ServiceNow Project Documentation

Project Title: Automated Car Catalogue System for Enhanced Showroom Management

1. Introduction

In the competitive automobile industry, showrooms often struggle with managing an ever-growing catalogue of car models, customer inquiries, and approval processes. Manual handling of these tasks can result in inefficiencies, delays, and inaccuracies. This project aims to develop an Automated Car Catalogue System on the ServiceNow platform, designed to streamline car catalogue management, automate customer request workflows, and enhance showroom operational efficiency.

2. Problem Statement

Car showrooms and dealerships face significant challenges in efficiently managing their vehicle catalogues, handling customer requests, and coordinating between sales and inventory teams. The lack of automation in approval workflows, task assignments, and catalogue updates leads to slow service delivery and reduced customer satisfaction. The Automated Car Catalogue System will address these issues by providing a unified ServiceNow-based platform that automates workflows, improves transparency, and provides real-time data accessibility.

3. Objectives

To create a centralised and automated car catalogue system using ServiceNow.

To enable customers and showroom staff to efficiently handle car requests, test drives, and bookings.

To automate approval flows and task assignments.

To provide a dashboard for tracking requests, car availability, and performance analytics.

To improve operational efficiency and customer satisfaction.

4. Tools and Technologies

ServiceNow: Platform for building and automating catalogue workflows.

Service Catalogue / Catalogue Builder: For creating and managing car electrocatalytic

Flow Designer: To design request, approval, and booking workflows.

Client Scripts & UI Policies: For dynamic field control and validation.

Business Rules: For backend automation and database updates.

GlideRecord (JavaScript): To interact with ServiceNow tables programmatically.

IntegrationHub: For REST API integration with external inventory or CRM systems.

Update Sets: To capture and deploy configuration changes between environments.

5. System Design

Key catalogue fields and data model components include:

Car Details: Make, Model, Variant, Price, Engine Type, Transmission, Fuel Type.

Stock Information: VIN, Availability Status, Showroom Location, Colour.

Customer Request Form: Customer Name, Contact Info, Requested Model/Variant, Request Type (Test Drive / Booking / Price Quote), Preferred Date, Manager Approval.

Supporting Components: Tasks for inventory updates, approval flows, and notifications.

6. Implementation Steps

Create a new Service Catalogue named Car Showroom Catalogue under the Sales & Services module.

Add catalogue items for Car Test Drive, Price Quote, Car Booking, and Trade-In Evaluation.

Design catalogue item forms with appropriate variables and field groups for clarity.

Use Client Scripts and UI Policies for dynamic behaviour based on car type or request type selection.

Configure Flow Designer to manage approvals (manager or finance team) and task creation.

Use Business Rules and Script Includes to automate backend updates, such as stock reservation.

Capture all configuration updates in an Update Set for proper deployment governance.

7. Testing and Validation

The Automated Car Catalogue System underwent rigorous testing, including:

Functional Testing: Validating catalogue item forms, workflows, and stock reservation logic.

UI Testing: Ensuring portal and workspace interfaces are user-friendly.

Workflow Testing: Confirming correct approval routing and task creation.

Integration Testing: Testing API-based inventory synchronisation.

Deployment Testing: Verifying configuration migration using update sets.

8. Results and Benefits

The Automated Car Catalogue System streamlined the management of car catalogues and customer requests. Key outcomes include:

Reduced manual data entry errors and improved transparency.

Faster turnaround time for customer requests and approvals.

Enhanced reporting and analytics for decision-making.

Improved coordination between sales, inventory, and finance departments.

9. Conclusion

The Automated Car Catalogue System successfully modernised showroom management by automating workflows, integrating catalogue data, and providing real-time insights. Built on the ServiceNow platform, it significantly reduced operational delays and enhanced customer satisfaction, leading to more efficient dealership management.

10. Future Enhancements

Integration with Asset Management to monitor car stock levels in real time.

Auto-assignment of tasks based on showroom region or car type.

Email and SMS notifications for request updates.

Integration with external CRM systems for lead management.

Performance Analytics dashboards for predictive demand forecasting.

11. References

ServiceNow Documentation – Catalogue Items: https://docs.servicenow.com/

ServiceNow Developer Portal: https://developer.servicenow.com/