🚌 Public Transport Management System

Customer Journey Map - Salesforce CRM Integration

🎯 Key Insights & Salesforce Integration Opportunities

💡 Critical Success Factors
Real-time information, reliable service, and seamless payment processing are crucial for passenger satisfaction. Salesforce automation can significantly improve service reliability and customer communication.

🔍 Opportunity Identification
Trip planning and waiting phases show highest frustration. Implement real-time tracking, predictive analytics, and automated notifications to improve passenger experience.

📊 Data-Driven Decisions
Use Salesforce analytics to track ridership patterns, optimize routes, and predict maintenance needs for better operational efficiency and passenger satisfaction.

🤝 Relationship Building
Regular commuters drive consistent revenue. Implement loyalty programs and personalized communication through Salesforce marketing automation to increase retention.

⚡ Process Optimization
Automation of routine tasks (schedule updates, maintenance alerts, passenger communications) allows staff to focus on service quality and operational improvements.

🎨 Service Personalization
Each passenger has unique travel patterns. Use Salesforce to capture preferences and provide personalized route recommendations and service updates.

Customer Journey Map - Salesforce CRM Integration

👤 Passenger Journey   🚗 Driver Journey   👨 Admin Journey   🎫 Conductor Journey

1 Trip Planning
"I need to get to work on time"

TOUCHPOINTS	ACTIONS	EMOTIONS	PAIN POINTS	SALESFORCE SOLUTIONS
• Mobile app	• Check bus schedules	😐 Planning 😟 Uncertain	• Outdated schedule info	• Real-time data integration
• Website portal	• Plan route options	😊 Hopeful	• No real-time updates	• Mobile app with GPS
• Bus stop displays	• Check real-time arrivals		• Complex route planning	• Automated notifications
• Social media	• Verify fare information		• Unclear fare structure	• Dynamic fare calculator

2 Waiting & Boarding
"Is the bus coming on time?"

TOUCHPOINTS	ACTIONS	EMOTIONS	PAIN POINTS	SALESFORCE SOLUTIONS
• Bus stop displays	• Wait at bus stop	😰 Anxious 😐 Waiting 😌 Relief	• Bus delays	• Live tracking updates
• Mobile notifications	• Monitor bus location		• Overcrowding	• Capacity monitoring
• Bus arrival	• Board the bus		• Payment issues	• Digital payment integration
• Conductor interaction	• Purchase ticket		• No seat availability	• Seat reservation system

3 Journey Experience
"Hope this trip goes smoothly"

TOUCHPOINTS	ACTIONS	EMOTIONS	PAIN POINTS	SALESFORCE SOLUTIONS
• In-bus experience	• Monitor journey progress	😊 Comfortable 😐 Routine	• Traffic delays	• Journey progress tracking
• Mobile app	• Prepare for destination	😤 Frustrated	• Uncomfortable conditions	• Comfort monitoring
• Driver interaction	• Use onboard services		• Missing stops	• Stop announcements
• Announcement system	• Plan next connection		• Poor connectivity	• WiFi service integration

4 Arrival & Feedback
"How was my journey today?"

TOUCHPOINTS	ACTIONS	EMOTIONS	PAIN POINTS	SALESFORCE SOLUTIONS
• Destination arrival	• Exit the bus	😊 Satisfied 😊 Accomplished	• Survey fatigue	• Automated feedback collection
• Mobile app	• Rate the journey	😐 Reflective	• No response to feedback	• Smart survey triggers
• Email follow-up	• Report issues		• Complex complaint process	• Case management system
• SMS survey	• Plan return trip		• Long resolution times	• Loyalty program integration