional and non-functional requirements from stakeholders such as Bank Managers, Loan Officers, and Customer Service teams. Focus on customer onboarding, loan approvals, account management, and service request handling.

● Stakeholder Analysis

Identify roles and responsibilities of all stakeholders:

- Bank Manager – oversees operations and loan approvals.
- Loan Officer – handles loan applications and eligibility checks.
- Customer Service – manages service requests and complaints.
- Customers – end users of the CRM system.

● Business Process Mapping

Map existing banking workflows (manual onboarding, paper-based loan approvals, branch-level customer service) and identify inefficiencies. Highlight areas where Salesforce automation can optimize the process.

● Industry-specific Use Case Analysis

Study standard CRM practices in the banking sector:

- Loan lifecycle management.
- Customer segmentation for cross-selling products.
- Regulatory compliance tracking (KYC, AML).
- Service request management.

● AppExchange Exploration

Explore existing Salesforce AppExchange solutions for Banking (e.g., Financial Services Cloud add-ons, Loan Management apps). Analyze whether to use pre-built apps or develop custom objects and workflows.