**Salesforce Project Implementation Phases with Concepts (Admin + Developer)**

**Problem Statement:**

Most online retailers handle thousands of orders daily. While the ordering and payment process is streamlined, **after-sales support**—returns, replacements, refunds, warranty claims, and customer complaints—is often managed across multiple disconnected tools (email inboxes, spreadsheets, warehouse apps, and third-party couriers).

This fragmentation creates several issues:

* Customer service agents have **no single view** of the customer’s order history, return status, or previous complaints.
* **Manual creation of return labels** and tracking of replacements causes delays and errors.
* Refund approvals and credits often require **multiple departments**, slowing resolution.
* Management cannot easily measure **turnaround times**, refund leakage, or customer satisfaction after an issue.

As a result, customers experience inconsistent communication, slower refunds, and reduced trust in the brand, which directly impacts repeat sales and retention.

**Proposed Solution (Salesforce CRM-Based):**

Implement a **Salesforce E-Commerce After-Sales Support CRM** to centralize and automate all post-purchase interactions.

Key capabilities:

* **Unified Customer Case Management:** Store all return, replacement, and warranty claims in Salesforce tied to the original order and customer profile.
* **Automated Return Label Generation:** Integrate with shipping carriers to automatically issue and track return labels.
* **Refund & Replacement Workflow:** Use Salesforce flows/approval processes to route refund approvals to finance and trigger replacement orders automatically.
* **Customer Communication Automation:** Send SMS/email updates at each stage—return received, refund approved, replacement shipped.
* **Knowledge Base & Self-Service Portal:** Allow customers to initiate returns or track status themselves, reducing call center load.
* **Analytics & Dashboards:** Real-time dashboards on average resolution time, refund volumes, top reasons for returns, and customer satisfaction scores.

1. **Requirement Gathering – Objectives & Activities**

**Objectives:**

* Identify current after-sales workflows (returns, refunds, replacements).
* Understand pain points faced by agents, finance, warehouse, and customers.
* Define data and system integration needs (orders, payments, carriers).
* Establish clear business goals for the CRM (speed, transparency, reporting).

**Activities:**

* Interview key stakeholders (customer service, warehouse, finance, marketing).
* Review existing tools, SOPs, and reports.
* Map the “as-is” process flow for returns/refunds/replacements.
* Collect sample data (orders, complaints, refund timelines) for analysis.
* Document functional and integration requirements for Salesforce.

1. **Stakeholder Analysis**

**Objective:**  
To clearly identify the **key people and groups** who will use, manage, or be impacted by the new Salesforce CRM, understand their roles, expectations, and pain points. This ensures the system is designed to meet real-world needs and you know whose input matters most during design and testing.

**Key Stakeholders:**

* **Customer Service Agents** – handle customer calls, emails, and chats; need one view of orders/returns.
* **Warehouse / Logistics Team** – receive returned items, trigger replacements, need automated notifications.
* **Finance / Accounts Team** – approve and process refunds or credits; need faster, trackable workflows.
* **IT / Salesforce Admin Team** – maintain the system, manage integrations with order platform, payment gateway, and carriers.
* **Marketing / Customer Experience Team** – analyze after-sales data to improve offers and retention.
* **Operations / Management** – want dashboards on turnaround time, refund leakage, and customer satisfaction KPIs.
* **End Customers** – initiate returns/replacements and receive updates; expect transparent self-service.

1. **Business Process Mapping**

**Objective:**  
To visualize the existing (“as-is”) after-sales support workflow, identify bottlenecks and manual tasks, and prepare for designing the improved (“to-be”) Salesforce process.

**Current Process**

1. **Customer initiates return/replacement** by email, phone call, or a simple web form.
2. **Customer service agent logs the request** manually in a spreadsheet or basic ticketing system.
3. **Return label** is created manually or via a separate courier portal and emailed to the customer.
4. **Warehouse receives returned item** and updates another system (or emails the agent).
5. **Finance team approves refund** or issues credit manually after checking order details.
6. **Replacement items** are dispatched manually and tracked separately.
7. **Customer updates** (status of return/refund) are sent ad-hoc by email or not at all.
8. **Reporting** on turnaround time, refund leakage, or reasons for returns is compiled manually once a month.

**Pain Points**

* **Fragmented systems:** Order data, returns, refunds, and shipping are in different tools with no single view.
* **High manual effort:** Agents re-enter order and customer details multiple times; warehouse and finance update separately.
* **Slow customer communication:** No automated SMS/email at each stage; customers call back for status.
* **Errors and delays:** Return labels or refund approvals often go to wrong people or are lost in email.
* **Poor visibility:** Managers cannot see real-time KPIs (resolution time, return reasons, customer satisfaction).
* **Limited self-service:** Customers cannot track returns or refunds themselves easily.

1. **Industry-Specific Use Case Analysis**

**Objective :**  
To study how leading e-commerce businesses manage after-sales support, so you can incorporate proven practices and competitive features into your Salesforce solution.

**Activities:**

* Research how top online retailers (Amazon, Flipkart, etc.) manage returns/refunds.
* Identify features or standards (return portals, automated refunds) to include in your CRM design.

1. **AppExchange Exploration**

**Objective:**  
To explore prebuilt Salesforce apps and integrations (for shipping, refund processing, chatbots, etc.) that can reduce development time, cost, and risk instead of building everything from scratch.

**Activities:**

* Search AppExchange for return management, shipping label generation, and payment/refund integrations.
* Evaluate reviews, pricing, and compatibility with your Salesforce edition.
* Shortlist apps that meet core requirements for pilot testing.

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