Project Design Phase

Problem – Solution Fit

Date	15 February 2025
Team ID	LTVIP2025TMID30392
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

Problem-Solution Fit canvas

Purpose / Vision

Version:

1. CUSTOMER SEGMENT(S) `CS`

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

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES `CL`

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

5. AVAILABLE SOLUTIONS PROS & CONS `AS`

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 `PR`

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 `RC`

Lack of a digital, centralized booking and catalog system

Manual approvals and tracking

No automation or structured workflows

7. BEHAVIOR + ITS INTENSITY `BE`

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 `TR`

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

4. EMOTIONS BEFORE / AFTER `EM`

Before: Frustrated, uncertain, impatient

After: Informed, confident, satisfied

10. YOUR SOLUTION `SL`

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 `CH`

ONLINE

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.