

# Project Overview

**Project Title:** *CinemaSwift – Movie Booking & Customer Engagement Platform*

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## Project Overview

- **Industry: Entertainment & Media**
- **Project Type:** B2C Salesforce CRM Implementation
- **Target Users:** Customers, Theater Managers and Ticketing Staff
- **Problem Statement:** Movie theaters often rely on manual ticket counters or scattered booking systems to manage ticket sales and seat allocations. This leads to long queues, overbookings, poor customer engagement, and limited insights on show occupancy. They require a centralized Salesforce CRM to manage bookings, track seat availability, send automated notifications, run loyalty programs, and generate real-time analytics for theater managers and marketing teams.
- **Use Cases:**
  1. **Customer Management:** Store customer details, bookings, and loyalty points.
  2. **Seat Management:** Book tickets, select seats, and manage availability.
  3. **Customer Engagement:** Send alerts, reminders, and promotional offers.
  4. **Reports & Analytics:** Track ticket sales, occupancy, and customer trends.

## Phase 1: Problem Understanding & Industry Analysis

- 1. Requirement Gathering:** Conduct sessions with theater managers, ticketing staff, and customers to identify challenges in manual ticket booking, seat allocation, and customer service.
- 2. Stakeholder Analysis:**
  - Customers → Need easy online ticket booking, seat selection, and notifications.
  - Theater Managers → Need dashboards to monitor ticket sales, occupancy, and revenue trends
  - Ticketing Staff → Need tools to manage on-site ticket sales, cancellations, and booking updates efficiently.
- 3. Business Process Mapping:** Document current manual ticketing process and design the “to-be” Salesforce automated workflow.
- 4. AppExchange Exploration:** Explore apps for payment integration, email/SMS notifications, and loyalty management.