**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.