Event Venue CRM Project

Problem Statement :

Event venue businesses often face significant challenges in managing bookings, availability, and customer interactions due to the lack of an integrated system. Relying on spreadsheets, phone calls, or disconnected tools leads to issues like double bookings, manual errors in cost calculations, delayed approvals for high-value events, and poor visibility into venue utilization and revenue. These inefficiencies not only reduce operational effectiveness but also impact customer satisfaction and revenue growth. To address this, the goal is to build a custom Salesforce-based Event Venue Booking CRM that allows the business to manage venue inventory, track real-time availability, automate booking approvals, calculate total booking costs, send confirmation emails, and provide actionable insights through reports and dashboards—all within a centralized and scalable platform.