

Project Title: Smart Hotel Booking & Management CRM System

Phase 1: Problem Understanding & Industry Analysis

👉 Goal:

Understand the core functions of a modern hotel, the challenges they face, and how a CRM can provide a solution.

1. Requirement Gathering

- **Talk to stakeholders:** Hotel owners/managers, front desk staff, housekeeping, marketing, and corporate clients.
- **Example requirements:**
- **Manage rooms in real time** (availability, type, pricing).
- **Allow online booking** (website + OTAs like Booking.com, Expedia).
- **Prevent double-bookings.**
- **Automate communication** (welcome emails, reminders, feedback surveys).
- **Track guest preferences** (food habits, favorite room type, special needs).
- **Provide dashboards** (occupancy %, revenue, ADR, RevPAR).
- **Integrate with payment gateways** (credit card, UPI, PayPal, etc.).
- **Manage housekeeping** (room clean/dirty/maintenance).
- **Offer loyalty programs** for regular customers.

2. Stakeholder Analysis

- **Admin:** Manages user access, system settings, room types, and pricing rules.
- **Front Desk Agents:** Handles guest check-in/check-out, walk-in bookings, and on-the-spot guest requests.
- **Housekeeping Staff:** Updates room status after cleaning, reports maintenance issues.
- **Manager/Owner:** Analyzes reports, manages pricing strategies, and oversees staff performance.
- **Marketing & Sales Team:** Uses guest data for targeted promotions and manages group bookings/corporate accounts.
- **Customer Service:** Handles guest inquiries, special requests, and resolves issues.

3. Business Process Mapping

- **Guest Journey:**
- Customer searches for hotel rooms (e.g., via hotel website or OTA).
- System checks room availability and displays available options/rates.
- Customer selects a room and enters personal information.
- System processes payment and sends a booking confirmation email.
- Guest receives pre-arrival email with check-in details.

- Guest checks in at the front desk.
- System updates room status to 'occupied.'
- Guest checks out, and the system processes final bill.
- System triggers a post-stay email for feedback.
- Internal Workflow:
- Front desk agent assigns room to guest.
- Housekeeping staff receives an updated list of rooms to be cleaned.
- Housekeeping marks a room as 'clean' after servicing.
- Manager reviews daily occupancy and revenue reports.

4. Industry-specific Use Case Analysis

- In the hotel industry, a room is a perishable asset—once a night passes, the opportunity to sell that room is gone forever. This emphasizes the need for dynamic pricing and channel management to maximize revenue.
- The guest experience is paramount. A CRM must not only handle transactions but also build lasting relationships through personalization and seamless communication.
- Unlike car rentals, hotels deal with a variety of room types, group bookings, event spaces, and on-site amenities (restaurants, spas), all of which can be integrated into a comprehensive CRM.

5. AppExchange Exploration (or similar marketplace)

- Look for existing 'Hotel Management,' 'Property Management System (PMS),' or 'Hospitality CRM' solutions.
- Examples of existing platforms include SiteMinder, Revinate, and Mews. We can analyze their features to identify gaps or opportunities to build a custom solution tailored to specific needs, such as a simpler, more cost-effective system for a small boutique hotel.