

IDEATION PHASE

Project Name : Automated Car Catalog System for Enhanced Showroom Management

INTRODUCTION

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 efficiency

User Story

As a car showroom manager, I want an automated car catalog system integrated with ServiceNow, so that I can easily manage car details, track inventory, and provide real-time availability information to sales teams and customers, without relying on manual records.

Project Objective

- To design and implement an automated car catalog system within ServiceNow.
- To ensure easy access, search, and filter options for cars (by brand, model, price, features, etc.).
- To improve inventory accuracy by reducing manual errors.

- To provide real-time updates on car availability to sales representatives and customers.
- To enhance decision-making and customer experience through better data visibility.

Challenges

1. **Data Integration** – Migrating and syncing existing car inventory data into ServiceNow.
2. **Customization** – Adapting ServiceNow's workflows to suit showroom catalog requirements.
3. **User Training** – Ensuring sales staff and managers are comfortable using the new system.
4. **Scalability** – Designing the system so it can handle an expanding range of car models and multiple showrooms.
5. **Accuracy & Updates** – Keeping catalog data (features, pricing, stock) updated in real time.

Benefits of Project

1. **Centralized Inventory** – All car details stored in a single, easy-to-manage platform.
2. **Faster Sales Process** – Sales reps can quickly find and show relevant cars to customers.
3. **Improved Customer Experience** – Customers get accurate and up-to-date information.

4. **Reduced Errors** – Less manual entry, minimizing chances of wrong pricing or availability details.
5. **Analytics & Insights** – Managers can track popular models, sales trends, and optimize stock.
6. **Scalable & Future-Ready** – Easy to expand across multiple branches or integrate with other ServiceNow modules (like Customer Service Management or ITSM).