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| Use case | Description |
| Customer Account Creation | Customers register by entering personal details like name, contact, and driver's license information. Upon successful account creation, they receive a confirmation email. |
| Vehicle Search and Reservation | Customers search and filter available cars by type, seating capacity, and price. The system displays a rental quote once a vehicle is selected. |
| Vehicle Pickup and Identity Verification | Staff verify customer identity and reservation details before handing over the vehicle to the customer. |
| Vehicle Return and Condition Logging | The fleet manager inspects the vehicle, noting its condition, fuel level, and any maintenance needs, and updates the system accordingly. |
| Feedback Submission | After a rental, customers are prompted to submit feedback regarding their experience, which is linked to their rental history. |
| Loyalty Program and Rewards Tracking | The system tracks loyalty points for customer rentals, allowing the CRM manager to offer discounts and incentives based on accumulated points. |
| Customer Reservation History Access | Customers can view their reservation history and modify or cancel future bookings through their account. |
| Reporting and Analytics Generation | Administrators generate reports on metrics such as revenue, vehicle usage, and customer feedback for decision-making purposes. |