Phase 1: Problem Understanding & Industry Analysis

Project Title

Airline Management System

Salesforce-Based Flight Booking & Management Solution

Problem Statement

Airlines face challenges in managing flight schedules, booking processes, cancellations, and customer communication. Existing systems are often fragmented, causing delays, overbookings, and inefficiencies. Passengers expect real-time confirmations, while airline staff require centralized management of flights, passengers, and payments.

To address these issues, a Salesforce CRM-based Airline Management System is proposed to centralize data, automate bookings and notifications, and provide real-time reporting for management.

Requirement Gathering

• Passengers should be able to search, book, and cancel flights.

• Airline staff should manage flight schedules and availability.

• Payments and refunds must be tracked in real time.

• Automated notifications for booking confirmations, delays, and cancellations.

• Reports and dashboards for revenue, occupancy, and cancellations.

Core Objects Identified:

• Flight: Auto-generated Flight ID, Flight Name (e.g., Go-102), Airline Company (IndiGo, AirAsia, etc.), International/Domestic indicator.

• Flight Schedule: Source City, Destination City, Departure Date & Time, Arrival Time, Duration (auto-calculated).

• Booking: Booking ID, Linked Flight, Passenger Details, Seat Number, Status (Confirmed/Cancelled).

• Payment: Payment ID, Linked Booking, Amount, Method (Card, UPI, Wallet), Status (Paid/Refunded).

Objectives

• Centralize flight, passenger, booking, and payment data in Salesforce.

• Automate booking confirmations, cancellations, and seat availability updates.

• Provide a self-service portal for passengers.

• Enable real-time dashboards for airline management.

• Improve customer satisfaction with timely notifications.

Stakeholder Analysis

• Passengers: Search and book flights, manage cancellations, receive updates.

• Airline Staff: Manage flights, bookings, and passenger data.

• Finance Team: Track payments, refunds, and generate financial reports.

• Management: Monitor revenue, occupancy, and performance via dashboards.

• Travel Agents (Optional): Book tickets on behalf of passengers.

Business Process Mapping

Current Process:

• Manual flight updates through legacy systems.

• Passengers book tickets via agents or fragmented online systems.

• Seat availability updates are delayed, causing overbooking issues.

• Notifications for delays/cancellations are not automated.

Proposed Salesforce Process:

• Flights managed directly in Salesforce.

• Passengers book via a Salesforce-powered portal.

- Seat availability updated in real time.

- Automated booking confirmations and flight status updates.

- Management tracks revenue and occupancy via dashboards.

Industry-Specific Use Case Analysis

- Real-time seat utilization to reduce overbookings.

- Instant booking confirmations for passengers.

- Automated payment and refund tracking.

- Dashboards for performance insights.

- Competitive edge through better customer engagement.

AppExchange Exploration

- Travel Booking apps.

- Payment Gateway Connectors.

- SMS/Email Notification apps.

- Aviation Analytics dashboards.

Conclusion

The Airline Management System in Salesforce will modernize flight booking and management processes. By centralizing operations and automating workflows, it will reduce errors, improve customer experience, and give management real-time insights for decision-making.