

ServiceNow Project

Project Title:

Automated Car Catalog System for Enhanced Showroom Management

1. Executive Summary

The **Automated Car Catalog System** project was initiated to improve the efficiency of managing car catalogs in showrooms and dealerships. Manual handling of car models, customer requests, approvals, and task assignments often led to delays, errors, and decreased customer satisfaction.

The solution leverages **ServiceNow Service Catalog and Workflow** to provide a dynamic, automated, and user-friendly system. Customers can submit requests easily, approvals are automated, and tasks are efficiently assigned to showroom staff. This project demonstrates how ServiceNow enhances operational efficiency, reduces manual effort, and improves the overall customer and employee experience.

2. Problem Statement

Car showrooms face challenges in their current catalog management process:

- Requests for cars, test drives, or quotes are handled manually via email or offline forms.
- Incomplete or incorrect requests lead to delays in approvals or customer follow-ups.
- Customers and staff are not guided in selecting models, variants, or accessories.
- Managerial approvals are performed manually, slowing down the process.
- Staff allocation for requests is not automated, causing delays.

These issues result in operational inefficiencies, reduced customer satisfaction, and missed sales opportunities.

3. Objectives

The project aims to:

- Create a **Service Catalog** for car models, variants, and categories.
 - Implement **dynamic fields** that guide users based on car type and request type.
 - Provide **instructions and tooltips** to ensure accurate data entry.
 - Integrate **automated approval workflows** for managers and showroom staff.
 - Assign **tasks automatically** to relevant employees.
 - Maintain **audit logs** for all requests, approvals, and task updates.
 - Enhance operational efficiency and **customer satisfaction**.
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4. Scope of the Project

In Scope:

- Development of the Car Catalog System in ServiceNow.
- Dynamic form behavior for selecting car models, variants, and accessories.
- Automated workflow for request approvals and task assignments.
- Notifications for request submission, approval, rejection, and completion.
- Audit tracking for governance and compliance.

Out of Scope:

- Physical delivery or procurement of cars.
 - Integration with third-party inventory or pricing systems outside ServiceNow.
 - Non-showroom related requests (e.g., maintenance scheduling).
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5. Stakeholders

The primary stakeholders include:

- **Customers:** Submit car requests, quotes, or test drive requests.
 - **Showroom Staff:** Process requests, provide approvals, and manage tasks.
 - **Manager:** Approve requests and monitor workflow.
 - **ServiceNow Admin:** Configure catalog items, workflows, and notifications.
 - **Compliance Team:** Monitor audit logs and governance reports.
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6. Solution Design

The solution leverages **ServiceNow Service Catalog** to digitize and automate the car catalog process.

Catalog Item Configuration:

- Item Name: Car Catalog Request
- Category: Showroom Services
- Short Description: Request a car, variant, or test drive
- Available to: All registered customers

Form Fields and Dynamic Behavior:

- **Car Category:** Options such as SUV, Sedan, Hatchback, Electric; dynamically updates available car models.
- **Car Model:** Updates available accessories dynamically based on model selection.
- **Accessories:** GPS, Car Cover, Seat Cover, etc.; visible only for eligible models.
- **Request Type:** Quote, Test Drive, Booking; displays fields conditionally.
- **Delivery Location:** Customer location; mandatory.

- **Justification:** Reason for request; mandatory for certain request types.
- **Reset Button:** Clears all fields; always available.

Form

Validation:

Mandatory fields ensure all essential information is captured. Real-time validation prevents invalid entries, and conditional fields appear based on prior selections.

Workflow

and

Automation:

Requests are automatically routed to managers or showroom staff. Relevant staff are assigned tasks based on request type. Notifications are sent at each stage—submission, approval, rejection, and completion. All changes are logged for compliance.

User

Experience

Enhancements:

Inline instructions and tooltips, a reset button, auto-generated request numbers, and responsive design for desktop and mobile devices improve usability.

7. Implementation Steps

1. Requirement Gathering: Interviews with stakeholders to understand pain points.
 2. Design: Mockups for catalog items and dynamic behavior.
 3. Development: Configured catalog items, dynamic fields, validation scripts, and reset button.
 4. Workflow Integration: Automated approvals, task assignments, and notifications configured.
 5. Testing: Functional, workflow, and user acceptance testing (UAT).
 6. Deployment: Moved configurations to the production environment.
 7. Training: Provided guides and instructions to staff and managers.
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8. Testing and Quality Assurance

Functional testing validated dynamic fields and reset functionality. Workflow testing ensured approvals and task assignments were automated. User Acceptance Testing confirmed usability. Audit verification ensured all logs and changes were captured for compliance.

9. Benefits

- **Efficiency:** Reduces processing time and manual effort.
 - **Accuracy:** Dynamic fields prevent errors.
 - **Customer Experience:** Simplified process improves satisfaction.
 - **Automation:** Streamlined workflows reduce staff workload.
 - **Governance:** Audit logs ensure compliance and traceability.
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10. Challenges and Solutions

- **Manual errors in requests:** Solved using dynamic fields and validation scripts.
 - **Delays in approvals:** Automated workflow ensures timely approvals.
 - **Tracking and governance:** Audit logs capture all changes and approvals.
 - **User adoption:** Training and instructions were provided for smooth transition.
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11. Future Enhancements

- Integration with inventory and pricing systems for real-time availability.
 - Self-service booking for test drives or demos.
 - Analytics dashboard for request trends and customer preferences.
 - Mobile app integration for on-the-go access.
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12. Conclusion

The **Automated Car Catalog System** project successfully replaces a manual, error-prone showroom request process with an **automated, efficient, and user-centric solution** using ServiceNow.

The system improves operational efficiency, reduces errors, enhances governance, and increases customer satisfaction. This project serves as a model for digitizing showroom operations and demonstrates how ServiceNow delivers modern, streamlined, and compliant service management solutions.