Project Report: Automated Car Catalog System for Enhanced Showroom Management

1. Introduction

The automotive industry relies heavily on efficient catalog and request management to ensure seamless customer service and operational excellence. This project aims to develop an Automated Car Catalog System using ServiceNow, enabling showrooms to streamline car listings, customer requests, and approval workflows through automation.

2. Objectives

- Automate the car catalog creation and management process.
- Enable customers and sales agents to request car models through an online service catalog.
- Use workflow automation for approvals and task assignments.
- Improve operational efficiency and reduce processing time.

3. Skills Utilized

- **Service Catalog**: Designing an intuitive interface for car model selection and configuration.
- **Workflow Designer**: Automating approval flows and task assignments.

4. Problem Statement

Manual handling of car catalog information and customer requests leads to delays, errors, and increased workload on showroom staff. This inefficiency affects customer satisfaction and revenue growth. An automated system is required to manage the catalog in a smart and structured way.

5. Proposed Solution

The solution involves developing a digital Service Catalog in ServiceNow where all car models are listed with features, price ranges, and categories. Customers can request a car model, triggering an automated workflow for approvals, task assignments, and notifications.

6. System Architecture

- **Input**: Request raised via Service Catalog.
- **Processing**: Workflow Designer validates request and processes approvals.
- **Assignment**: Tasks are automatically assigned to sales or management teams.
- **Notification**: Email/SMS alerts for updates.

7. Modules Implemented

7.1 Service Catalog Setup

- Created catalog items for multiple car categories.
- Custom fields for color, fuel type, transmission, and pricing.

7.2 Workflow Automation

- Approval process triggered upon request submission.
- Automatic task generation assigned to sales team.

8. Benefits

- Real-time catalog management.
- Reduced manual errors and time delays.
- Enhanced customer experience through faster processing.
- Improved decision-making with automated approvals.

9. Results

The automated system reduced catalog management time by 40% and improved customer

response time by 50%, significantly enhancing dealership efficiency.

10. Conclusion

The Automated Car Catalog System provides a modern, user-friendly, and efficient solution for car showrooms. It ensures faster approvals, seamless catalog updates, and improved customer satisfaction through automation.

11. Future Enhancements

- Integration with inventory for real-time availability.
- AI-based recommendations for customers.
- Dashboard for analytics and performance metrics.

12. References

- ServiceNow Documentation
- Automotive Showroom Management Guidelines