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Social Media-Integrated Rail Ticket Ordering Platform: A User-Friendly Design

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Abstract: This paper explores the influence of social media on train ticket booking, focusing on sentiment analysis and user behavior. With the widespread use of social media platforms, individuals have increasingly turned to these channels to express their opinions, share experiences, and seek recommendations. This study aims to investigate how social media affects the process of booking train tickets, specifically analyzing sentiment patterns and user behaviors. The research methodology involves collecting and analyzing data from various social media platforms, such as Twitter, Facebook and online forums. Natural Language Processing (NLP) techniques are employed to perform sentiment analysis on the textual data, extracting insights regarding users' attitudes, opinions, and emotions towards train ticket booking. Additionally, user behavior patterns are analyzed to understand how social media interactions influence the decision-making process.

Keywords: *social media, train ticket booking, sentiment analysis, user behavior, decision-making.*

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INTRODUCTION

In today's digital era, social media has become a powerful platform in various aspects of our lives [1] [2] . One area that has been significantly affected by the development of social media is the travel and transportation industry [3] [4] . In the midst of technological developments and society's dependence on the internet, social media provides a means for individuals to share experiences, express opinions and seek recommendations. In the context of ordering train tickets, social media provides a virtual space for users to discuss, interact and search for information before making a ticket ordering decision. Therefore, it is important to understand the influence of social media in train ticket booking, especially through sentiment and user behavior analysis [5] .

The aim of this paper is to examine the influence of social media in ordering train tickets, with a focus on sentiment analysis and user behavior. By analyzing user sentiment and interaction patterns on social media platforms, we aim to uncover the sentiments, attitudes and emotions underlying the train ticket booking process. In addition, we seek to

understand how social media interactions influence users' decision making in purchasing train tickets.

To achieve this goal, we will use a combination of data collection techniques and natural language processing (NLP) methodologies. Data will be collected from various social media platforms such as Twitter, Facebook and online forums that accommodate opinions and discussions related to ordering train tickets. The collected text data will undergo sentiment analysis using NLP techniques to identify positive, negative or neutral sentiments expressed by users. Additionally, user behavior patterns will be analyzed to gain insight into the influence of social media on decision-making, including factors such as recommendations from friends, online discussions, and user-generated content.

By examining the influence of social media on train ticket booking, this research makes an important contribution to the understanding of the role of social media in the travel and transportation industry. The findings from this research can provide valuable insights for train operators, booking platforms and policy makers in understanding customer sentiment, addressing existing issues and improving the overall booking experience. Apart from that, user behavior analysis can also help identify opportunities for using social media as a marketing and interaction tool with customers [6] [7].

In conclusion, this paper aims to provide a deeper understanding of the influence of social media in the train ticket booking process through sentiment and user behavior analysis. By analyzing the sentiments expressed by users and their behavior on social media platforms, we hope to uncover the influence of social media in decision-making and identify opportunities to improve the train ticket booking experience.

LITERATURE REVIEW

Social media

In an increasingly advanced digital era, social media has become a global phenomenon that changes the way humans interact and communicate [7] . In recent years, the popularity of social media has increased dramatically, with billions of people around the world using platforms such as Facebook, Twitter, Instagram and others. Social media has created a virtual space that allows individuals to connect with friends, family and even strangers around the world [8] .

In the current era, social media has become an important element in the daily lives of people around the world. Social media use is widespread across various segments of society, including individuals, companies, organizations, and governments. The use of social media has brought about major changes in the way we communicate, interact, get information, and even do business. The following are some of the significant uses of social media in the current era [9] :

1. Communication and Social Interaction: Social media has changed the way we communicate with others. Platforms like Facebook, Twitter, and Instagram allow us to connect with friends, family, and people all over the world. We can share thoughts, experiences, and photos easily, as well as interact via comments, private messages, or live chat. Social media has also become an important tool for maintaining relationships with people who are geographically distant.

2. Sharing Information and News: Social media has become the main source for many people in seeking the latest information and news. News can quickly spread through platforms such as Twitter, Facebook, and YouTube, allowing users to stay informed about global events, current trends, and related issues. Social media also allows users to follow news accounts and access the latest articles and reports from various sources.

3. Marketing and Branding: Many companies and brands recognize the huge potential of social media as a marketing tool. By using platforms like Instagram, YouTube, and LinkedIn, companies can promote their products or services, build brand awareness, and reach their target audiences more effectively. Social media also enables direct interaction between brands and customers, thereby strengthening bonds and building trust.

4. Influence of Public Opinion: Social media has given a voice to individuals and groups who previously did not have direct access to traditional media. Social media users can participate in public discussions, express their opinions, and campaign on certain issues. Social media's ability to disseminate information quickly and widely also influences public opinion on a variety of topics, including political, social and environmental issues.

5. Learning and Research: Social media has become a valuable source of information in educational and research contexts. Educators and students can use platforms such as YouTube and SlideShare to share learning materials and presentations. In addition, researchers can use data generated by social media users to analyze trends, behavior patterns, and public opinion in various fields.

The use of social media in the current era continues to grow along with technological developments and changes in user behavior. In recent years, social media has also come under scrutiny in terms of privacy, data security and its impact on mental health. Therefore, it is important for social media users to face these challenges wisely and responsibly, while still taking advantage of the positive potential offered by these platforms [10] .

Social media is not only an effective communication tool, but also a major platform for sharing information, expressing opinions, and influencing the views and behavior of others [11] . Through social media, people can upload content, such as text, images and videos, and interact with content shared by other users. Social media has changed the communications landscape, accelerating the spread of news and information, and giving a voice to individuals who previously did not have access to public platforms.

In recent years, social media has become a phenomenon that has changed the way of social interaction, including ordering train tickets [12] . The increasing reliance on social media as a source of information and influence in decision making has inspired research focusing on the influence of social media in the travel and transportation industry. In the context of booking train tickets, several studies have been conducted to explore how social media influences user behavior and their decision making. In this literature review, we will discuss several related studies that are relevant to this research topic.

One relevant research is research conducted by those who examine the influence of social media in travel decision making. They found that social media use significantly influences travel ticket

purchasing preferences and decisions. This research provides insight into how social media plays a role in shaping user behavior in choosing transportation methods and making ticket reservations [13] .

Additionally, research by Hu et al. (2018) investigated the relationship between sentiment expressed on social media and airline ticket booking behavior. They found that positive sentiments expressed on social media can influence airline ticket purchasing decisions. Although this research does not directly focus on train ticket bookings, the findings provide an understanding that sentiments expressed on social media can have a significant influence on ticket booking decisions.

A study conducted by Liu and Zhang (2019) explored the influence of social media in ordering train tickets in China. They found that the use of social media in sharing experiences and providing reviews can influence perceptions and purchasing decisions for train tickets. This research shows that social media is not only a source of information, but also influences user perceptions and decisions regarding booking train tickets.

Furthermore, research by Li et al. (2020) analyzed the influence of interaction between users on social media on train ticket ordering behavior. They found that discussions and recommendations from other users on social media can influence decision making and train ticket booking preferences [14] . The results of this research underline the importance of social interactions on social media in influencing user behavior regarding ordering train tickets.

***Link* Design**

Apart from the role of social media, the role of links is also very important in carrying out promotions that will be carried out on social media later. To carry out promotions on train ticket orders, you can design a link that can direct users directly to the ticket order page with the special offer or discount you want to promote. The following is an example of designing a link to promote a train ticket order:

1. Example Link URL: https://www.examplerailways.com/promo/?code=SUMMERDEAL
2. Explanation:

- Domain: www.examplerailways.com is the domain of the railroad company website that is doing the promotion.
- Subfolder: /promo/ is a subfolder where promotional pages or special offers are placed.
- Parameters: ?code=SUMMERDEAL is a parameter used to include a promo code or special offer that you want to promote. This promo code can provide special discounts to users when they order train tickets.

By using the link as above, you can share the link via social media, email, website or other platforms to promote booking train tickets with special offers. Users who click on the link will be directed directly to a promotional page or to order a train ticket with a predetermined discount or offer.

Make sure the links you design are easy to remember, relevant to the offer being provided, and direct users directly to pages relevant to the promotion [15] . Apart from that, you can also track promotion performance by using the analytical features on the platform which are used to obtain information about clicks, conversions and promotion effectiveness . After designing a link to promote train ticket bookings, there are several steps you can take to maximize the effectiveness of your promotion:

1. Dissemination via Social Media: Share promotional links via various social media platforms such as Facebook, Twitter, Instagram, and LinkedIn. Use interesting text, interesting images, or short videos that can capture the user's attention. Be active in interacting with users who provide feedback or ask about promotions.

2. Email Marketing: If you have a database of customers or potential customers, send promotional emails that include promotional links. Create a catchy email subject and clear link so recipients are interested in opening and checking out the promotion.
3. Paid Advertising: Leverage paid advertising on social media platforms to increase promotional reach. Which can use advertising tools on platforms such as Facebook Ads, Instagram Ads, or Twitter Ads to target audiences relevant to the offer. Tailor ads with promotional links to maximize conversions.
4. SEO Optimization: Make sure the train ticket booking page on the website is well optimized for search engines. Use relevant keywords in the page title, description, and content to help users find the page when they search for train tickets online. This will help increase visibility and drive organic traffic to your website.
5. Monitor and Analyze: Monitor the performance of promotions by using the analytical tools available on social media platforms or using web analytics tools such as Google Analytics. Data analysis to understand user response and behavior to existing promotions. Identify effective and ineffective strategies, and make adjustments where necessary to improve promotion results.

It is always important to regularly monitor and evaluate the effectiveness of promotions. If any aspect isn't producing the results you'd like, try experimenting with changes in text, images or targeting to improve promotion performance.

Java Server Pages (JSP)

JSP is a web technology based on the Java programming language and runs on the Java Platform, and is part of the J2EE (Java 2 Enterprise Edition) technology. JSP is very suitable and robust for handling presentations on the web. Whereas J2EE is a Java platform for the development of enterprise application systems with complete API (Application Programming Interface) support and portability and provides the means to create an application that separates business logic (system), presentation and data [16] .

JSP is part of J2EE and in particular is a web component of the J2EE application as a whole. JSP also requires a JVM (Java Virtual Machine) to run, which means it also implies the need to install a Java Virtual Machine on the server, where JSP will run. Besides JVM, JSP also requires a server called Web Container. JSP technology provides an easier and faster way to create web pages that dynamically display content. JSP technology is designed to make it easier and faster to create web-based applications that work with a variety of web servers, application servers, browsers and development tools . *The web* is not only used to display information, but is also used so that *users* and servers can communicate. For this need, it is not easy to create an attractive and informative *website using only HTML, but it requires a request* from *the client side* and a response from *the server side* . JSP is one of many *web programming languages* that deal with data (adding, deleting, changing and displaying to *the user*). JSP can also create a *web page* that can interact directly with the user (*dynamic web site*), so that with JSP the creation of a *web page* can not only display data, but also related to how the data is used in certain conditions. In addition, JSP can create a *server* to be able to return *requests* requested by *the user* to the *server* [17] .

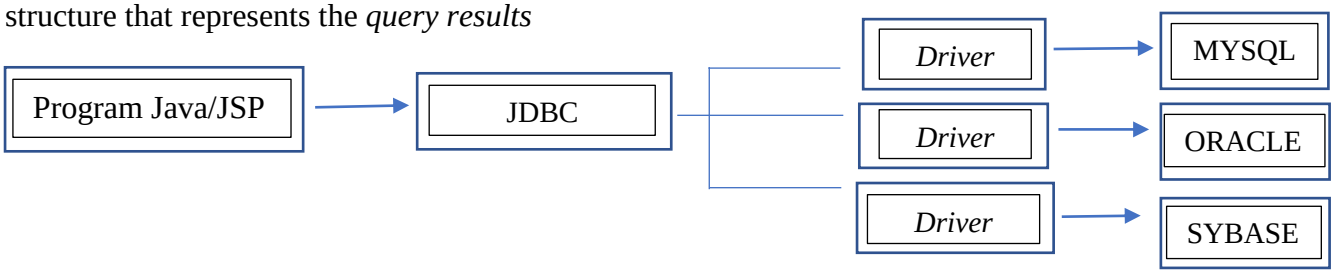
JSP *web* programming language are as follows:

a. *Multi platform* (can be run on Windows, UNIX and LINUX system environments)

b. Component *reuse* (makes it easier to develop and use because objects can be developed easily)

Java Database Connectivity (JDBC)

Java Database Connectivity (JDBC) is an Application Programming Interface (API) developed by Sun Microsystems to provide *universal data access* in the Java programming language. JDBC is part of the Java 2 SDK Standard Edition. The core of JDBC is the java.sql and *javax.sql packages* (part of J2EE). JDBC provides the mechanism for *database connections* , the syntax for sending *queries* and performing transactions and the data structure that represents the *query results*



JDBC is an API collection consisting of a set of *classes* and *interfaces* written in Java programming as a standard API for database and *software developers database* , making it possible to create *portable* database *applications* using the Java programming language [18] .

With JDBC we can create database application programs that can change database servers without changing a lot of code from existing programs thus providing high portability for applications that have been created . In JDBC there are seven standard steps for handling databases:

- Call/load the JDBC driver
- Defines a database connection
- Perform database connection
- Create a statement object
- Perform queries or updates
- Processing results
- Close connection

Entity Relationship Diagram (ERD)

Entity Relation Diagram (ERD) is a model that describes data as a set of entities, attributes, and relationships. ERD is a company data document in a summary way by identifying the data type of the entity and the relationship between entities. Attributes are properties or parts of an entity. Relationship describes the relationship between entities.

Hypertext Markup Language (HTML)

Hypertext Markup Language (HTML) is used to prepare a hypertext document. HTML is not really a programming language, as its name reflects. HTML is a mark up language. HTML is used to mark up a text document .

The mark up symbols used by HTML are marked with a minus sign (<) and a bigger sign (>) . These two marks are called tags. Tags used as closing marks are given a forward slash character (</...>). Here's an example of using HTML tags:

<H> This is the heading </H>

MySQL

MySQL is a database management system software. Database is a structured collection of data. MySQL is a Relational Database Management system (RDBMS) which is distributed free of charge under the General Public License (GPL). Database management systems such as MySQL is needed to add, access, process data stored on the computer.

MySQL uses Standard Structured Query Language (SQL), which is the standard language most widely used to access databases. The reason for using MySQL as database server software is that MySQL was originally designed to handle quite large databases, faster than existing solutions. Good connectivity, speed and security make MySQL very suitable for use on the internet.

ME RESEARCH TODOLOGY

The method for designing a train ticket booking website consists of several stages. The first stage is preliminary, where a preliminary study is carried out through observation and literature study related to promotion and information systems. The purpose of this stage is to identify indicators related to information system design, formulate the problems that will be discussed in this research, and determine the objectives and boundaries of the problem to maintain the focus of the research .

The second stage is collecting data related to research. Collecting the data needed for this research, namely data regarding the latest news information to find out what is currently being discussed.

The next stage is system design, where the method used is system development with a *prototype method approach* , where at this stage a web design is created that will be used to order train tickets which can be easily promoted via social media.

Prototype Method is a software development method that allows interaction between system developers and system users, so that it can overcome incompatibility between developers and users [19] . *Prototyping* iterations are planned quickly and modeling (in the form of “rapid design”) is carried out. A quick design focuses on representing all aspects of the software that will be visible to end users (e.g. user interface design *or* display format).

Ideally, *a prototype* acts as a mechanism for identifying software requirements specifications . If a usable *prototype* is to be developed, we can either use a pre-existing program or apply the use of an existing tool (eg a report generator [*refort generator*] or an application to design an interface [*window manager*] that allows usable programs to be made easily and quickly [20] .

RESULTS AND DISCUSSION

A. System analysis

Systems analysis is a term that collectively describes the initial phases of systems development. System analysis is a problem-solving technique that describes component parts by studying how well these component parts work and interact to achieve goals [21] .

Running Website Analysis

1. Home Page: This page provides general information about the services and features offered by the website, such as ticket search, departure schedules, and the latest promos.
2. Ticket Search: Usually there is a search form where the user can enter the origin station, destination station, date of departure and number of passengers. After that, the user can press the "Search" button to display search results for the appropriate ticket.
3. Search Results List: This page displays a list of tickets that match the user's search criteria. The information displayed includes departure schedules, origin and destination stations, classes, prices and ticket availability.
4. Ticket Details: When users select a particular ticket from the list of search results, they will be redirected to the ticket details page. This page provides more detailed information about the ticket, including passenger information, total price, and additional options such as preferred seats or other additional services.
5. Order Process: After selecting a ticket, the user will go through an order process that involves entering contact information, selecting a payment method, and confirming the order. Usually, there is also an option to register or log in if the user has not already done so.
6. Order Confirmation: Once the payment process is complete, the user will receive a confirmation page containing order details, ticket number, and further instructions.
7. Order History: Users can access their order history, including previously purchased tickets, payment status, and the option to print tickets.
8. Additional Information: Train ticket booking websites often also provide additional information such as departure and arrival schedules, station maps, information about trains, and links to customer support services.
9. Responsive and User-Friendly: The website must be responsive and easy to use across a variety of devices, including computers, mobile phones, and tablets. The user interface should be intuitive, with clear navigation and a pleasant user experience

Proposed Website Analysis

1. Attractive User Interface: The website should have an attractive and responsive user interface, with a clean and intuitive design. Users should find it easy to navigate and use the features provided.
2. Efficient Ticket Search: The search system should be easy to use and provide relevant results. Users should be able to easily enter origin and destination stations, departure

dates, and number of passengers. Advanced search features such as schedule, class, and price filters will also enhance the user experience.

3. Detailed Ticket Information: Each ticket displayed must provide relevant information, such as departure schedule, origin and destination stations, trip duration, class, available facilities and ticket price. This helps users to make the right decision in choosing tickets that suit their needs.
4. Easy Ordering Process: The ordering process should be simple and easy to follow for the user. Users should be able to easily enter passenger information, select a payment method, and receive a clear confirmation of the order.
5. Secure Payment Integration: The website must use a secure and trusted payment system. Users should feel confident that their payment information will be properly protected. Integrating with popular payment service providers and implementing security protocols such as SSL (Secure Socket Layer) are important steps.
6. Third Party System Integration: If possible, integrating the system with the train operator or authorized ticketing service provider will facilitate access to the latest schedules, ticket prices and seat availability.
7. Responsive Design: Websites must be designed to adapt to a variety of devices, including desktop computers, tablets, and smartphones. This ensures optimal user experience across all devices.
8. Order History Feature: Providing easy access to a user's past order history will help them better track and manage their tickets.
9. Customer Support Services: The website must provide clear and accessible contact information, as well as live assistance options such as online chat or telephone customer support services. This helps users get help if they encounter problems or have questions.
10. Speed and Performance: Websites should be designed to provide fast and responsive performance. Long loading times or delays in performing actions such as search or checkout can diminish the user experience.
11. Security: Security of user data should be a top priority. The website must implement strong security measures to protect users' personal information and payment data.
12. Social Media Integration: Providing the option to share and promote tickets via social media can help increase the visibility and popularity of the website.

In this section, the role of social media is also important, because with social media the website used can be promoted via social media with various attractive offers and this can make the website known to many people.

Analysis of Functional and Non-Functional Requirements

In creating a train ticket booking website, there are several functional and non-functional requirements that need to be considered [22] . Functional requirements relate to the features and functions that must be present in the system, while non-functional requirements relate to

aspects of performance, security and other quality [23] . The following are some examples of functional and non-functional requirements for a train ticket booking website:

Functional Requirements:

1. User registration and login: Users must be able to create an account and log in to access the train ticket booking feature.
2. Timetable and ticket search: Users should be able to search for departure schedules, origin and destination stations, and select tickets according to preferences.
3. Ticket booking: Users must be able to select the number of tickets, classes, and make payments to complete the booking process.
4. Booking confirmation: Users must receive an order confirmation containing ticket information and travel details.
5. Cancellations and refunds: Users must be able to cancel ticket orders and request refunds according to applicable policies.
6. Order history: Users must be able to view the history of ticket orders that have been made previously.

Nonfunctional Requirements:

1. Performance: The system must be responsive and able to handle high user loads, so that users can search and book tickets quickly and seamlessly.
2. Security: The system must ensure the security of user data, including sensitive personal information and payment details.
3. Availability: The system must be available at all times, unless there is scheduled maintenance or unexpected system disruption.
4. Usability: The user interface should be well designed, easy to use, and intuitive so that users can easily make ticket reservations.
5. Scalability: The system must be able to easily scale up to accommodate the growing number of users.
6. Compatibility: The system must be compatible with various devices and platforms, so that users can access it via computer, mobile phone or tablet.

It is important to clearly identify and document functional and non-functional requirements before starting train ticket booking web development. This will help in designing and building systems that meet user needs well

B. Website Design and Design

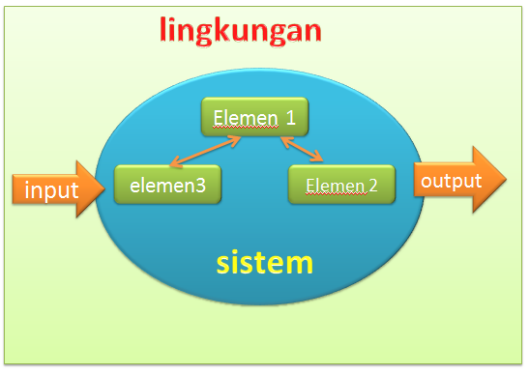


Figure 2: System design

Information system design is designing or creating a new system that is implemented to overcome old problems. System design can be interpreted as the stage after analysis of the system development cycle, defining functional requirements, preparation for implementation building design, describing how a system is formed (drawing, planning, sketch limitations) including configuring the software and hardware components of the system. a system [24] .

Context Diagram

Context diagram is a type of diagram in system design that provides a visual picture of the system as a whole and its relationship with external entities [25] . Context diagrams depict the system as a single box and show external entities that interact with the system. This helps in initial understanding of the scope of the system and how the system interacts with the outside world.

The following is an example of notation commonly used in context diagrams:

1. System: A system representation that is labeled according to a name or short description that describes the system.
2. External Entities: External entities that interact with the system. This could be a user, another system, or another entity involved in the process being carried out by the system.
3. Data Flow: The flow of data into and out of the system, representing the inputs and outputs received and generated by the system.
4. Context Box: A rectangular box that represents the system boundary. External entities are placed outside the context box, while data flows are associated with the context box to show interactions between the system and external entities.

Context diagrams help in depicting the general context of the system and provide a clear view of how the system interacts with external entities [26] . This is the first step in designing a more detailed system and helps in understanding the scope and limitations of the system.

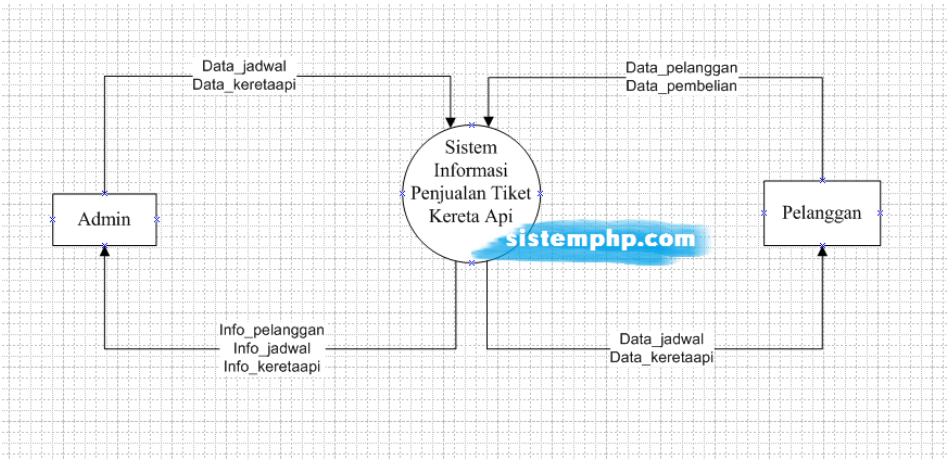


Figure 3 : Context Diagram

Data Flow Diagrams (DFD)

Data Flow Diagram (DFD) is a graphical representation of a system. DFD describes the components of a system, the data flows between these components, the origin, destination and storage of the data [27] . DFD models the processes that occur within the system, the associated inputs and outputs, and how data flows between processes, external entities, and data storage [28] .

Entity Relationship Diagram (ERD)

Entity-Relationship is a database design model that is often used. Entity can be interpreted as an entity, while Relationship as a relationship, these two components are described further through an attribute or properties [29] . An entity is an individual who represents something real (its existence). And can be distinguished from something else. Relationships indicate the existence of a relationship between a number of different entities.

In the entity-relationship model, the universe that exists in the real world is translated by utilizing a number of conceptual devices into a data diagram, which is generally called an ER Diagram.

This is a database design on a train ticket sales management information system application

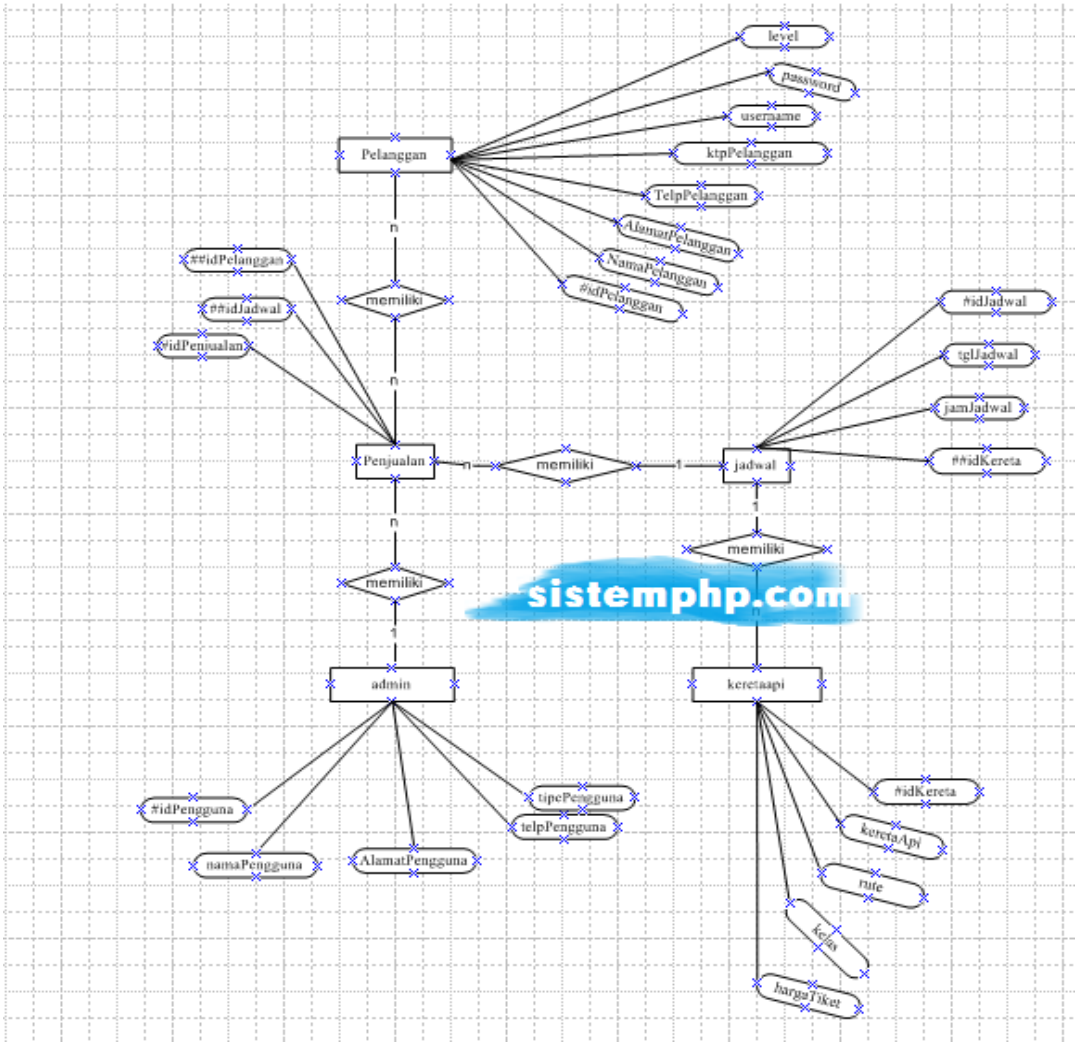


Figure 4. ERD

Use Case Diagrams

A Use Case Diagram is a graphical representation that depicts the interaction between actors (users) and the system being analyzed or designed [30] . Actors (users) in this diagram represent external entities that interact with the system, while use cases represent functions or actions that can be carried out by users in the system. Use Case Diagrams help visualize the main purpose of the system and the interactions between users and the system.

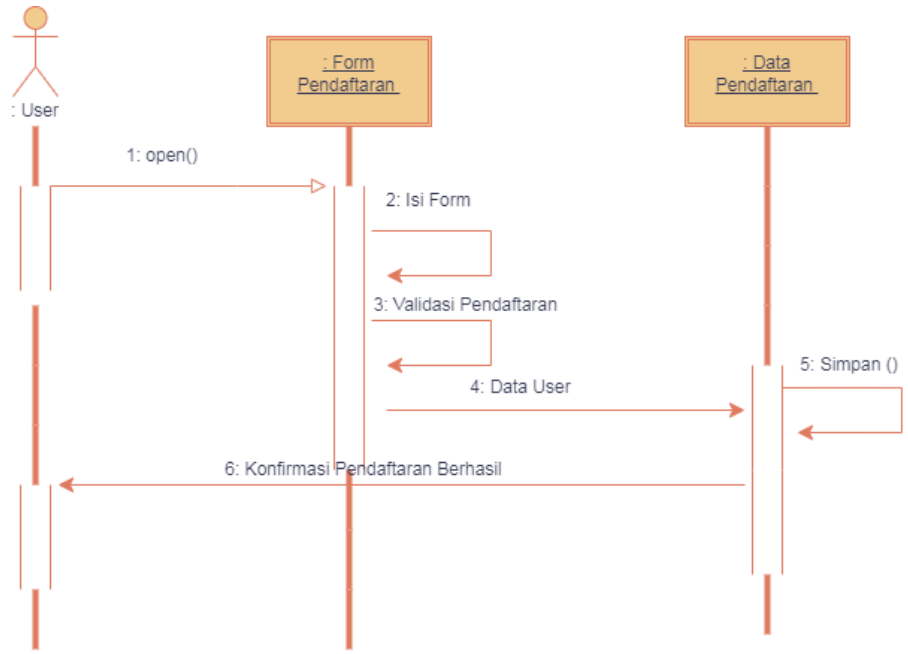


Figure 5. Use Case Diagram

Activity Diagrams

Activity Diagrams namely diagrams that can model the processes that occur in a system. The process sequence of a system is depicted vertically. *Activity diagrams* are a development of *Use Cases* which have activity flows [31] .

The flow or activity can be in the form of a series of menus or business processes contained in the system. In the book Software Engineering by Rosa AS, he says, "Activity diagrams do not explain actor behavior. It can be interpreted that when creating *activity diagrams* it can only be used to describe workflow or system activities."

Database Table Structure

The structure used to determine the structure of the tables that will be created contains field names, field types and sizes, where these tables are used to store data.

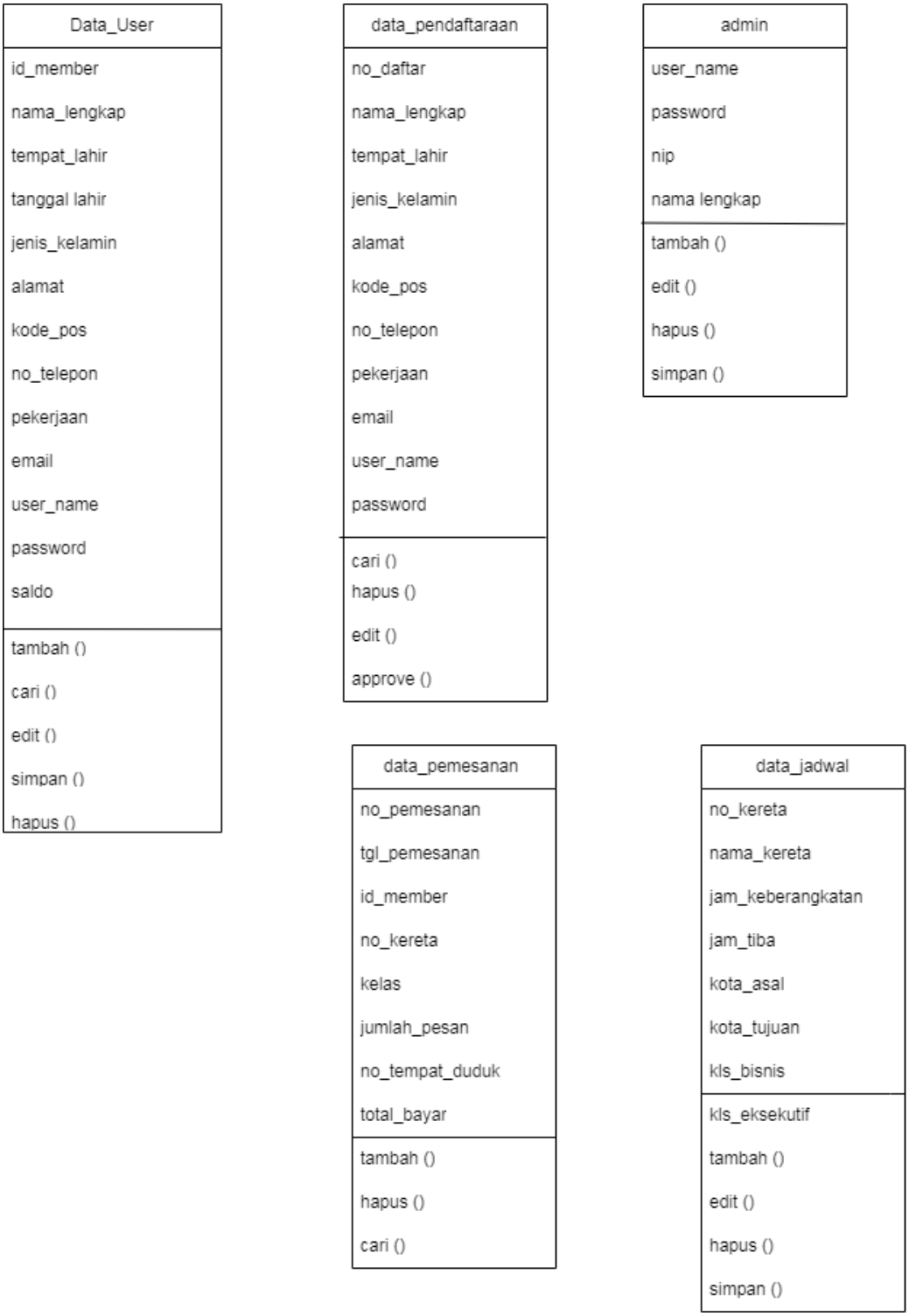


Figure 6. Table Structure

Website Design

Web design is the process of designing the visual appearance and structure of a website. Web design involves selecting design elements, such as layout, colors, typography, images, and graphics, to create a good and attractive user experience [32] .

Following are the general steps in web design:

1. Planning: This stage involves understanding the needs and goals of the website to be designed. Identify target audience, business goals and desired functionality. Create a page layout plan and content arrangement.
2. Information Collection: Collect content to be displayed on the website, such as text, images, videos and other information. Create a logical navigation structure to make it easier for users to find the information they need.
3. Visual Design: Create a visual design with brand identity, colors and other design elements in mind. Create a mockup or wireframe to illustrate the layout and structure of the page.
4. Development: Once the visual design is approved, start developing the website using web programming languages such as HTML, CSS, and JavaScript. Create a responsive display so that the website can be accessed well on various devices, such as desktop, tablet, and mobile.
5. Testing: Test the website to ensure good functionality, consistent appearance across browsers, and good performance. Double check the site's navigation, links, and responsiveness.
6. Deployment and Maintenance: Once the website has finished testing, prepare it for public launch. Make sure to perform regular maintenance, content updates, and performance monitoring to ensure the website remains optimal.

Admin Page Design

Admin Page Design relates to the visual arrangement and functionality of pages used by administrators or website managers. Admin pages should provide a user-friendly interface, with features to manage content, users, statistics and other relevant features. Admin Page design should be intuitive, efficient, and take into account the needs of the site management task.

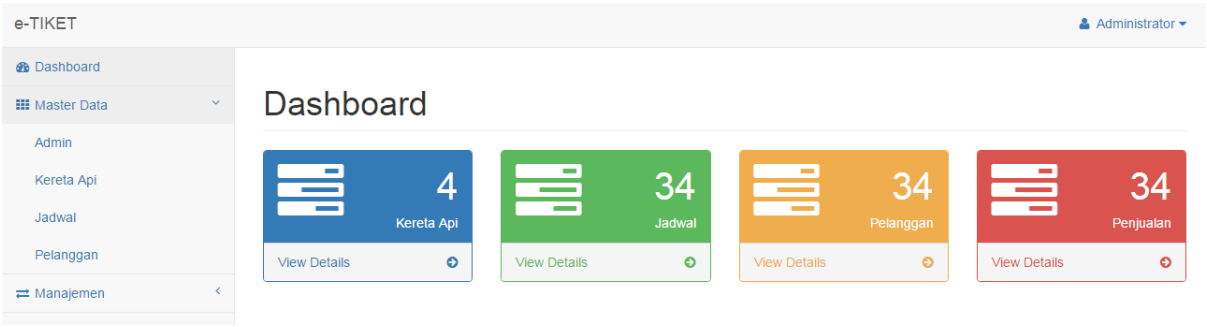


Figure 7 Design Admin Dashboard

CONCLUSION

In this study, the influence of social media in booking train tickets has been investigated. In this ever-evolving digital era, social media has become an important platform for railroad

companies to interact with customers and facilitate online ticket ordering. Based on data analysis and research findings, it can be concluded that the use of social media in ordering train tickets has a positive influence in several aspects.

First, social media provides easy and quick access for customers to obtain information about schedules, ticket prices and promotional offers. Customers can follow the rail company's social media accounts to get live updates and not miss the opportunity to get tickets at discounted prices.

Second, through social media, customers can interact directly with train companies, either through comments, private messages, or via chatbot features. This allows a quick response to customer questions, helping them in resolving problems or getting assistance when booking tickets.

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