Project Design Phase Problem – Solution Fit

Date	15 February 2025
Team ID	LTVIP2025TMID30467
Project Name	Automated Car Catalog System for
	Enhanced Showroom Management
	(ServiceNow Administration)
Marks	2 Marks

The Problem

Car showrooms often rely on **manual systems** for catalog management, booking approvals, and communication with customers. This leads to several issues:

- Delayed approvals due to manual tracking
- Lack of transparency for customers during the booking process
- Inefficient management of vehicle categories and information
- Frequent customer follow-ups and complaints
- Poor coordination between salespersons and management

This creates a **frustrating experience** for both showroom staff and customers, ultimately impacting business operations and customer satisfaction.

The Solution

We developed an **automated**, **categorized car catalog system** using **ServiceNow**. The solution includes:

- A structured **digital catalog (Mahendra)** with categories like Sudden, XUV, and Sports
- Detailed catalog items: Polo, Thar, XUV700 with descriptions, images, and pricing

- A two-level approval workflow to streamline request verification (Salesperson → Supervisor)
- Email notifications to inform users about approval or rejection
- A custom task fulfillment table for tracking request progress
- Integration with the **Service Portal** to allow customers to request cars easily and track their request status

Why This Solution Works

- It directly targets showroom inefficiencies by digitizing manual tasks
- It aligns with customer behavior users prefer online browsing, instant updates, and clear communication
- Showroom staff gain visibility and structure in managing car requests and tasks
- Approval workflows eliminate bottlenecks, speeding up decision-making
- Email notifications reduce manual communication and keep everyone informed

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1. CUSTOMER SEGMENT(S)

Individual car buyers browsing or visiting the showroom, Salespersons handling customer requests, delivery coordination

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES

No access to real-time information, Dependence on staff for every step, No centralized platform for tracking

5. AVAILABLE SOLUTIONS PROS & CONS

Manual booking via paper or phone, Excel logs maintained by staff, Basic inquiry forms without status tracking, CRM tools not tailored for car showroom flow

2. PROBLEMS / PAINS + ITS FREQUENCY

No digital catalog; only paper or verbal communication

Delayed approvals due to manual workflows

Customers unaware of request status

Staff struggle with repetitive follow-ups

9. PROBLEM ROOT / CAUSE

Lack of a digital, centralized booking and catalog system

Manual approvals and tracking

No automation or structured workflows

7. BEHAVIOR + ITS INTENSITY

Customers browse models and submit requests via the portal

Staff approve/reject requests in the workflow

Tasks are assigned and tracked in the backend

Users receive email updates at every stage

3. TRIGGERS TO ACT

Repeated delays in approvals, Inconsistent or lost booking requests, Increasing demand for digital options by customers

4. EMOTIONS BEFORE / AFTER

Before: Frustrated, uncertain, impatient

After: Informed, confident, satisfied

10. YOUR SOLUTION

A fully automated catalog system called **Mahendra** on ServiceNow

Categorized cars (Sudden, XUV, Sports)

Multi-level approvals, email notifications

Custom task table for request tracking

8. CHANNELS of BEHAVIOR

ONLINE

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Customers use the ServiceNow Service Portal to request and track car bookings.

OFFLINE

Staff handle approvals or status updates through in-person communication or phone calls.



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