

TRAIN BOOKING MANAGEMENT SYSTEM

PROBLEM STATEMENT :

Railway ticket booking systems face several challenges in managing high volumes of customer interactions, manual reservation processes, frequent booking errors, and delays in handling customer service requests. These issues lead to poor customer satisfaction, inefficient resource usage, and operational bottlenecks. Additionally, customers expect fast, automated responses and personalized service in a digital-first environment.

There is a need for a robust, automated solution that integrates CRM capabilities with intelligent AI-powered customer support to address these problems. By leveraging Salesforce as the platform backbone and integrating AI AgentForce, the system will reduce manual effort, improve booking accuracy, offer intelligent assistance 24/7, and provide actionable insights for better decision-making.

KEY OBJECTIVES :

1. Automate train ticket booking and cancellation workflows.
2. Integrate AI-powered chatbot (AgentForce) to handle customer inquiries and booking assistance.
3. Provide real-time train schedule updates and ticket availability.
4. Implement Salesforce dashboards for management to track booking trends and customer satisfaction.
5. Enhance personalization by suggesting travel plans based on user history and preferences.