**Ashok Motors — Dealership & After-Sales CRM**

**⭐Problem statement-**

**🔹Ashok Motors needs a CRM to manage leads, test-drives, vehicle sales, service bookings and warranty claims. Goals: increase lead→sale conversion, reduce service turnaround time, and provide dashboards + simple AI suggestions for customers.**

**⭐Requirement Gathering-**

**🔹Lead Management: Customer enquiry → Lead capture → Assign to dealer.**

**🔹Test-Drive Scheduling: Online/offline test-drive booking.**

**🔹Opportunity & Sales Tracking: Lead → Opportunity → Sale → Invoice.**

**🔹Service Appointment Management: Vehicle servicing's schedule aur SLA track .**

**🔹Warranty Claim Tracking: Vehicle warranty claim and approval/rejection.**

**🔹Dashboards & Reports: Sales conversion for Manager , service performance reports.**

**🔹Basic Automation: Lead assignment, service reminders, discount approval process.**

**⭐Stakeholders list-**

**🔹Dealer Manager (needs sales dashboard)**

**🔹Sales Rep (needs leads & test-drive schedule)**

**🔹Service Agent (needs appointments & SLA)**

**🔹Customer (books test-drive & service)**

**🔹Admin (manages users & data)**

**⭐Business process mapping-**

**🔹Customer inquiry → Lead created → Assign to Dealer → Test-drive scheduled → Convert to Opportunity → Close → Create Invoice → After sale service booking → Warranty claim workflow.**

**⭐Industry-Specific Use Case Analysis-**

**🔹Lead Management (automobile inquiry handling)**

**🔹Test Drive scheduling & tracking**

**🔹Vehicle Sales (discount approval + invoice)**

**🔹After-Sales Service (appointment + SLA)**

**🔹Warranty Claims workflow**

**🔹Dealer Performance dashboard**

**⭐AppExchange Exploration-**

**🔹Salesforce Scheduler → Test Drive & Service appointment scheduling**

**🔹Field Service Lite → Field assignment for Service Agents**

**🔹DocumentSign → Vehicle sales contracts me e-signature**

**🔹Salesforce Surveys → Customer feedback collection**

**🔹Einstein Next Best Action → AI-based recommendations**