

Travel Booking App

Phase 1: Problem Understanding & Industry Analysis

Problem Statement:

The travel booking process is fragmented, with delays in confirmations, reminders, and itinerary sharing. Agencies face challenges in tracking bookings, payments, and revenue insights. A Salesforce-based Travel Booking Application centralizes operations, automates updates, and provides dashboards to improve efficiency, customer satisfaction, and decision-making.

1. Requirement Gathering:

- Identify the need for a centralized system to manage Travelers, Trips, Bookings, and Payments.
- Capture customer expectations for timely booking confirmations, payment reminders, and itinerary sharing.
- Define agency requirements for dashboards, reports, and automation to improve decision-making.
- Ensure admin/agent requirements include easy data entry, real-time updates, and role-based access.

2. Stakeholder Analysis:

- **Travelers (End Users):** Require seamless booking experiences, timely reminders, and transparency in trip details.
- **Travel Agents (Frontline Staff):** Need a simplified process to manage bookings, track payments, and update records quickly.
- **Agencies (Business Owners):** Require insights into revenue, booking performance, and destination popularity for strategy building.
- **Managers (Decision Makers):** Need automation, reporting, and dashboards to oversee business processes and ensure efficiency.

3. Business Process Mapping:

- **As-Is (Current):**
 - Bookings and payments are handled manually or across scattered systems.
 - Reminders and itinerary updates are delayed or missed.
 - Revenue and performance tracking are limited due to lack of reporting tools.
- **To-Be (Proposed Salesforce Solution):**
 - Bookings, trips, and payments managed in a centralized Salesforce application.
 - Automated reminders and itinerary sharing using Flows.
 - Real-time status updates for travellers and agents.
 - Dashboards provide insights on revenue, top destinations, and pending payments.

4. Industry-Specific Use Case Analysis:

- **Scenario 1 – Booking Confirmation:**
Travelers require instant booking status updates to reduce uncertainty.
- **Scenario 2 – Payment Tracking:**
Agents need automated reminders to reduce manual follow-ups for pending payments.
- **Scenario 3 – Revenue Analysis:**
Agencies require dashboards to track income sources, top destinations, and seasonal trends.
- **Scenario 4 – Itinerary Automation:**
Travelers expect digital itineraries once their bookings are confirmed.

5. AppExchange Exploration:

- **Conga Composer** → Automate generation of travel itineraries, invoices, and confirmations.
- **Mailchimp for Salesforce** → Run targeted marketing campaigns and travel promotions.
- **Survey Force** → Collect structured traveller feedback post-trip.
- **Geopointe / Map Anything** → Visualize destinations and popular travel routes on maps.