

Automated Car Catalog System for Enhanced Showroom Management

****Ideation Phase****

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Project Name	Automated Car Catalog System for Enhanced Showroom Management
Maximum Marks	4 Marks

Project Overview

The automotive retail industry is evolving rapidly with increased customer expectations, competitive pricing, and the need for quick access to product information. Traditional showroom environments struggle to keep pace due to manual cataloging processes, disconnected workflows, and slow service response. This project proposes an **automated car catalog system** developed within the **ServiceNow platform**, aiming to enhance the efficiency and customer experience in showroom operations.

This initiative primarily focuses on solving common showroom management challenges by leveraging a centralized platform for car catalog creation, user-based workflow approvals, and service portal integration.

Problem Statement

Traditional car showrooms typically use outdated or semi-automated systems for catalog management. The following problems were observed:

- **Manual Processes:** Catalog creation, editing, and approval involve multiple levels of paperwork and manual communication.
- **Delayed Approvals:** Sales teams and managers often face bottlenecks in approving new listings or changes, causing delays in showcasing available vehicles.
- **Limited Visibility:** Customers visiting physical or digital showrooms do not get a real-time view of available models, configurations, and pricing.
- **Fragmented Systems:** Lack of integration between internal approval systems and the public-facing service portals leads to operational inefficiencies.

- **Poor User Experience:** Without a streamlined catalog or search system, users find it difficult to navigate vehicle options, compare specifications, or request services.

These issues lead to customer dissatisfaction, lost sales opportunities, and reduced operational agility.

Objectives

The main objective of this project is to **automate and digitize the car catalog process** using the ServiceNow platform. Specific goals include:

- Developing a **centralized, searchable catalog** with images, specifications, pricing, and availability.
- **Assigning roles** (e.g., Salesperson, Manager) to define access and approval rights.
- Creating **automated workflows** to reduce time spent on approvals.
- **Embedding the catalog into the Service Portal** to ensure a seamless customer interface.
- Providing **real-time visibility** into catalog items, order requests, and their status.

By doing so, the system aims to optimize showroom workflow, reduce human error, and offer a better customer experience.

Proposed Solution

To tackle the above challenges, the following key solution components were proposed:

1. Catalog Management System

- A centralized catalog labeled "Mahendra" is created, with multiple categories such as *Sudden*, *XUV*, and *Sports*.
- Each catalog item (e.g., Mahindra Thar, Volkswagen Polo) contains:
 - **Images** for visual browsing
 - **Descriptions** outlining features
 - **Technical specifications**
 - **Price and availability**

2. ServiceNow-Based Implementation

- The ServiceNow platform is chosen for its flexibility, rapid development capabilities, and integrated workflow engine.

- The **Task table** is extended to accommodate car catalog fulfillment operations.
- A **custom table** is created to manage requests and approvals for catalog items.

3. Role and Access Control

- Roles like emp1 (Salesperson) are created to manage who can access and approve catalog items.
- A showroom group is configured for collective approval workflows or group-based views.

4. Workflow Automation

- Using ServiceNow Flow Designer, **automated approval workflows** are configured.
- When a user submits a request through the portal, it's automatically routed to the designated role/group for action.

5. Service Portal Integration

- The final catalog is integrated with the **ServiceNow Service Portal**, allowing users to:
 - Browse cars by category
 - Submit quote or test drive requests
 - View real-time status of approval or booking

Value Proposition

Implementing this automated system addresses the inefficiencies of traditional catalog processes and brings the following benefits:

Benefit	Impact
Centralized Catalog	Easy to update, manage, and maintain across the organization
Workflow Automation	Reduces turnaround time and manual intervention
Real-time Visibility	Both staff and customers can view current catalog status instantly
Enhanced Customer Experience	Modern UI, faster service, and better communication

Benefit**Impact**

Secure Role-Based Access

Only authorized users can modify or approve sensitive catalog entries

Conclusion

The **Ideation Phase** lays the strategic foundation for this project by clearly identifying showroom management gaps and proposing a practical, scalable solution using ServiceNow. By automating and centralizing the catalog operations, the showroom becomes more agile, responsive, and customer-friendly — a necessary transformation in the age of digital service delivery.