

AIRLINE MANAGEMENT SYSTEM

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Maximum Marks	

Chapter-2

2. Ideation Phase

Ideation Phase: Airlines Management System on Salesforce

The ideation phase is where vision meets innovation. It involves brainstorming and refining concepts that will shape the foundation of the entire project.

Problem Statement

Modern airlines face fragmented systems, inefficient workflows, and inconsistent customer experiences. There is a need for a unified solution that centralizes data, automates processes, and improves engagement.

Core Idea

To develop a **cloud-native Airlines Management System** using **Salesforce** that brings together ticketing, customer service, flight scheduling, loyalty programs, and analytics—within a single digital environment.

Brainstorming Themes

- **Passenger-Centric Services:** Personalized journey mapping using CRM intelligence.
- **Operational Streamlining:** Automate crew scheduling, fleet management, and maintenance alerts.
- **Omnichannel Support:** Enable real-time customer interactions across email, chat, app, and voice.
- **Data-Driven Strategies:** Use Salesforce Einstein AI for predictive analytics and customer segmentation.

Conceptual Modules

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Module	Description
Ticket &Booking	Online Booking,Cancellations,and Dynamic Pricing
Customer care portal	Case management, FAQs,chatbot integration
Loyalty program	Rewards tracking ,tier updates , member promptions
Flight ops management	Real-time scheduling, crew assignments, notifications
Insights & Reporting	Dashboards for demand forecasting,sales tracking , feedback

Initial Technical Thoughts

- Use **Salesforce Lightning** for a sleek UI/UX.
- Implement **Apex triggers** for automated updates.
- Integrate with third-party APIs (GDS, payment gateways).
- Ensure compliance with aviation data security standards.

Value Proposition



Deliver a **future-ready airline platform** that:

-  Boosts customer satisfaction and loyalty
-  Improves operational agility and uptime
-  Elevates data visibility for strategic planning




2.1 Problem Statement

Problem Statement

Airlines today operate in a fast-paced, data-rich environment where **manual processes**, **disparate legacy systems**, and **limited customer insights** hinder growth and service quality. Despite high passenger volumes and operational complexities, many airlines struggle to:

-  Efficiently manage flight schedules, crew assignments, and maintenance tasks
-  Deliver consistent, personalized customer service across multiple channels


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-  Generate real-time insights to guide decision-making
-  Streamline workflows to reduce manual errors and delays
-  Ensure secure handling of sensitive passenger and operational data

These challenges result in **operational inefficiencies**, **poor customer retention**, and **loss of competitive advantage**.

The proposed solution—an Airlines Management System built on **Salesforce**—aims to centralize key operations, enhance customer engagement, and provide intelligent, cloud-based tools for agility, scalability, and long-term sustainability.

2.2 Empathy Map canvas

 An **Empathy Map Canvas** is a powerful tool used during the design thinking process to better understand the end user’s experience, feelings, and motivations. Here's an example of an **Empathy Map Canvas for an Airline Passenger** in the context of your **Airlines Management System using Salesforce** project:

Empathy Map Canvas – Airline Passenger (User Persona)

Quadrant	Insights (Passenger Perspective)
Says	"I want smooth booking with no surprises." "Why can't I track my loyalty points easily?"
Thinks	"Are they going to cancel my flight again?" "I hope the service improves this time."
Does	Searches for best fares across platforms. Uses mobile apps for booking and check-in.
Feels	Anxious about delays. Frustrated by poor customer support. Excited when upgrades happen.

Insights for Design:

- Personalize customer interactions using Salesforce CRM.
- Make loyalty programs visible and intuitive via Marketing Cloud.

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- Automate real-time notifications for flight changes.
- Enable multi-channel support via Service Cloud for faster resolutions.

This helps keep the user at the center of design decisions and ensures that your system addresses real pain points, behaviors, and goals.

Want to build more personas or empathy maps for airline staff, crew managers, or customer service agents? I'd be happy to help! 😊




2.3 Brainstroming

Brainstorming: Airlines Management System on Salesforce

Innovative Feature Ideas

- **Smart Travel Assistant:** Use Salesforce Einstein AI to proactively notify passengers of gate changes, delays, or upgrade offers.
- **Dynamic Pricing Engine:** Integrate market demand and passenger loyalty data to adjust fares in real time.
- **Eco-Friendly Travel Mode:** Allow customers to select carbon-offset flight options and track personal environmental impact.
- **Crew Wellness Dashboard:** Monitor flight staff schedules, stress levels, and feedback to enhance team morale and performance.
- **Airport Concierge Integration:** Sync with airport services to offer baggage tracking, lounge access, and on-the-go support.

Emerging Tech Pairings

-  **Blockchain for Ticket Validation:** Enhance security and reduce fraud.
-  **Chatbot-Powered Customer Support:** Handle multilingual, 24/7 service inquiries using Salesforce-integrated bots.
-  **AR Flight Info Boards:** Show real-time boarding data via mobile AR apps.

Business Enhancements

- Create **VIP Traveler Profiles** to tailor services based on spending habits and travel history.
- Design **Predictive Maintenance Reports** using aircraft data to preempt breakdowns or delays.
- Launch **Gamified Loyalty Systems** to engage frequent flyers with interactive rewards.