

# Problem-Solution Fit

## Problem

Public transport organizations face challenges in efficiently managing large volumes of operations, such as:

- Manual processes for handling bus schedules, fares, and ticketing.
- Lack of real-time insights into trip and employee performance.
- Poor customer experience due to delays and uncoordinated operations.
- Fragmented systems leading to duplicate data and inefficiencies.
- Difficulty in generating actionable reports for administrative decisions.

## Solution

Develop a Salesforce-based CRM application that streamlines transport operations by:

- Automating employee, bus, trip, and station management using Salesforce custom objects and flows.
- Enabling centralized fare and route tracking.
- Providing dashboards for real-time monitoring and reporting.
- Enhancing service delivery and responsiveness through automation and validation rules.
- Offering scalability and cloud access via Salesforce platform.



## Why It Works (Fit)

- **Ease of Use:** Salesforce's intuitive UI and customizable layouts reduce onboarding time for users.
- **Automation:** Minimizes human errors and saves time via triggers, flows, and process builders.
- **Data Visibility:** Dashboards and reports offer clear insights into performance and operations.
- **Scalability:** Salesforce scales with increased data and user volume without major infrastructure changes.
- **Stakeholder Satisfaction:** Admins, employees, and executives have tailored access to data and functionality.