DATE	20-06-2025
TEAM ID	LTVIP2025TMID29698
PROJECT NAME	A CRM APPLICATION FOR PUBLIC TRANSPORT MANAGEMENT SYSTEM
MAXIMUM MARKS	

INTRODUCTION:

Public transport systems are the lifeblood of mobility. Yet, managing customer relationships in this sector remains a challenge due to high passenger volumes, diverse commuter needs, and complex operational logistics. To bridge this gap, we introduce "**A CRM Application specifically designed for Public Transport Management Systems**".

Key Features:

- **Passenger Profile Management**: Store and manage commuter data securely for tailored services.

- **Ticketing & Subscription Integration**: Link CRM with ticketing systems for seamless tracking.

- **Feedback & Complaint Handling**: Enable passengers to report issues and receive timely resolutions.

- **Real-Time Notifications**: Share updates on delays, route changes, and service alerts.

- **Analytics Dashboard**: Visualize usage trends, satisfaction scores, and operational KPIs.

- **Loyalty & Rewards Programs**: Encourage regular use through incentives and recognition.

Project Overview: CRM Application for Public Transport Management System

- Serve as a centralized platform for managing commuter interactions.

- Integrate with existing transport infrastructure (ticketing, scheduling, GPS).

- Enable real-time feedback, complaint resolution, and service updates.

- Provide analytics for decision-making and performance monitoring.

- Support mobile and web interfaces for accessibility.

Purpose of the CRM Application

The CRM application aims to:

- Enhance **customer satisfaction** through personalized services and responsive support.
- Streamline **communication** between transport authorities and commuters.
- Provide actionable **insights** into passenger behavior and preferences.
- Facilitate **issue tracking**, feedback management, and service improvement.