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



Driver Journey



EEE Conductor Journey

Trip Planning

"I need to get to work on time"

TOUCHPOINTS

- Mobile app
- · Website portal
- Bus stop displays
- · Social media

ACTIONS

- · Check bus schedules
- Plan route options
- Check real-time arrivals
- Verify fare information

EMOTIONS



Hopeful



PAIN POINTS

- Outdated schedule info
- No real-time updates
- Complex route planning Unclear fare structure

SALESFORCE SOLUTIONS

- Real-time data integration Mobile app with GPS
- Automated notifications
- Dynamic fare calculator

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Waiting & Boarding

"Is the bus coming on time?"

TOUCHPOINTS

- Bus stop displays
- Mobile notifications
- Bus arrival
- Conductor interaction

ACTIONS

- Wait at bus stop
- Monitor bus location
- Board the bus
- Purchase ticket

EMOTIONS







PAIN POINTS

- Bus delays
- Overcrowding Payment issues
- No seat availability

SALESFORCE SOLUTIONS

- Live tracking updates
- Capacity monitoring
- Digital payment integration
- Seat reservation system

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Journey Experience

"Hope this trip goes smoothly"

TOUCHPOINTS

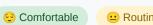
- In-bus experience
- Mobile app
- Driver interaction
- Announcement system

ACTIONS

- Monitor journey progress
- Prepare for destination
- Use onboard services Plan next connection

EMOTIONS

😠 Frustrated





PAIN POINTS

- Traffic delays
- Uncomfortable conditions
- Missing stops
- Poor connectivity

SALESFORCE SOLUTIONS

- Journey progress tracking
- Comfort monitoring
- Stop announcements
- WiFi service integration

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Arrival & Feedback

"How was my journey today?"

TOUCHPOINTS

- Destination arrival
- Mobile app
- Email follow-up
- SMS survey

ACTIONS

- · Exit the bus
- Rate the journey
- Plan return trip
- · Report issues

EMOTIONS

Satisfied

Reflective

Accomplished

PAIN POINTS

- Survey fatigue No response to feedback
- Complex complaint process
- Long resolution times

SALESFORCE SOLUTIONS

- · Automated feedback collection
- Smart survey triggers
- Case management system
- Loyalty program integration