

**SARASWATHY COLLEGE OF ENGINEERING &
TECHNOLOGY.**

Olakkur,tindivanam – 606 305

**DEPARTMENT OF COMPUTER SCIENCE AND
ENGINEERING.**

BACHELOR OF ENGINEERING

2024 - 2025

**FIFTH SEMESTER
CRM APPLICATION TO MANAGE THE MALL**

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Mall Management CRM System

1. Project Overview

This project focuses on creating a CRM application tailored to manage mall operations. The objective is to address challenges in managing tenant relationships, customer interactions, and event planning within the mall. The goal is to deliver a comprehensive solution by leveraging Salesforce technology to streamline operations, improve tenant management, and enhance customer experience. Through this project, we aim to enhance operational efficiency, data accuracy, and support long-term growth for the mall's management team.

2. Objectives

Business Goals:

- Improve tenant and customer relationship management within the mall.
- Increase customer retention and engagement through personalized communication.
- Enhance efficiency in managing mall events, promotions, and tenant feedback.

Specific Outcomes:

- CRM system that provides real-time data and insights on tenant occupancy, revenue, and customer preferences.
- Streamlined communication with tenants and customers.
- Detailed analytics for mall traffic and event success.

3. Salesforce Key Features and Concepts Utilized

- Salesforce Service Cloud for managing tenant support requests.
- Salesforce Marketing Cloud for targeted customer communication.
- Salesforce Data Models to organize tenant, customer, and event data.
- Custom Apex Classes and Triggers for automating routine tasks.

4. Detailed Steps to Solution Design

1. Data Model Design:

Create custom objects for tenants, stores, customers, and events.

Establish relationships between objects (e.g., link tenants to specific stores).

2. User Interface Design:

Design user-friendly dashboards for mall managers to access tenant and customer data.

Create forms for tenants to submit requests and for customers to provide feedback.

3. Business Logic:

Implement triggers and automation to notify mall staff of any issues or requests.

Design workflows for tenant onboarding and event scheduling.

5. Testing and Validation

Unit Testing for Apex Classes and Triggers to ensure functionality.

User Interface Testing to confirm that mall management staff can navigate and utilize all system features effectively.

6. Key Scenarios Addressed by Salesforce in the Implementation Project

- Managing tenant requests and lease renewals.
- Tracking customer feedback and preferences.
- Scheduling and tracking mall events and promotions.
- Analyzing mall traffic and customer engagement through reports.

7. Conclusion

Summary of Achievements:

The CRM system successfully improved the management of tenant relationships, optimized customer engagement, and provided valuable insights through data analytics. The system has enhanced operational efficiency, supported effective communication, and contributed to the mall's growth and customers satisfaction.

Thanking you!..