

Capstone Project Report On "Travel application on Salesforce Technology"

Submitted by:

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Github Link: https://github.com/ashee4532/TravelApp.git

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Abstract

The Salesforce Travel App is a comprehensive travel management solution that helps travel agencies and tour operators streamline their business processes. The app offers a range of features that allow businesses to manage customer interactions, bookings, and payments. It also enables businesses to offer personalised travel packages to their customers, increasing customer satisfaction and loyalty.

The report highlights the benefits of using Salesforce technology for travel companies, including increased efficiency, improved customer experiences, and increased revenue. The technology's integration with Salesforce's Customer 360 platform allows travel companies to create a single view of the customer, which can help them better understand their customers' needs and preferences.

The travel app built on Salesforce technology is a web-based application that leverages data from multiple sources to provide personalised recommendations to customers. The app's seamless booking process, real-time updates, customer support, and loyalty programs make it a great choice for customers looking for convenient and enjoyable travel planning experiences.

Overall, this report provides valuable insights into the potential of Salesforce technology in the travel industry. It encourages travel companies to leverage this technology to improve customer experiences, increase customer loyalty, and drive revenue growth.

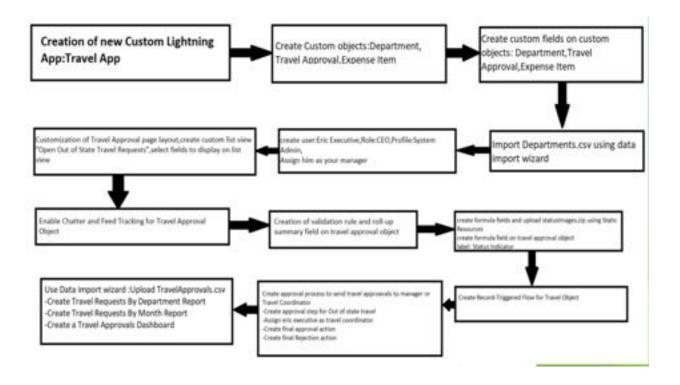
Introduction

Travel industry is one of the largest and most competitive industries in the world. With the rise of digitalisation, customers are now preferring to book their travel plans online, hence increasing the demand for travel apps. Salesforce technology has been used to develop a travel app that is aimed at providing seamless and personalised experiences to customers.

Travel is one of the largest industries in the world, and with the rise of technology, the travel industry has been transformed. Today, there are many travel apps that allow travellers to book flights, hotels, rental cars, and more from the comfort of their own home. Salesforce technology is a popular platform for building travel apps due to its robust features and scalability. In this report, we will discuss the benefits of using Salesforce technology to build a travel app, and how it can improve the overall customer experience.

The travel app built on Salesforce technology is a web-based application that allows customers to book their travel plans online. The app is designed to provide personalised experiences to customers by leveraging data about their preferences and behaviors. It is built using Salesforce's Customer 360 platform, which integrates data from multiple sources to create a single view of the customer

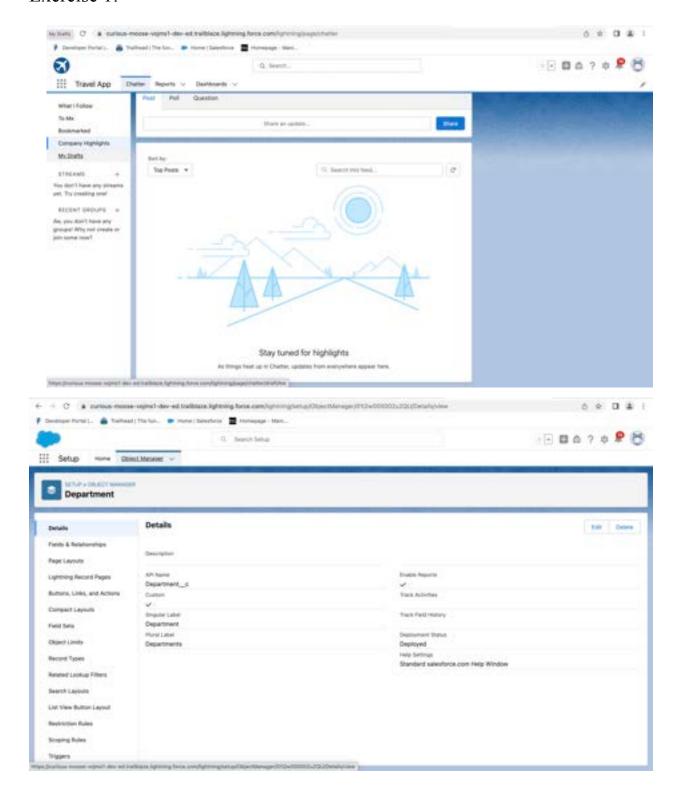
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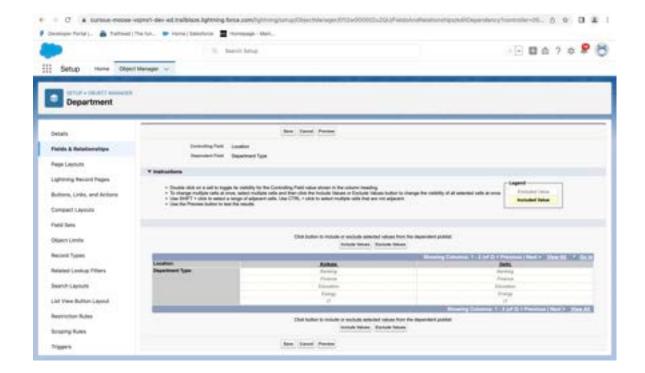


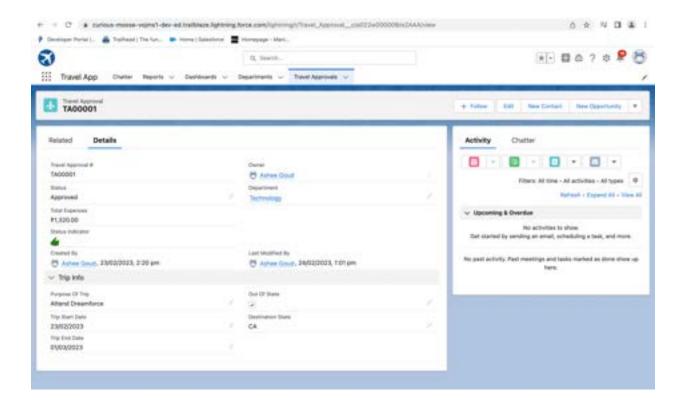
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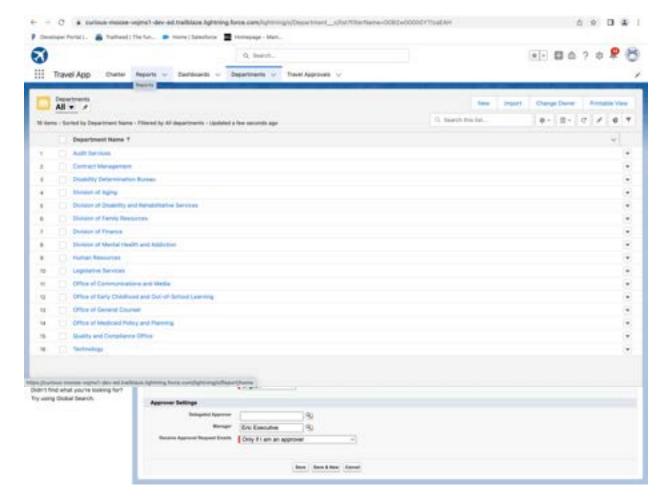
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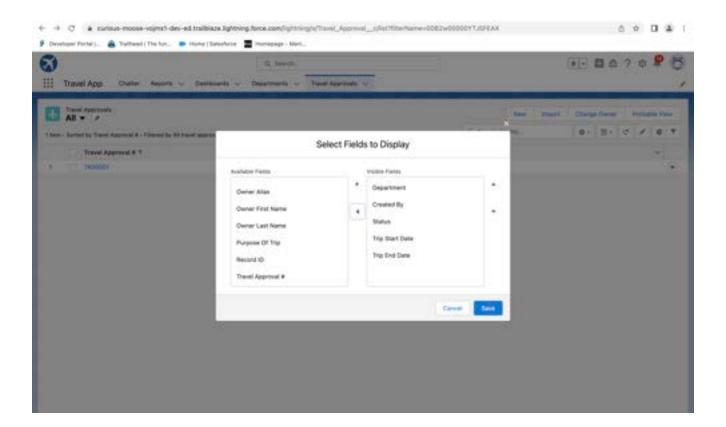


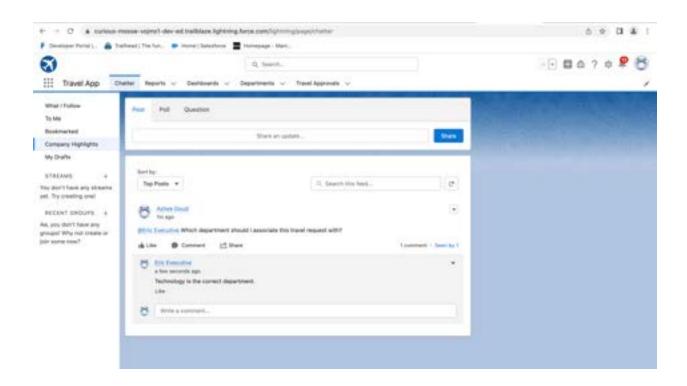


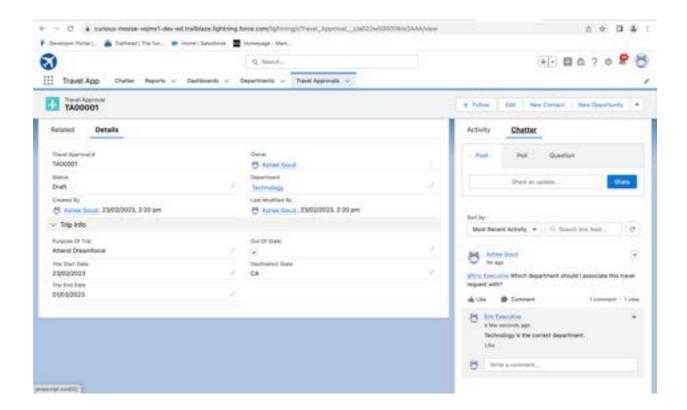




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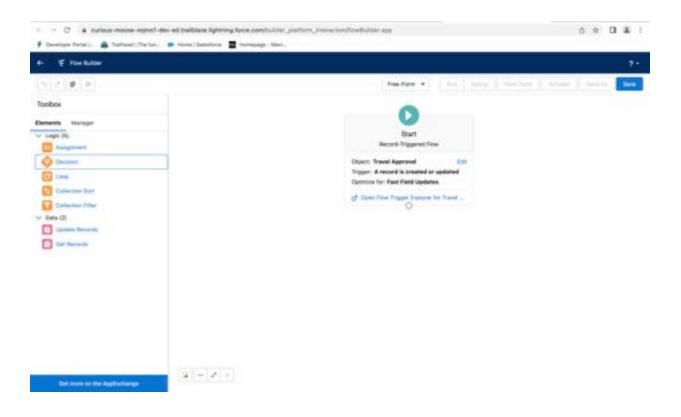


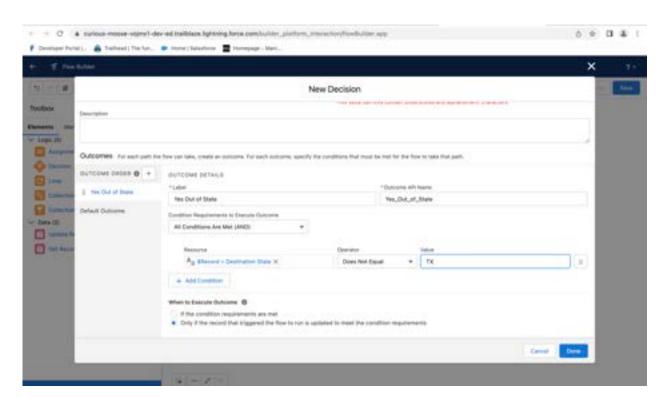


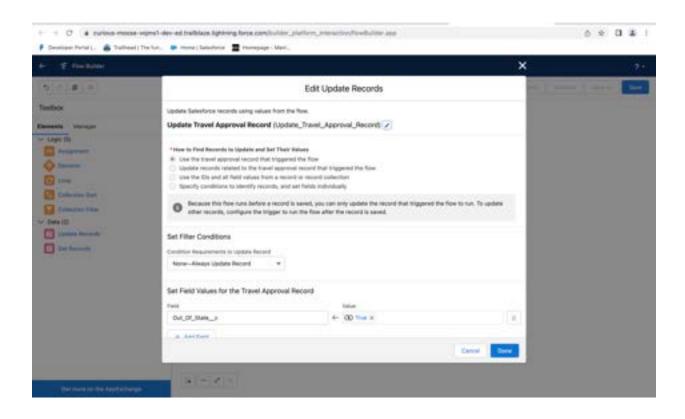


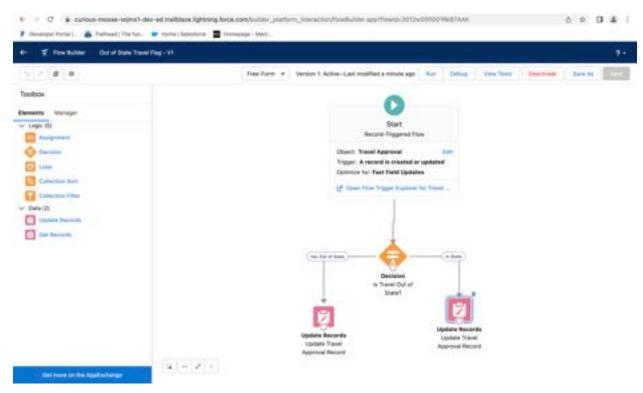
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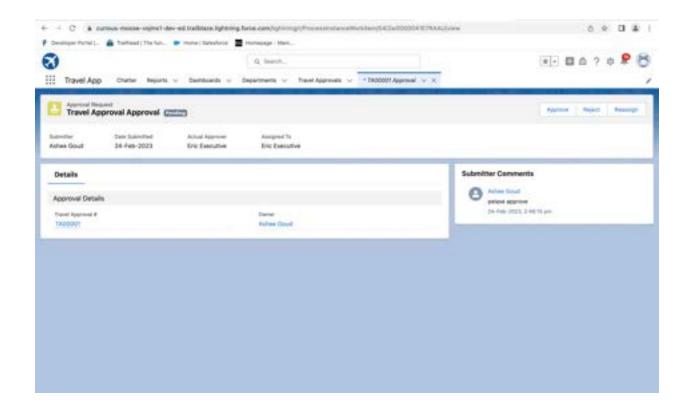
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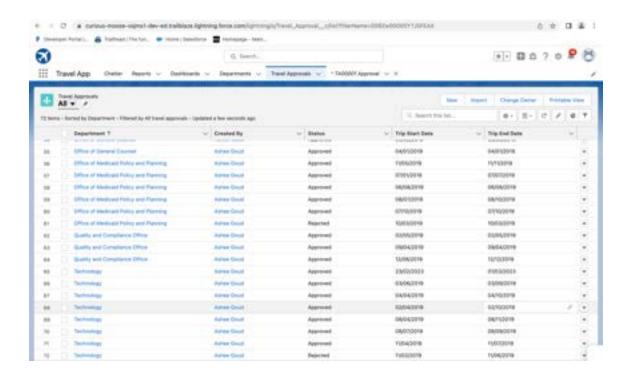


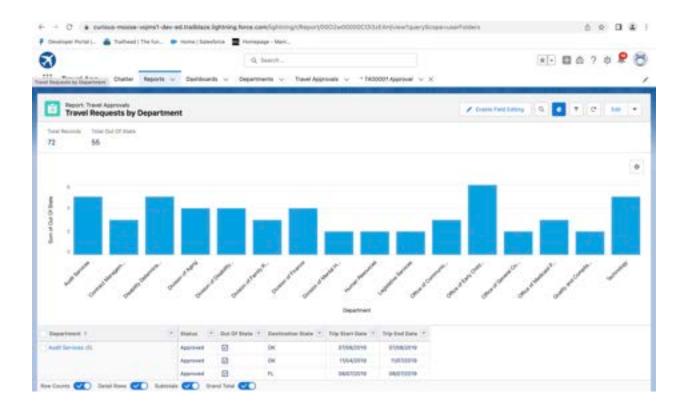


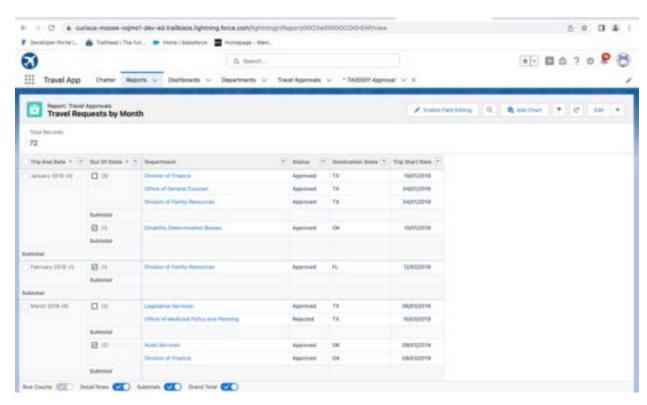


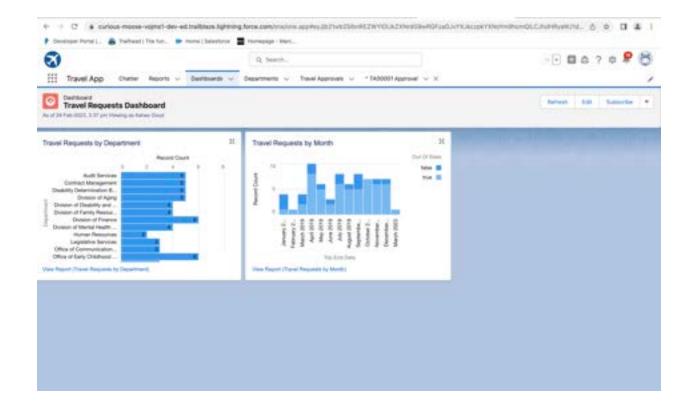


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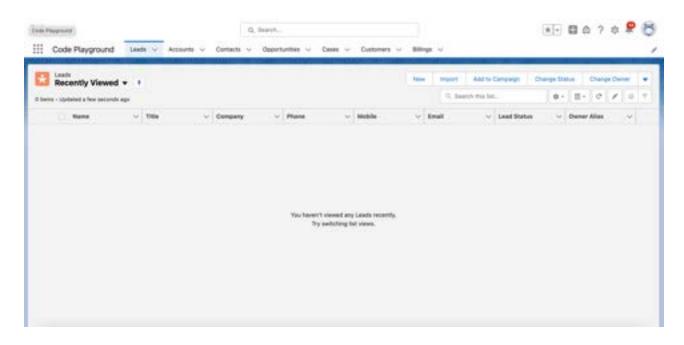




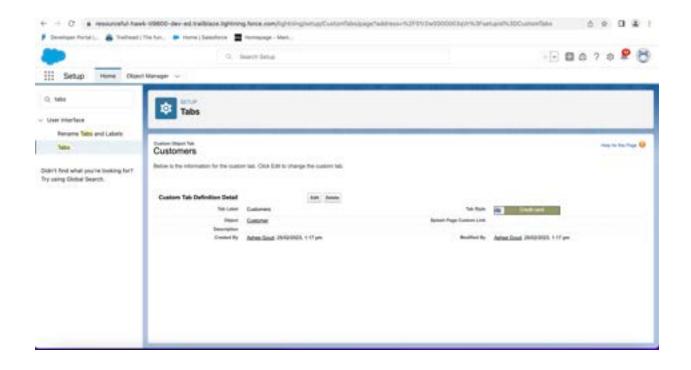


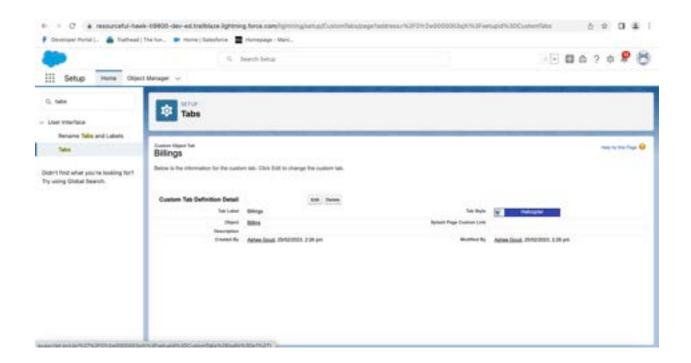
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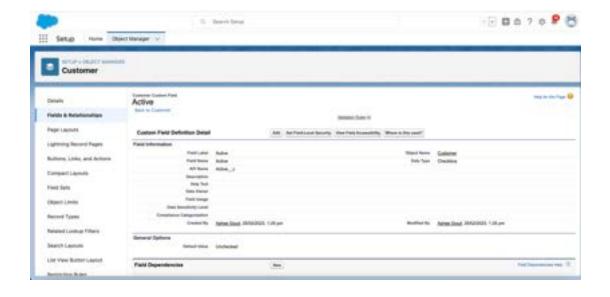
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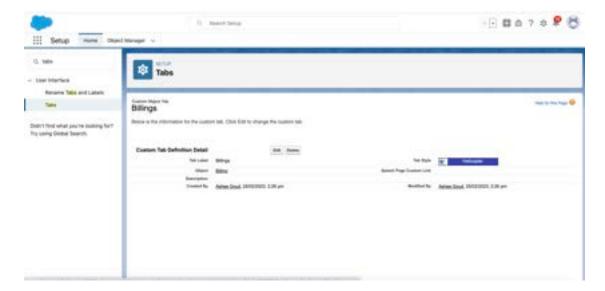




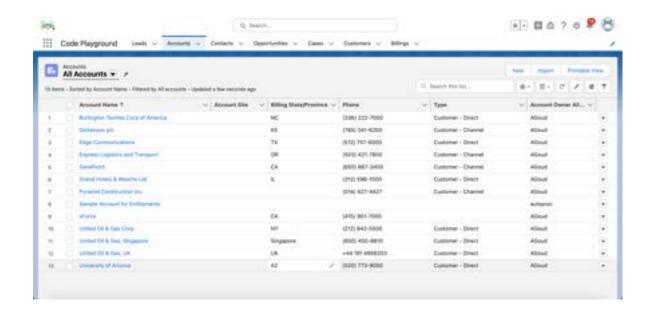


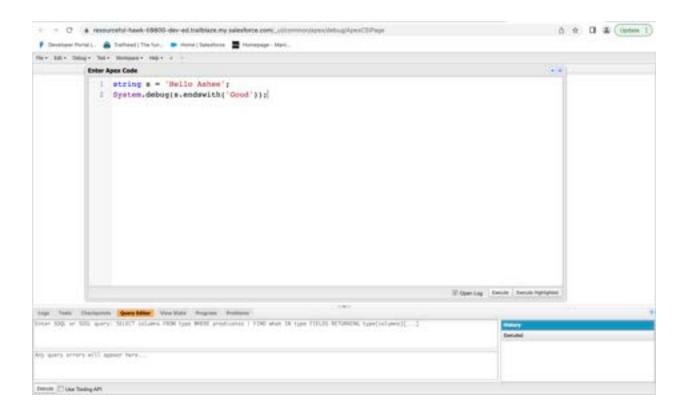


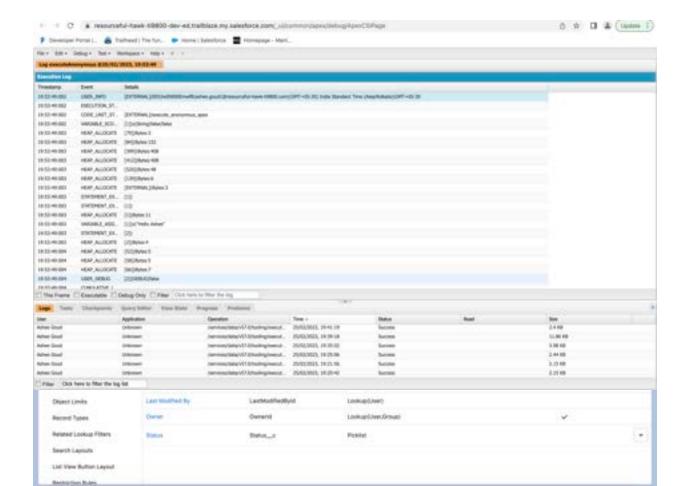


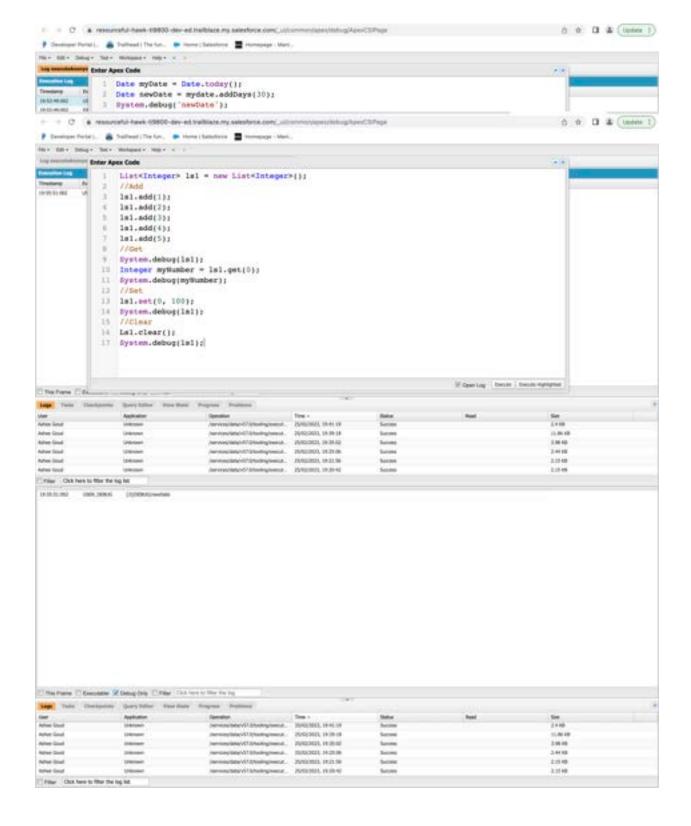


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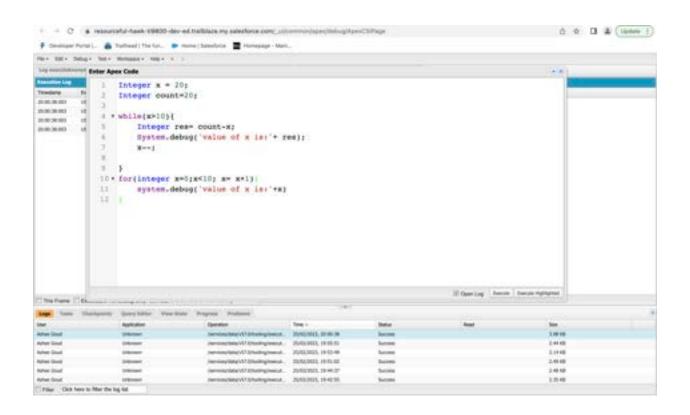


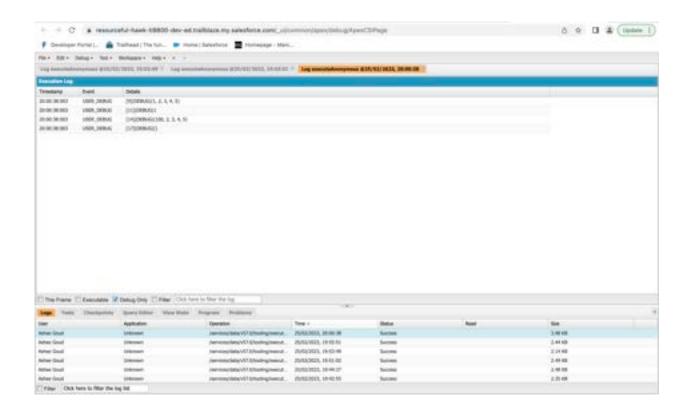




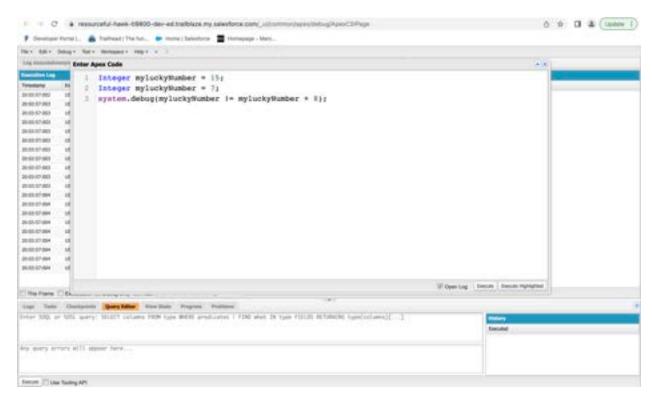


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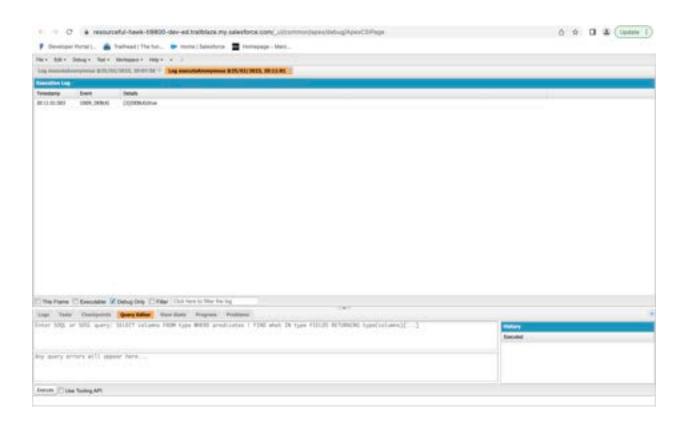




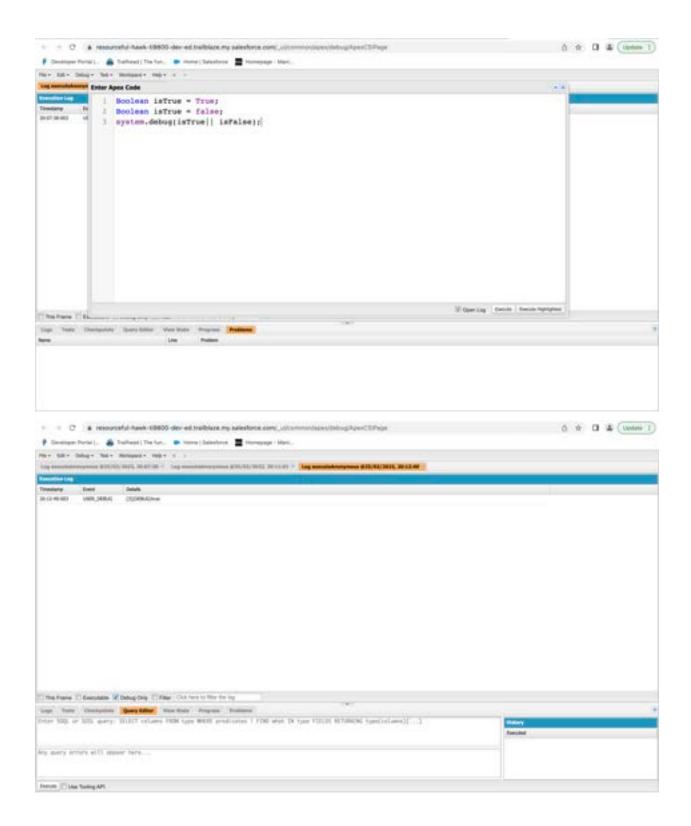
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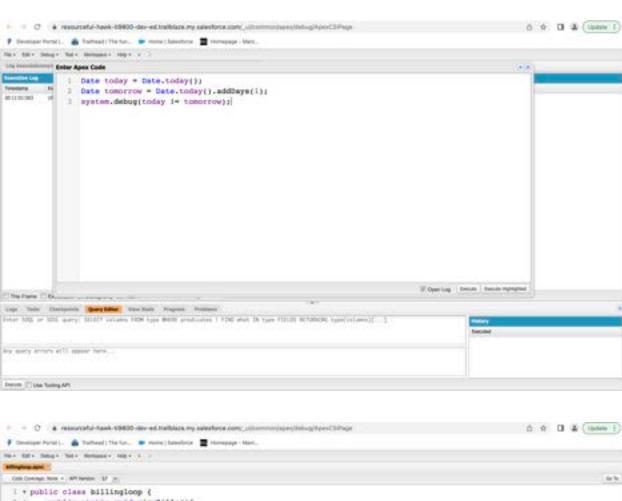
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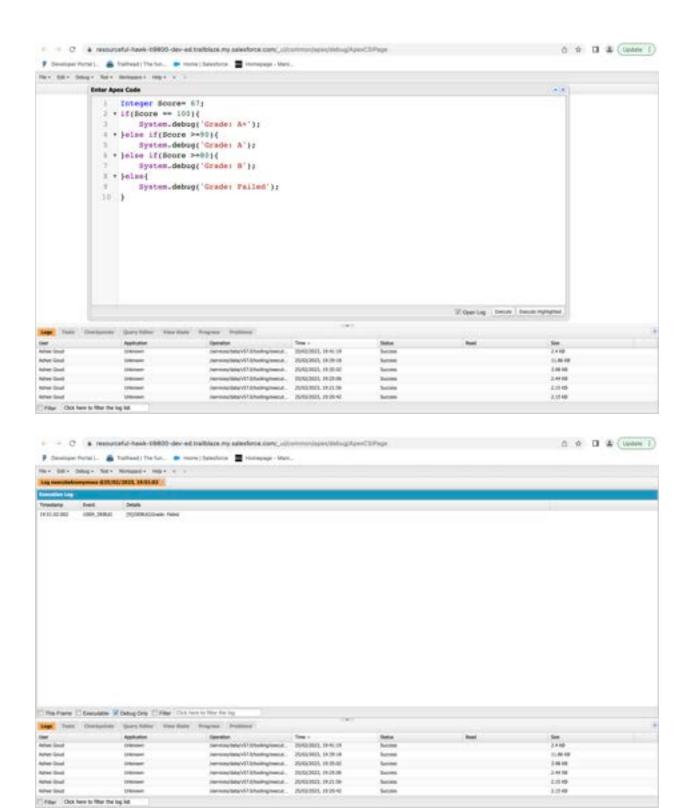
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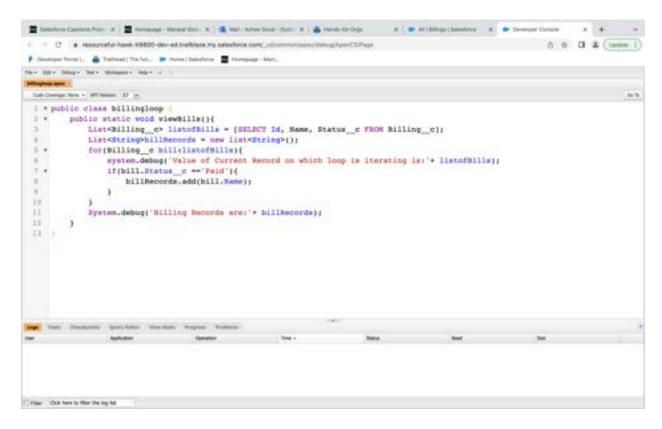


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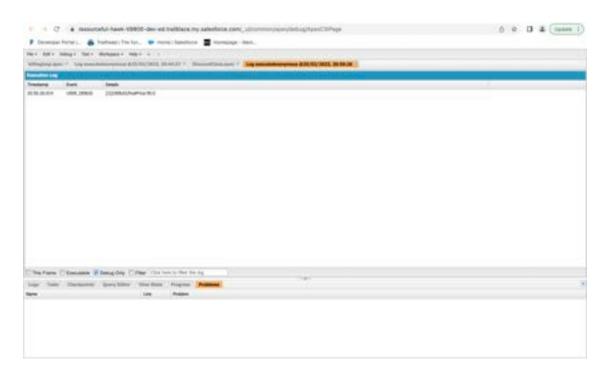




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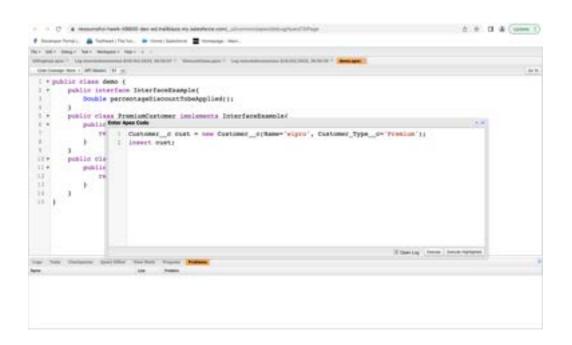


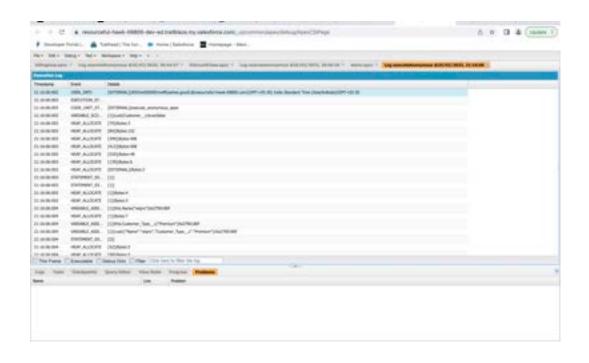


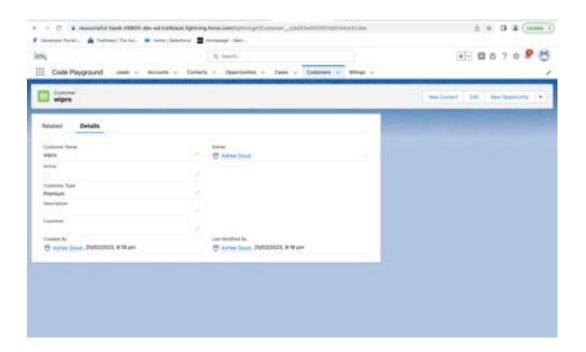


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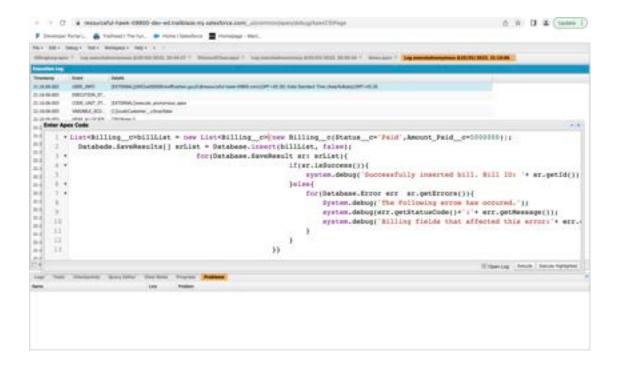
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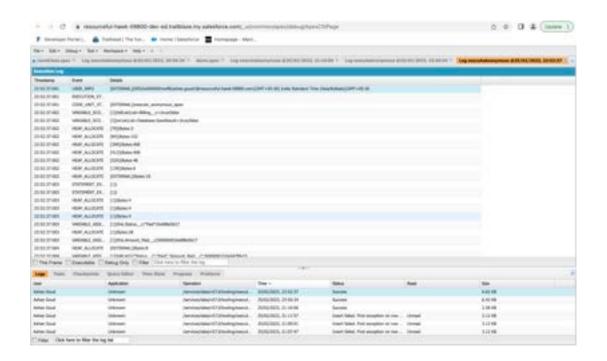


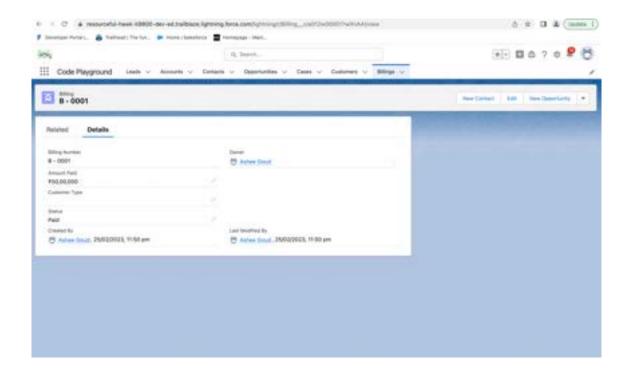




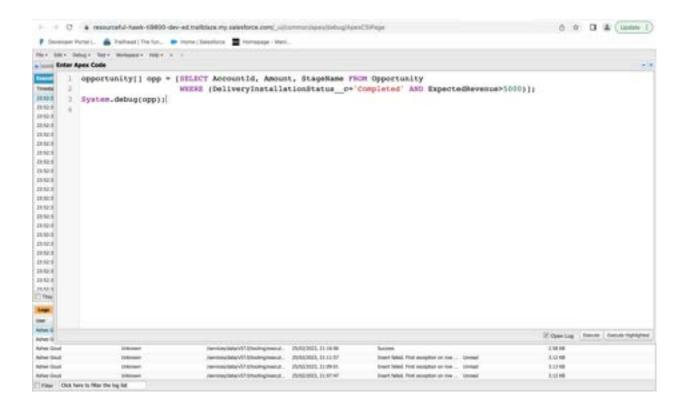
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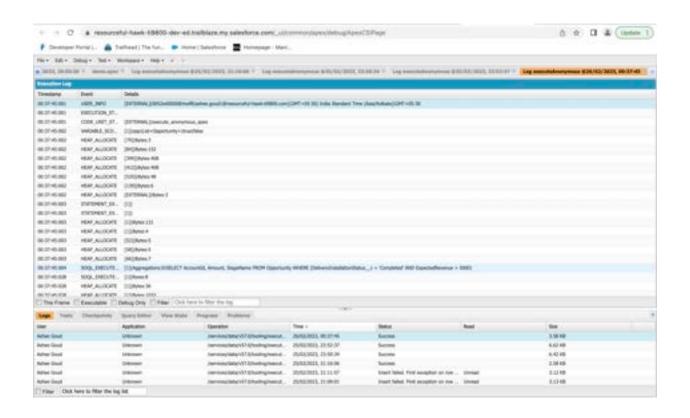


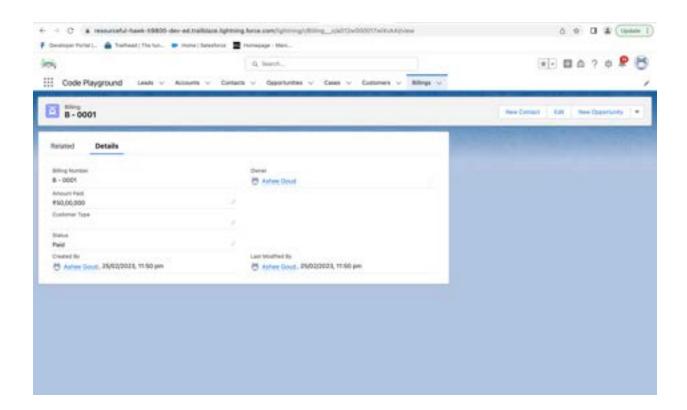




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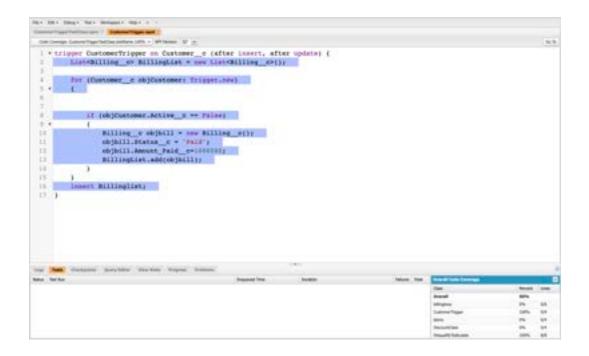




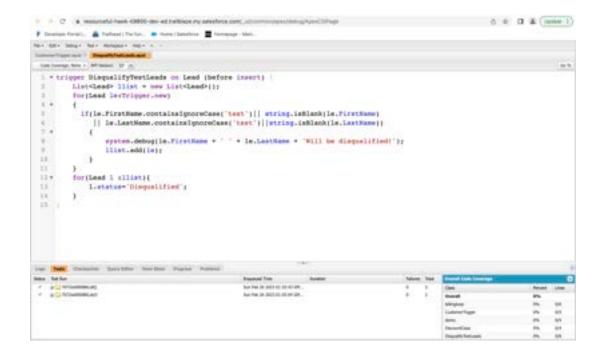
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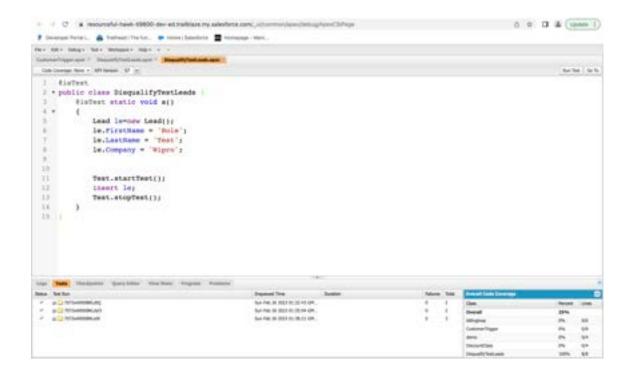
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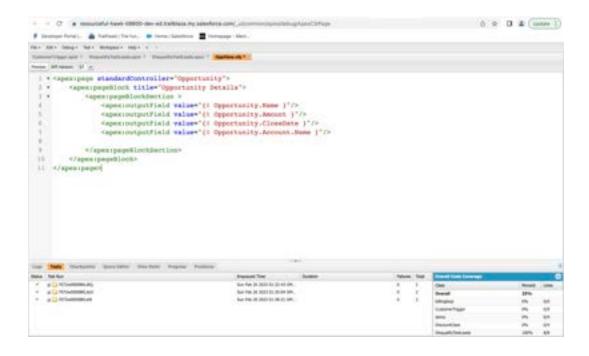
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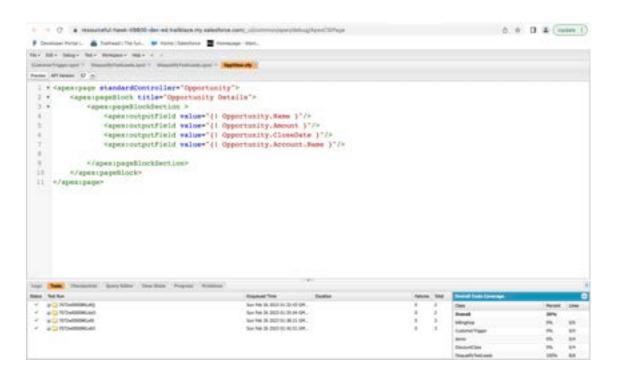


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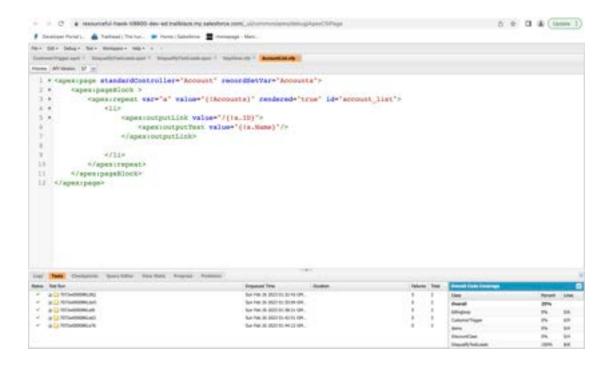


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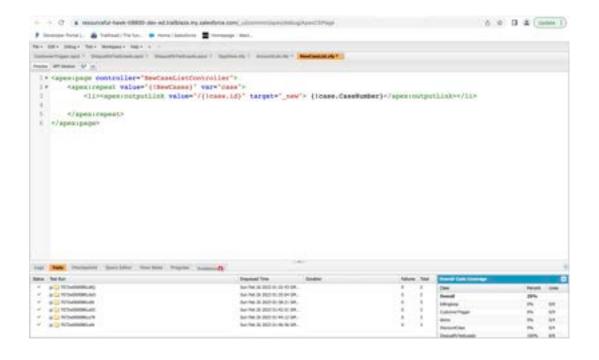


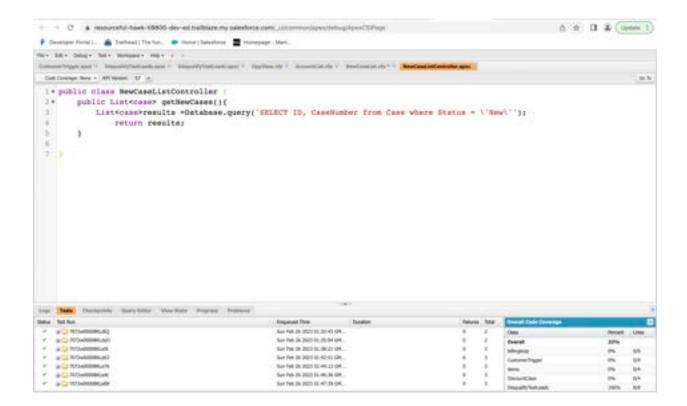


Exercise 17:



Exercise 18:





Software Requirements

For the fastest and most stable experience, we recommend:

- An Octane 2.0 score of 30,000 or greater
- Network latency of 150 ms or less
- Download speed of 3 Mbps or greater
- At least 8 GB of RAM, with 3 GB available for Salesforce browser tabs

Minimum requirements are:

- An Octane 2.0 score of 20,000 or greater
- Network latency of 200 ms or less
- Download speed of 1 Mbps or greater
- At least 5 GB of RAM, with 2 GB available for Salesforce browser tabs

OR

Require	ements		
Windows			
Operating system	Windows 8.1 64-bit, Windows 8 64-bit, Windows 7 Service Pack 1 64-bit, Windows Vista Service Pack 2 64-bit		
CPU	Core 2 Quad Q6600 at 2.4 GHz or AM Phenom 9850 at 2.5 GHz	<u>D</u>	
Memory	4 GB <u>RAM</u>		
Free space	65 GB of free space		
Graphics hardware	DirectX 10-compatible <u>GPU</u> : <u>GeForce</u> <u>9800GT</u> 1GB or <u>ATI Radeon HD 4870</u> 1GB		
Sound hardware	<u>DirectX</u> 10 compatible <u>sound card</u>		

Future Enhancements

- 1. Integration with social media platforms to allow customers to share their travel experiences and promote the business.
- 2. Integration with popular travel review websites to showcase positive customer feedback and improve online reputation.
- 3. Introduction of an artificial intelligence-powered chatbot to provide 24/7 customer support.
- 4. Implementation of a loyalty program to reward repeat customers and increase customer retention.
- 5. Integration with third-party booking engines to expand the range of options available to customers.

References

- 6. Manage sales Salesforce IN
- 7. Salesforce ADX201 Administrative Essentials for New Admins in Lightning Experience (SFADX201) (qa.com)
- 8. <u>Understand the Salesforce Architecture Unit | Salesforce Trailhead</u>