Problem Statement:

Travel agencies often face challenges in managing customer bookings and available travel packages. Manual systems may lead to errors like double-bookings, unavailable slots, and poor tracking of customer history. A Salesforce-based Travel Booking System can automate these processes by tracking destinations, customers, and bookings efficiently while ensuring accurate slot availability.

Phase 1: Problem Understanding & Industry Analysis

1. Requirement Gathering

- Collect requirements from travel agents, managers, and customers.
- Identify needs like package management, booking automation, and real-time slot tracking.

2. Stakeholder Analysis

- **Customers**: Need accurate bookings, quick confirmations, and personalized offers.
- **Travel Agents**: Require easy tools to manage bookings and inquiries.
- **Managers/Admins**: Want dashboards for sales, slot availability, and customer trends.

3. Business Process Mapping

- Map existing manual workflows: inquiry → booking → confirmation → payment.
- Identify pain points (errors, delays, poor visibility).

4. Industry-specific Use Case Analysis

- Compare with best practices from leading online travel platforms.
- Benchmark customer experience expectations (instant booking, flexible rescheduling).

5. AppExchange Exploration

- Explore Salesforce AppExchange apps for:
    - Payment gateway integration.
    - SMS/email notifications.
    - Travel package management extensions.