

Project: Logistics & Shipment Tracking System

Phase 1: Problem Understanding & Industry Analysis

1. Problem Statement

- Shipment tracking in logistics is often managed manually through spreadsheets and phone calls, which is time-consuming, error-prone, and lacks real-time visibility.
- Customers do not receive timely updates about shipment progress, leading to dissatisfaction and increased support calls.
- Drivers and logistics managers struggle with inefficient communication and limited insights into delivery performance.

2. Objectives

- Build a Salesforce-based system to track and monitor shipments in real-time.
- Automate customer notifications for shipment progress and delivery status.
- Provide drivers with a simple mobile interface to update shipment details.
- Generate performance dashboards for logistics managers to analyze delivery efficiency.

3. Stakeholder Analysis

- **Logistics Manager:** Needs dashboards for shipment tracking and KPIs.
- **Drivers:** Want a simple mobile interface to update shipment status.
- **Customer Service Reps:** Need quick access to shipment details for resolving queries.
- **Customers:** Expect timely updates and proof of delivery.

4. Business Process Mapping

- **Current (AS-IS):** Manual tracking via spreadsheets and phone calls, limited visibility, no automated updates. **Future (TO-BE):** Centralized Salesforce CRM system with automated tracking, notifications, and dashboards.

5. Industry-specific Use Case Analysis

- Real-time shipment visibility across checkpoints.
- Exception management for delays or failed deliveries.
- Performance monitoring of drivers and delivery times.
- Automated notifications to reduce customer support calls.

6. AppExchange Exploration

- Explore Salesforce AppExchange apps for:
 - Fleet and driver management.
 - Shipment tracking integrations.
 - SMS/Email notification services.
 - Analytics and reporting dashboards.