

Trip Advisor e-Management using Salesforce

1. Project Overview

This project focuses on building a comprehensive e-management solution for Trip Advisor, designed to streamline operations and enhance user engagement. By leveraging Salesforce's advanced features, the aim is to improve operational efficiency, enhance the customer experience, and provide real-time insights for better decision-making.

2. Objectives

- **Business Goals:**
 - Automate customer interaction workflows.
 - Improve the efficiency of trip management processes.
 - Increase user satisfaction through personalized recommendations.
- **Specific Outcomes:**
 - Deployment of a centralized CRM system.
 - Integration with third-party services for seamless trip planning.
 - Implementation of analytics for performance tracking.

3. Salesforce Key Features and Concepts Utilized

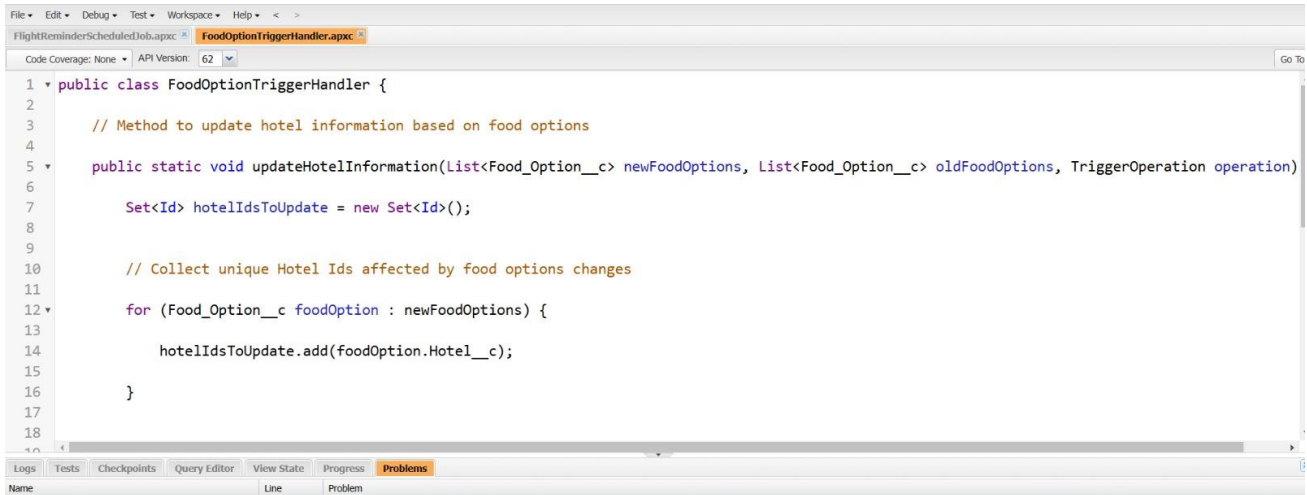
- **Salesforce Service Cloud:** For managing customer interactions.
- **Salesforce Marketing Cloud:** For personalized marketing campaigns.
- **Automation Tools:** Including Flow Builder and Process Builder for workflow automation.
- **Custom Reports s Dashboards:** For real-time monitoring and insights.

4. Detailed Steps to Solution Design

- **Data Models:** Define custom objects such as "Trips," "Destinations," and "User Feedback."
- **User Interface:** Develop a user-friendly layout with Salesforce Lightning Design System.
- **Business Logic:** Automate trip booking confirmations and feedback collection via Apex triggers.
- **Integration:** Establish API connections with external travel databases.

5. Testing and Validation

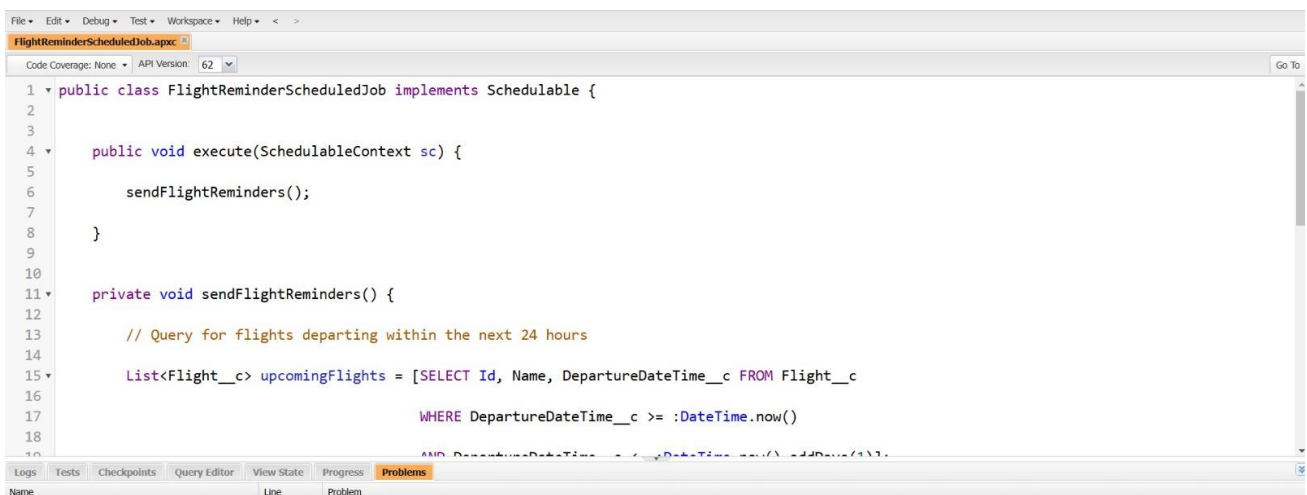
- **Unit Testing:** Conduct comprehensive testing of custom Apex classes and triggers.
- **User Interface Testing:** Verify the usability and responsiveness of the custom UI components.



```

1 public class FoodOptionTriggerHandler {
2
3     // Method to update hotel information based on food options
4
5     public static void updateHotelInformation(List<Food_Option__c> newFoodOptions, List<Food_Option__c> oldFoodOptions, TriggerOperation operation)
6
7         Set<Id> hotelIdsToUpdate = new Set<Id>();
8
9
10    // Collect unique Hotel Ids affected by food options changes
11
12    for (Food_Option__c foodOption : newFoodOptions) {
13
14        hotelIdsToUpdate.add(foodOption.Hotel__c);
15
16    }
17
18

```



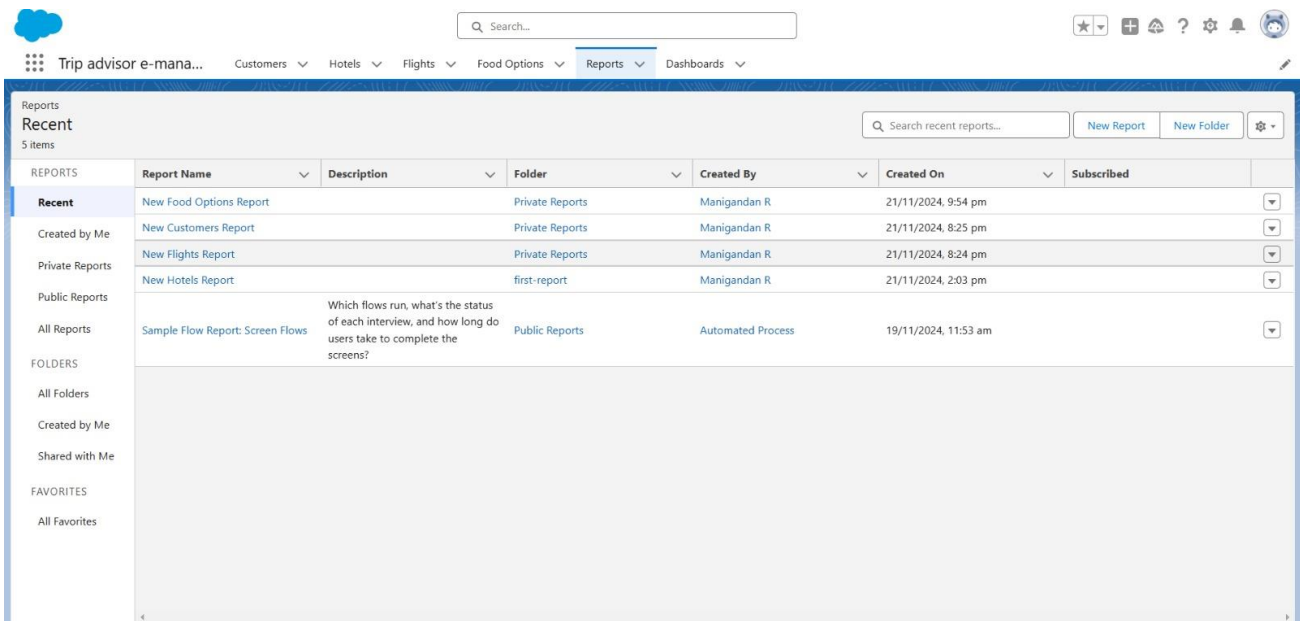
```

1 public class FlightReminderScheduledJob implements Schedulable {
2
3
4     public void execute(SchedulableContext sc) {
5
6         sendFlightReminders();
7
8     }
9
10
11    private void sendFlightReminders() {
12
13        // Query for flights departing within the next 24 hours
14
15        List<Flight__c> upcomingFlights = [SELECT Id, Name, DepartureDateTime__c FROM Flight__c
16
17                                           WHERE DepartureDateTime__c >= :DateTime.now()
18
19                                           AND DepartureDateTime__c < :DateTime.now().addDays(1)];

```

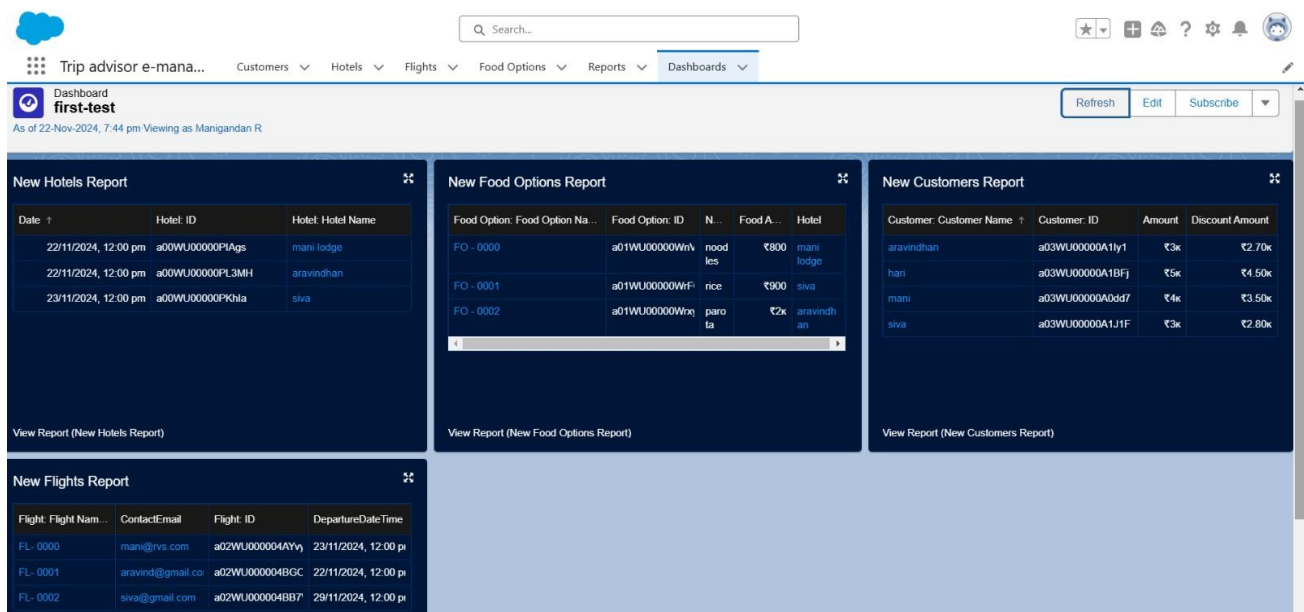
6. Key Scenarios Addressed by Salesforce in the Implementation

- Booking and managing trips.
- Sending personalized offers and updates.
- Collecting and analyzing customer feedback.
- Providing 24/7 support through automated chatbots and ticket management.



The screenshot shows the Salesforce Reports interface. The top navigation bar includes a search bar and various utility icons. The main content area displays a list of reports under the 'Recent' tab. The reports are organized into a table with columns for Report Name, Description, Folder, Created By, Created On, and Subscribed. The reports listed include 'New Food Options Report', 'New Customers Report', 'New Flights Report', 'New Hotels Report', and 'Sample Flow Report: Screen Flows'.

| REPORTS | Report Name | Description | Folder | Created By | Created On | Subscribed |
|-----------------|----------------------------------|---|-----------------|-------------------|----------------------|------------|
| Recent | New Food Options Report | | Private Reports | Manigandan R | 21/11/2024, 9:54 pm | |
| Created by Me | New Customers Report | | Private Reports | Manigandan R | 21/11/2024, 8:25 pm | |
| Private Reports | New Flights Report | | Private Reports | Manigandan R | 21/11/2024, 8:24 pm | |
| Public Reports | New Hotels Report | | first-report | Manigandan R | 21/11/2024, 2:03 pm | |
| All Reports | Sample Flow Report: Screen Flows | Which flows run, what's the status of each interview, and how long do users take to complete the screens? | Public Reports | Automated Process | 19/11/2024, 11:53 am | |



The screenshot shows the Salesforce Dashboards interface. The top navigation bar includes a search bar and various utility icons. The main content area displays a dashboard titled 'Dashboard first-test' with a refresh button. The dashboard contains four report tiles: 'New Hotels Report', 'New Food Options Report', 'New Customers Report', and 'New Flights Report'. Each tile displays a table of data.

| Date | Hotel: ID | Hotel: Hotel Name |
|----------------------|-----------------|-------------------|
| 22/11/2024, 12:00 pm | a00WU00000PIAgs | mani lodge |
| 22/11/2024, 12:00 pm | a00WU00000PL3MH | aravindhan |
| 23/11/2024, 12:00 pm | a00WU00000PKhia | siva |

| Food Option: Food Option Na... | Food Option: ID | N... | Food A... | Hotel |
|--------------------------------|-----------------|------|-----------|-------------|
| FO - 0000 | a01WU00000WmV | nood | les | mani lodge |
| FO - 0001 | a01WU00000Wrf | rice | ₹900 | siva |
| FO - 0002 | a01WU00000Wbx | para | ₹2k | aravindh an |

| Customer: Customer Name | Customer: ID | Amount | Discount Amount |
|-------------------------|-----------------|--------|-----------------|
| aravindhan | a03WU00000A1y1 | ₹3k | ₹2.70k |
| han | a03WU00000A1Bfj | ₹5k | ₹4.50k |
| mani | a03WU00000A0dd7 | ₹4k | ₹3.50k |
| siva | a03WU00000A1J1F | ₹3k | ₹2.80k |

| Flight: Flight Nam... | ContactEmail | Flight: ID | DepartureDate/Time |
|-----------------------|------------------|----------------|----------------------|
| FL- 0000 | mani@rns.com | a02WU000004AYy | 23/11/2024, 12:00 pm |
| FL- 0001 | aravind@gmail.co | a02WU000004BGC | 22/11/2024, 12:00 pm |
| FL- 0002 | siva@gmail.com | a02WU000004BB7 | 29/11/2024, 12:00 pm |

7. Conclusion

- **Summary of Achievements:**
 - Implemented a robust e-management platform tailored for Trip Advisor.
 - Improved customer satisfaction rates through personalized services.
 - Streamlined trip planning processes, saving significant time and resources.