# Travelers Portal - Phase 1

## Introduction/Overview

The Salesforce Travelers Portal is a digital platform built using Experience Cloud to streamline travel planning, booking, and customer support. The portal enables users to explore destinations, manage itineraries, and interact with travel agents seamlessly. It integrates Salesforce CRM capabilities with travel-specific features to improve customer engagement, operational efficiency, and personalized travel experiences.

## Requirement Gathering

➢ Allow travelers to create and manage their profiles with preferences (e.g., destinations, budget, activities).

➢ Provide search and filter options for destinations, hotels, and packages.

➢ Enable online booking and payment integration for flights, hotels, and tours.

➢ Support itinerary management, including flight schedules, hotel check-ins, and activities.

➢ Offer customer support through chatbots and live agents integrated with Salesforce Service Cloud.

➢ Send automated notifications for booking confirmations, reminders, and promotions.

➢ Track customer travel history and preferences for personalized recommendations.

## Stakeholder Analysis

➢ Primary Users: Travelers who explore, book, and manage their trips.

➢ Travel Agents: Provide support, personalized recommendations, and manage bookings.

➢ Admin Role: Configures the system, manages travel data, and monitors portal usage.

➢ Secondary Users: Family members or colleagues managing shared itineraries.

## Business Process Mapping

➢ Search & Explore: Travelers browse destinations, packages, and offers through the portal.

➢ Booking & Payment: Users complete reservations with secure payment gateways integrated into Salesforce.

➢ Itinerary Management: The portal compiles travel details like flights, hotels, and tours into one dashboard.

➢ Notifications & Updates: Automated alerts are sent for confirmations, changes, or cancellations.

➢ Support & Assistance: Travelers interact with chatbots or agents for inquiries and issue resolution.

➢ Feedback & Insights: Customers provide feedback post-travel, enabling data-driven improvements.

## Industry-specific Use Case Analysis

➢ Travel & Tourism: Simplifies travel bookings and enhances customer journey through personalization.

➢ Customer Engagement: Builds long-term relationships by tracking preferences and offering tailored experiences.

➢ Operational Efficiency: Automates booking confirmations, itinerary management, and notifications.

➢ Analytics & Insights: Travel agencies gain insights into customer behavior, top destinations, and service quality.

## AppExchange Exploration

➢ Explored Salesforce Experience Cloud apps for portal building and customer engagement.

➢ Evaluated Salesforce Service Cloud integrations for chatbot support and ticket resolution.

➢ Reviewed travel-related apps for booking, payment, and itinerary management on AppExchange.

➢ The solution leverages Salesforce custom objects, flows, dashboards, and automation tools to deliver a user-friendly and scalable travel portal.