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Project name	A Crm Application for Banquet Hall Booking
Maximum marks	

## Chapter – 9

### Advantages & Disadvantages

#### ✅ Advantages

##### Automation & Efficiency:

Streamlines booking, approvals, and notifications using Flows and Process Builder

##### Real-Time Availability:

Customers can instantly check hall schedules and book without delays

##### Centralized Data

All bookings, customer info, and services stored securely in one system

##### Service Integration

Catering, décor, entertainment linked directly to each booking

##### Customer Portal

Experience Cloud enables self-service booking and tracking

##### Analytics & Reporting

Dashboards provide insights into revenue, occupancy, and customer feedback

##### Scalability

Easily supports multiple venues and service providers

##### Security & Access Control

## A CRM APPLICATION FOR BANQUET HALL BOOKING

Role-based permissions protect sensitive data

### **Improved Communication**

Automated emails/SMS keep customers and staff informed

### **Reduced Errors**

Validation rules prevent double bookings and data inconsistencies

## **✖ Disadvantages**

### **Initial Setup Complexity**

Requires planning, customization, and skilled Salesforce development.

### **Cost**

Licensing, customization, and integration may incur significant expenses.

### **Learning Curve**

Admins and staff need training to use Salesforce tools effectively.

### **Internet Dependency**

System access and booking require stable internet connectivity.

### **Customization Limits**

Some unique business needs may require external tools or custom code.

### **Over-Reliance on Automation**

May reduce personal touch in customer interactions.

### **Maintenance & Updates**

Ongoing support needed for flows, objects, and integrations.