Business Case Document for

Cross Country Travels

Version 1.0

Document Version History

Version	Change Description	Changed By	Date
1.0	Draft	Project Team	28/03/2023

Contents

Introduction

Cross-Country Travels (CCT) is a road transport company operating in West Africa, providing luxurious bus, minibus, and car travel for inter-country and intra-country travel. The company has been facing a drop in bookings due to changes in customer behavior and financials. They have identified that new customers prefer to book online and require the option to spread payments to ease the financial burden of making full payments at once. Additionally, some customers require the ability to book their travel in advance to plan properly. In response, CCT has enlisted the help of Digital Echoes to design and build an Online Booking System that caters to these customers' needs. The system will enable customers to book travel online, reduce processing time at bus stations through online check-ins, provide payment options, and attract new generations of customers. This project requires a comprehensive approach to ensure successful delivery, including gathering requirements, defining scope, developing the architecture, designing the user interface, developing and testing the system, deployment, staff training, and continuous monitoring and maintenance.

Template with Example

1. Executive Summary

Cross-Country Travels (CCT) is a West African road transport company offering luxurious inter and intra-country travel services. CCT has experienced a decline in bookings due to changes in customer behavior and financials. To address this issue, CCT has partnered with Digital Echoes to develop an Online Booking System that will allow customers to book travel online, provide payment options, and allow for online check-ins, attracting new customers.

This project requires a comprehensive approach to ensure successful delivery, including gathering requirements, defining scope, developing the architecture, designing the user interface, developing and testing the system, deployment, staff training, and continuous monitoring and maintenance.

The system will allow customers to make reservations, select their preferred travel mode, and make payments in instalments. The Online Booking System will be developed using modern web technologies, providing an easy-to-use interface for customers to book and manage their travel plans. The system will also include an administration dashboard to manage reservations, vehicles, and payment records.

 The project team will consist of developers, designers, project managers, and quality assurance engineers. The team will work closely with CCT to ensure that the Online Booking System meets their requirements and integrates smoothly with their existing systems. Upon successful implementation of the Online Booking System, CCT will be able to offer a convenient and seamless booking experience to customers, attract new generations of customers, increase bookings and revenue, and streamline their operations. The system will

also position CCT as a modern and innovative travel company that values customer satisfaction and convenience.

1.1. **The Issue** –

- CCT is currently facing some major challenges due to drop in bookings which has been linked to the company's current method of booking travel which is either in the office or over the phone.
- Customers also are only able to check in on the day of travel at the CCT bus office.
- The present mode of payment is by using the POS or via bank transfer which restricts customers who wants to make payment through other easier means without having to go to the office.

1.2. **The Outcome** –

Upon successful completion of the Online Booking System, Cross-Country Travels (CCT) will be able to provide a modern and convenient booking experience to their customers, addressing their needs for online booking, payment options, and advanced reservations. The system will reduce processing time at bus stations and improve the efficiency of CCT's operations. The Online Booking System will enable CCT to attract new generations of customers and win back old ones, increasing their bookings and revenue. Additionally, the system will provide valuable insights into customer behaviour and preferences through its reporting and analytics capabilities, enabling CCT to make data-driven decisions and improve their services. Overall, the successful implementation of the Online Booking System will position CCT as a modern and innovative travel company that values customer satisfaction and convenience and will help them remain competitive in the increasingly digitalized travel industry.

1.3. **The recommendation** –

The approach described in the business case explains how we will meet our objective of continuously improving our efficiency, reducing costs and capitalizing on our global presence. Some of the ways which implementing this proposed system in CCT will achieve these goals are –

- CCT should implement online booking and check in system so that Customers will find booking travels and check-in a lot easier, which will make them returning and long-term customer.

- CCT should provide a more flexible payment option especially payment by instalment so that Customers who prefer making payment this way will book travels a lot more as they are able to make payment the way it suits them.
- CCT should publish advance travel dates to enable customer book travels well in advance and plan properly.
- CCT should consider creating incentives for customers to help them increase their customer base and reach.

2. **Business Case Analysis Team** –

This table contains the team members who put the business case together.

Role	Name	E-mail	Telephone #
Project Sponsor	Frank Agoh	frank.agor@example.com	+1-2255-1465-227
Project Director	David Ageba	Dod@example.com	+1-2255-1465-227
Technical Analyst	Naheem Taiwo	mlchoi@example.com	+420-155-4789-226
Project Manger	Precious Njobuenwu	krach@example.com	+44-248-367-1186
Business Analyst	Tosin Babalola	sap@example.com	+972-54-6697-020
Development Team	Fred Olasele	ada@example.com	+91-0023-556-789

3. **Project Overview** –

CCT is working on developing an online booking system which will allow both new and old travellers to book their travels online easily without having to physically go to the office which is what is currently attainable. Likewise, the new system will avail the traveller's the flexibility of paying in instalment which is a welcome development as the only mode of payment was in full. This will not only attract new customers, it will also bring back old customers to the company.

It is however assumed that this online booking system will be flexible, user-friendly and bring about improvement and efficiency to CCT which will in turn improve profitability while reducing cost and time wastage.

Change we know is the only constant thing in life, but it does not come without challenges and resistance, in the case of CCT the needs of the customers will be met when Digital Echoes completes the project.

3.1. Goals –

All the business goals and their description ore outlined in the table below.

#	Business Goal	Description
1	To develop an Online Booking System	The online booking system will allow both new and old travelers to book their travels online at ease without having to physically go to the office or via phone call.
2	TO create an online check-in System	The online check-in system will enable travellers to check-in online and not only at the bus station which reduces the pressure at the bus station, increase efficiency and eliminate unnecessary delay.
3	Flexible payment option	The new flexible payment plan will improve the current limited payment option available, by allowing customers to pay in instalments, which gives the business a wider customer reach.
4	Increase customer base/revenue	Improving the company's mode of operation by introducing new and efficient customer friendly strategy to attract lost customers while gaining new ones.
5	Introduce E-payment Option	The new E-payment option will enable customers to make payment with ease thereby increasing the payment options. This will make the system more efficient and diverse.

3.2. Performance –

This section aims at ascertaining whether the project succeeded in its objectives by outlining the <u>business</u> measurement which will be used to gauge the goals.

#	Process / Service	Measurement
1	Online Booking	The system will increase the online booking by 70% thereby enabling the customers to make bookings at their own convenience which will improve the business efficiency as well as reducing customer wait time.
2	Online check-in	The new system will improve check-in time by 60% and improve turnaround time.
3	Flexible payment	This payment option will allow customers to make payments in instalments. This will increase the customer base by 50%
4	Productivity	The customer friendly policies and incentives will help to maintain existing customers while attracting new ones by 45%. The app developed will impact positively on time management with little or no error.
5	Electronic Payment	The electronic payment will increase the ROI by 20% thereby enhancing safety by reducing the risk of having excess cash.

3.3. Assumptions –

- There will be a 3-week training effort throughout the company on using the new system.
- Funding for the licenses and hardware is available.
- Major stakeholders will support and drive this project forward.
- No system customization will be required.
- The online ticketing system will be user-friendly and intuitive, allowing customers to easily navigate the process of purchasing tickets.
- The online ticketing system will enable flexible payments options.
- The online ticketing system will be secured and provide valuable customer data that can be used to improve marketing effort, increase customer satisfaction and new customers.
- The cost of implementing an online ticketing system will be offset by increased sales and reduced administrative costs.
- The online ticketing system will be able to handle high volume of ticket sales during peak periods.
- Staff and customers will prefer the convenience of purchasing tickets online rather than in person or over the phone.

3.4. Constraints –

- The project will be carried out internally, and no 3rd party vendors will assist.
- 5 new temporary positions will be opened for the sake of this project.
- Phasing out the legacy systems will be met by opposition by the unions.
- They will be technical infrastructural constraints as the project will require servers software, bandwidths etc
- Staff and customers will need to be trained or enlightened.
- Some customers may prefer traditional methods of purchasing tickets.
- Some customers may not have access to the required technology or may experience compatibility issues with their devices.

3.5. Major Milestones –

This section presents the major milestones of the project and their deadline dates. This list will grow if the project is approved.

#	MMS	Due Date
1	Approval of the Project	28-Mar-2023
2	Project Kick off	1-April-2023
3	Blueprint complete	13-April-2023
4	System build phase complete	25-May-2023
5	System implemented in pilot branch	01-June-2023
6	System implemented in entire company	15-June-2023

4. Cost Benefit Analysis –

The following table describes the net savings for the first year of using the new system –

#	Action	Type	Description	First Year Costs
1	Purchase 2 servers	Cost	The new system requires an upgrade of the servers	$25,000
2	Purchase 20 SAP Licenses	Cost	Each year we will need to pay for 20 licenses for the users. This may grow as the company expands	$15,000
3	Reduce staffing	Savings	The new system will allow to reduce 7 employees	-$10,000
4	Reduce Maintenance	Savings	The new standard system will no longer require specialized knowledge which is available through experts	-$10,000
5	Reduce Purchasing Costs	Savings	The new purchasing processes and bulk discounts.	-$8,000
Net First Year Savings				$12,000

Bottom Line: The above table comes to the conclusion that the first year of the new system will save our company $12,000.

5. Approvals –

This section requires the approvers to sign their names.

#	Approver Name	Title	Signature	Date
1	John Fesic	President	JF	28/03/2023
2	Kate Mulgrew	CEO	KM	28/03/2023
3	D.B. Penipacker	CFO	DP	28/03/2023