

IDEATION PHASE

Problem Statement:

Car showrooms and dealerships often face challenges in managing and streamlining their catalog of cars, including various models and categories. The manual processes involved in handling customer requests, approvals, and task assignments can lead to inefficiencies, delays, and potential errors. This can negatively impact customer satisfaction and operational deficiency.

Challenges:

This faced during the "Without ServiceNow" phase of implementing an Automated Car Catalog System for enhanced showroom management:

1. **Manual Data Entry and Errors** o Without automation tools like ServiceNow, catalog data (vehicle details, specs, images) must be entered manually, increasing the risk of human errors and inconsistencies.
2. **Lack of Centralized Data Access** o Showroom staff may struggle with scattered information across spreadsheets or isolated systems, making real-time access to up-to-date car inventory difficult.
3. **Poor Workflow and Communication**
 - o Without integrated workflow management, coordination between sales, inventory, and procurement teams can be inefficient, leading to delays and miscommunication.
4. **Limited Reporting and Analytics** o Generating insights (like popular models, inventory turnover, or customer interest trends) becomes time-consuming and less reliable without automated dashboards.
5. **Inadequate Tracking and Updates** o Vehicle availability, test drive scheduling, and delivery status updates are harder to track, affecting customer service quality and operational visibility.

Purposes

An Automated Car Catalog System enhances showroom management by streamlining the process of managing vehicle information, customer interactions, and sales operations