

Project Design Phase Proposed Solution Template

Date	24 June 2025
TeamID	LTVIP2025TMID30215
Project Name	A CRM Application for Public Transport Management System
MaximumMarks	

Proposed Solution :

S.No.	Parameter	Description
1	Problem Statement	Public transport services face issues like manual ticketing, unclear schedules, lack of real-time updates, inefficient communication, and passenger confusion.
2	Idea / Solution	A Salesforce CRM application that automates bus bookings, manages routes, tracks passengers, and streamlines communication for transport authorities.
3	Description	Uses Salesforce automation (flows, validation rules, triggers) to handle bookings, assign buses, notify passengers, and generate dashboards for analytics.
4	Novelty / Uniqueness	Provides an integrated, no-code/low-code CRM for public transport, minimizing human error, reducing wait times, and improving transparency in bus operations.
5	Social Impact / Customer Satisfaction	Enhances daily travel experience with real-time updates, transparent bookings, and faster support. Staff benefits from reduced manual work and data clarity.
6	Business Model (Revenue Model)	Offered as a SaaS or subscription-based CRM for transport companies. Pricing can be tiered based on fleet size, features, or service level.
7	Scalability of the Solution	Easily adaptable to various cities, transport systems (buses, ferries, etc.), and can integrate with mobile apps, GPS, or multilingual features in the future.