Brainstorming - Idea Generation

Problem Context:

Most local garages still depend on manual paperwork for scheduling, billing, and customer management.

This results in inefficiency, poor customer service, and lack of data insights.

Opportunities:

- Introduce a cloud-based solution using Salesforce CRM.

- Streamline service booking, repair tracking, and invoicing.

- Improve customer engagement via automated notifications.

Brainstorming Summary:

Our brainstorming session identified three key stakeholders (Garage Owner, Mechanic, Customer)

and focused on solving manual inefficiencies through digital automation.

Garage Management System - Brainstorming Map

Garage Management System (GMS)

Customer Issues:
- Delays
- Manual records
- No tracking

Garage Issues:
- Paper-based billing
- No scheduling
- Low efficiency

Solutions:
- Salesforce Automation
- Service Tracking
- Report Generation