

Automated Car Catalog System for Enhanced Showroom Management

1. Project Overview

The *Automated Car Catalog System* is a ServiceNow-based application designed to digitalize and streamline car catalog management in showrooms.

It automates catalog creation, approval workflows, task assignments, and customer notifications—eliminating manual inefficiencies to improve both operational productivity and customer satisfaction.

2. Problem Statement

2.1 Identified Challenges

Car showrooms currently face the following issues:

- Manual management of a wide range of car models.
- Inefficient tracking of requests, approvals, and tasks.
- Communication delays between departments.

2.2 Consequences

Manual operations often lead to:

- Process delays and human errors.
- Reduced workflow transparency.
- Poor customer experience and satisfaction.

3. Proposed Solution

To overcome the above challenges, the following ServiceNow-based automated system was developed:

1. Build a workflow-driven car catalog automation application.
2. Automate approvals and task creation using **Workflow Editor**.
3. Enable automatic **email notifications** for approvals and rejections.
4. Create dedicated **Car Fulfillment tables** to manage order status.
5. Allow customers to **request cars directly through the Service Portal**.

4. Tools and Technologies Used

Tool / Technology	Purpose
ServiceNow	Core platform for application and workflow automation
Workflow Editor	Used for defining and automating approval and task processes
Service Catalog	For creating and managing car models
Notification Engine	For sending automated email alerts
Task Table Extension	For Car Fulfillment management
Global Scope Application	Ensures universal accessibility

5. System Components

5.1 Catalog Creation

- Navigate: *All* → *Maintain Catalog*
- Create new catalog: "**Mahendra**"
- Application: **Global**
- Description: *Car Showroom*
- Submit the record.

5.2 Category Setup

Create three categories linked to the Mahendra Catalog:

1. **Sudden**
2. **XUV**
3. **Sports**

6. Catalog Items Creation

6.1 Item 1 – Volkswagen Polo

- **Catalog:** Mahendra
- **Category:** Sudden
- **Short Description:** Compact Hatchback with superior comfort and efficiency.
- **Description:** Stylish, fuel-efficient hatchback with advanced features.
- **Price:** ₹70 | **Recurring Price:** ₹90

6.2 Item 2 – Mahindra Thar

- **Catalog:** Mahendra
- **Category:** XUV
- **Short Description:** 4x4 Off-Road SUV with modern features.
- **Description:** Adventure-ready SUV offering advanced comfort and safety.
- **Price:** ₹150 | **Recurring Price:** ₹170

6.3 Item 3 – Mahindra XUV700

- **Catalog:** Mahendra
- **Category:** Sports
- **Short Description:** The Ultimate SUV Experience.
- **Description:** High-performance SUV with luxury and ADAS safety features.
- **Price:** ₹200 | **Recurring Price:** ₹211

7. User, Role, and Group Configuration

7.1 Role Creation

- Navigate: *All → Roles (System Security)*
- Create Role: **emp1**

7.2 User Creation

- Navigate: *All → Users (System Security)*
- User ID: **01** | Name: **Sales Person** | Role: **emp1**

7.3 Group Creation

- Navigate: *All* → *Groups (System Security)*
- Group Name: **Showroom**
- Group Manager: **Abraham Lincoln**
- Members: Salesperson1, Salesperson2, Salesperson3

8. Table Creation

- Navigate: *All* → *Tables (System Definition)*
- Create Table: **Cars Fulfillment**
- Extended Table: **Task**
- Save and Submit the record.

9. Workflow Configuration

9.1 Workflow Setup

- Workflow Name: **Mahendra Service Catalog Workflow**

9.2 Approval Activities

- **Sales Approval:** Assigned to Sales Person
- **Supervisor Approval:** Assigned to Supervisor

9.3 Task Creation

Task	Table	Priority	Car Status	State
Car Company	Cars	1	Ready to Pickup	Closed
	Fulfillment			Complete
Car Production	Cars	1	Deployment	Closed
	Fulfillment		Failed	Incomplete

9.4 Notification Setup

- **Approval Notification:** "Car Request Approved" – Sent to Showroom Group
- **Rejection Notification:** "Car Booking Rejected" – Sent to Showroom Group

9.5 Workflow Completion

- End the workflow and **Publish** it.

10. Service Portal Testing

- Open: https://<instance_name>.service-now.com/sp
- Search catalog items: *Polo, Thar, XUV700*
- Place order for a car (e.g., *Thar*)
- Request number and delivery date generated automatically
- Approval-based email notifications sent to customer

11. Results

- Catalogs and categories created successfully
- Roles and groups configured properly
- Workflow automation executed correctly
- Email notifications triggered successfully
- Service Portal displayed car models properly
- Fulfillment tasks created automatically post-approval

12. Benefits

1. Reduces manual effort and human dependency.
2. Enables structured approval workflow.
3. Improves transparency and accountability.
4. Automates customer communication.
5. Enhances overall operational efficiency in showrooms.

13. Future Enhancements

- Integration of **Inventory Management** for real-time availability.
- Addition of **Payment Gateway** for online booking.
- Implementation of **AI-based Car Recommendation System**.
- Automated **Analytical Reports** for sales and performance tracking.

14. Conclusion

The **Automated Car Catalog System** built on ServiceNow successfully digitalizes and automates the car catalog, request, and approval processes.

It improves operational efficiency, enhances inter-departmental communication, and increases customer satisfaction—demonstrating how low-code automation can modernize traditional showroom operations.