Service Update No: 602
6th March 2014

All Dealers/ TASCs

Sub: Tata Motors Service Application.

You would be aware that one of the prime expectations of our customers is to attend his vehicle fast and release them qualitatively in the shortest possible time during their visit to Workshops.

SPEED is the need of time. Customers of today want speed, accuracy and transparency. The workshops of today too need to be efficient thus eliminating 'waste' and utilizing the resources most appropriately. We must, therefore, know what and where are the leakages in the system. As you already know, we have addressed these issues through VTABS. Now we are pleased to provide the improvements in VTABS through its integration with CRMDMS with the help of tablets.

Towards the above objective, we have launched **T**ata **M**otors **S**ervice **A**pplication (TMSA). This is an android based mobile application for automating customer interaction at our Workshops.

Usage of this application gives the following benefits.

1. It reduces customer waiting time, by eliminating physical job slip, upto 15-20 mins per customer.
2. It improves Service Advisor's efficiency by digitizing JC data entry.
3. It improves integrity & accuracy of JC data by capturing right VoC at source – reduces rework, revisit and customer dissatisfaction.
4. It improves efficiency of VTABs system by having a single source of JC data – removes duplicity.
5. It eliminates customer waiting time in case of outage of CRM system by having offline feature.
6. It simplifies customer interaction by auto printing of JC directly from the mobile app.
7. It improves Customer Experience during his stay at Workshop.

The basic requirements for deploying this app are given below.

1. 7 inch Android jelly bean tablet devices (WiFi as well as WiFi+3G) for the Service Advisors.
2. WiFi access in the service vehicle reception area (where the SA is attending to the customer in front of his/ her vehicle after it has entered the dealer premises). The details of these requirements are given in Annexure I.
3. A printer connected to a PC/ laptop which is connected to the WiFi network

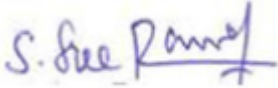The enclosed annexure II gives more details of the usage of this application.

The initial deployment of the same is in progress at some of our Dealer Workshops and the same will be extended to other Workshops with VTABS.

Please contact ASM/ CSM for any further details in this regard and for deploying the same at your Workshops.

Thanking you

Yours Faithfully

For **Tata Motors Ltd.**

S. Sree Raman
Sr. General Manager (Customer Service)
Mumbai

Encl: Annexure I & II.

HORIZONEXT

TATA MOTORS

TATA MOTORS | SERVICE
RESPONSIVE · RELIABLE · BEST VALUE

CRMNEXT

17th February, 2014

Dear Team,

Last year in July, we launched the **CRMNEXT** program. We promised you more **CRMNEXT** initiatives to come.

Keeping this promise, we are launching the next big initiative in the Service Area: **Tata Motors Service Application (TMSA),** a mobile application for automating customer interaction at our workshops.

This application will change the face of customer service by bringing in SPEED in attending to customers.

The TMSA application, which works on Android based tablet devices, is one of the first in the industry and the best in terms of features and capabilities. This is Tata Motors' first step towards taking our customer interactions at our channel partners on the mobile platform.

Visible and quick benefits by rolling out this application are –

- Reduced customer waiting time by eliminating physical job slip. The waiting time can reduce by 15-20 mins per customer.
- Improved Service Advisor's efficiency by digitizing job card data entry and eliminating physical job slips.
- Improved integrity, accuracy and recency of job card data by capturing it at source. Capturing the right Voice of Customer will reduce rework, revisit and customer dissatisfaction.
- Improved efficiency of VTABs system by having a single source of job card data.
- Eliminate customer waiting time in case of outage of CRM system by having offline Job card creation functionality.
- Simplifying customer interaction by auto print of Job Card directly from the application.

For further details please refer the attached presentation.

We are now starting a phased roll out of the application at select dealers.

We urge the field team to take full ownership of successful deployment and usage of this application.

Regards,

**Ankush Arora**   **Dinesh Bhasin**   **Rajalakshmi Vijay**

Annexure I
WiFi Conncetivity Specifications for TMSA

The workshop should have high speed and reliable broad band internet connectivity (2Mbps or above), which should be extended over WiFi in the entire workshop customer reception area as well as vehicle reception area (where the Service advisor attends to the vehicle when it enters the workshop premises).

The workshop should have a good quality WiFi router to extend the WiFi reach within the specified area (refer picture below). Depending upon the size of the workshop and position of the router, there may be need for connecting WiFi range extender(s) or access point(s) for having good WiFi strength in the specified area. The WiFi should be secured through pass word protection.

For seamless working of the TMSA application, the WiFi device (tablet) shouldshow maximum WiFi signal strength in all points within the mentioned zone.
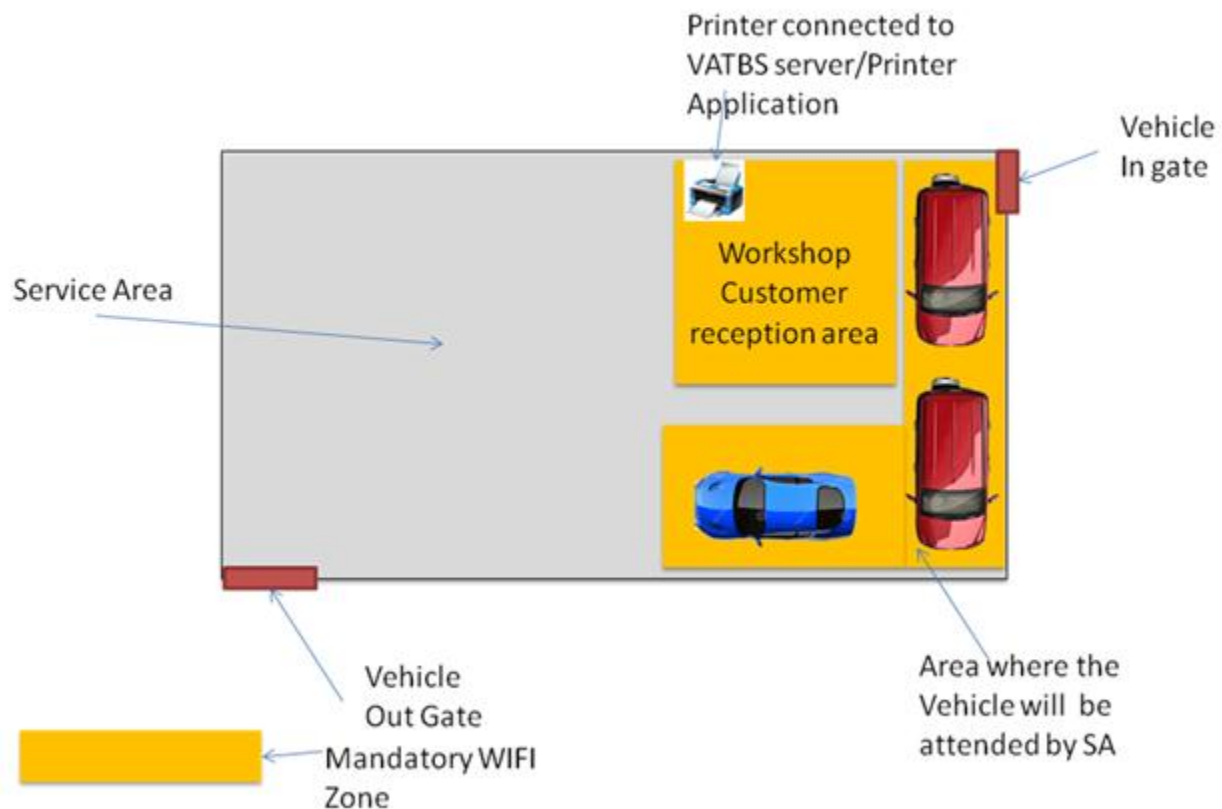
The Minimum specifications for WiFi Routers and Access points:

ROUTER	Specs
Type	Wireless with Modem
PROTOCOLS	IEEE 802.11b/g/n
Wireless Speed	300 Mbps
DSL Modem Speed	24 Mbps
LAN/WAN	10/100
No of LAN Ports	Min 4
No of WAN ports	Min 1
WAN type	RJ-11
LAN Type	RJ-45
Antenne	Min 1
Antennae Capacity	Built in MIMO
ACCESS POINT	Specs
Antenna	Single 2 dBi Antenna
Modulation Type	OFDM with BPSK, QPSK, 16 QAM, 64 QAM, DBPSK, DQPSK, CCK
Wireless Speed	54 Mbps
Transmit Power	16 dBm
Frequency Band	2.4 GHz
Wireless Distribution System	Repeater, Point-to-point, Point-to-Multipoint, Simultaneous bridge
Supported PROTOCOLS	IEEE 802.11g, IEEE 802.11b

Tata Motors Service Application (TMSA) - a Snapshot

Current Scenario

- Dealers are opening job card on a physical job slip while attending to the customer.
- After interacting with the customer, the JC details are entered in CRM
- Then a formal system generated Job card with estimate is provided to the customer
- The Service Advisor creates a parallel JC in VTABs for tracking the vehicle in VTABs system – no linkage with CRM JC

New Scenario

- Service Advisor opens job card on a tablet device while attending to the customer and takes customer's consent signature on the device itself.
- Job card printout given from tablet and handed over to customer.
- The JC is simultaneously created in CRM and in VTABs systems.

Key Features

- **TMSA** is an android based mobile application for automating customer interaction during Job card creation

- SAs can create Job Cards directly in CRM from tablet device while attending a customer using the Mobile Application (Replacement of manual Job-slip)

- The same JC will now be automatically pushed to VTABS, thereby duplication of efforts & avoiding errors

- Vehicle inventory and body condition capture option is available in the Mobile Application

- Customer signature capturing in digital form in the mobile application

Key Features (contd..)

- Auto print of the Job Slip is available from the Mobile Application

- Summary of all JCs created by the SA for that day is available in the Mobile Application with status from VTABS server

- The Mobile Application has the capability to Work-Offline. Hence, creation of Job Card is not an issue even if the central CRM system is not available

- The Offline content can be synced by SAs once the system is back online. Hence repetition of Job is avoided

- 90% of the data entry is dropdown based, hence easy and fast to use.

Benefits

- Reduce customer waiting time by eliminating physical job slip. Can reduce waiting time by 15-20 mins per customer.

- Improve Service Advisor's efficiency by digitizing JC data entry.

- Improve integrity, accuracy and receny of JC data by capturing right VoC at source – reduce rework, revisit and customer dissatisfaction

- Improved efficiency of VTABs system by having a single source of JC data – remove duplicity.

- Eliminate customer waiting time in case of outage of CRM system by having offline feature

- Simplifying customer interaction by auto printing of JC directly from the mobile app.

Infrastructure requirement from dealers

- 7 inch Android jelly bean tablet devices (WiFi as well as WiFi+3G) for the Service Advisors.

- WiFi access in the service vehicle reception area (where the SA is attending to the customer along with the vehicle, after it has entered the dealer premises)

- A printer connected to a PC/laptop which is connected to the WiFi network.

Architecture

Printer for direct printing of Job Card

Local VTABS/Printer Server

CRM

7" Tablet Running on Android
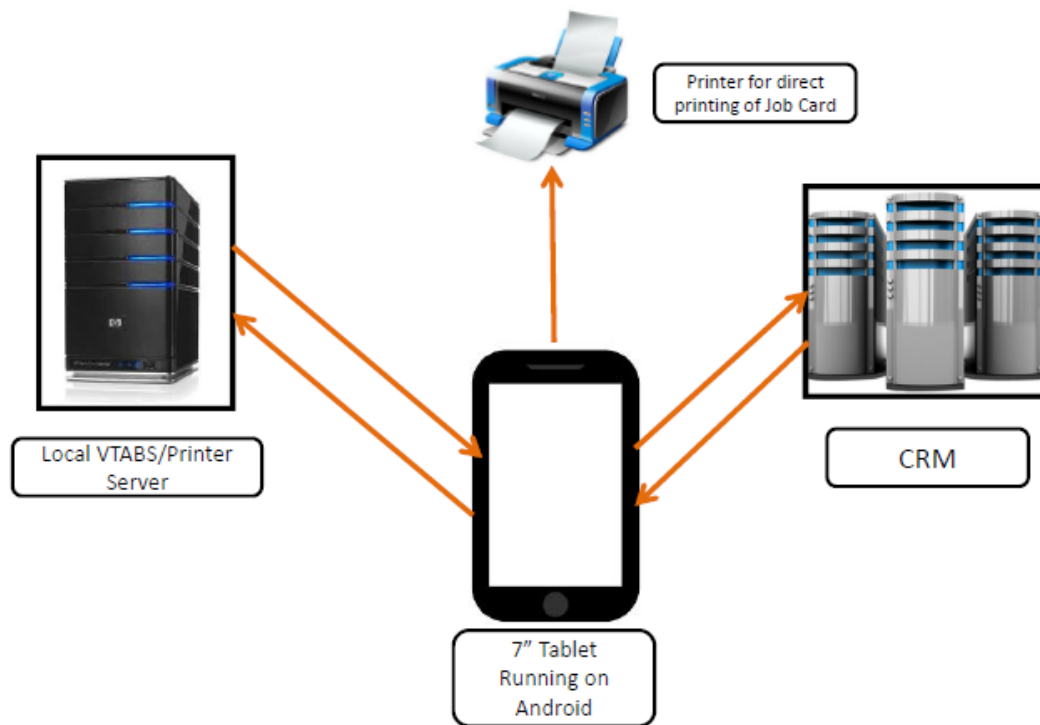
TMSA-Login Page

Functionality to login Offline is available. But in offline mode, data can't be pushed to CRM.

However, in offline mode, Job Slip with Temporary numbers can be generated. This will ensure no waiting for the customers

Enter CRM Login ID & Password

TATA MOTORS | SERVICE

RLOBO_3006800

••••••••

Login   Exit

TMSA-Home Screen

Service Advisor can download SRs assigned to him/workshop which are "Booked" for a particular day

	No	Yes
Revisit	↻	↻
JDP	⊕	⊕
Warranty		
Extended Warranty		
AMC		
Prev JC Opened		
Campaign	⚑	⚑
History		

SR List

SR #	SR-CcdMum/WP2-1314-010723	Reg #	MH01AL8027
SType	Paid Service	Name	PRATIKSHA VYAS

SR #	SR-CcdMum/WP2-1314-016471	Reg #	MH01BB7963
SType	Paid Service	Name	BHOGLE RAVINDRA

SR #	SR-CcdMum/WP2-1314-016720	Reg #	MH46N2523
SType	Paid Service	Name	SAMIRA SAWANT

On every SR which is fetched from System, the following symbols (Active/In-Active) are available as a ready information to act prompty

TMSA-Additional Menu

SR List

SR #	SR-CcdMum/WP2-1314-010723	Reg
SType	Paid Service	Nan

SR #	SR-CcdMum/WP2-1314-016471	Reg
SType	Paid Service	Nan

SR #	SR-CcdMum/WP2-1314-016720	Reg
SType	Paid Service	Nan

RLOBO_3005800

Home

Settings

Master Sync

SR JC Pending

Summary

Vehicle Status

Help

Info

Spare Rate info

Logout

Additional menus is accessible through the "Menu" button to access advanced functions/ additional pages

TMSA-SR creation/Edit

Details has been provided for understanding the Login & connectivity status on each page

SR # SR-CcdMum/WP2-1314-010723

SERVICE TYPE *	Paid Service
REG NO *	MH01AL8027
CHASSIS #	MAT6122519YK09110
PL/PPL	Nano
LAST NAME	PRATIKSHA
FIRST NAME	VYAS
MOBILE NO *	9819886331
CURRENT KMS *	2345
OPERATION *	Corporate
LABOUR RATE *	Mumbai-CcdMum-3005800 Apr-08 Rate List
INSURANCE CO *	Oriental Insurance
SUMMARY	

All info will be pre-filled in for bookings. For Walk-in customer, only the Mandatory fields need to be filled in. Rest will be fetched from CRM when sync with CRM happens

TMSA-Vehicle External Condition

SR # MH15CT1021214202913

Appropriate Vehicle Image appears as per selected PPL

LHS   RHS

Appropriate markings can be selected from the available tools to tag vehicle exterior condition

Pen   Crack   Dent   Scratch/Spot   Peeling   Clear

TMSA-Vehicle Inventory

Vehicle Inventory can be captured on the App.

TMSA-Customer Voice

Customer voice & complaint codes can be captured through the App. Customer voice is free text entry, Complaint Code is search from master

Added Cust Voice & Complaint codes gets added here on selection

TMSA-Adding Job Codes

Applet to add Job codes

Seleect parameters from Dropdown

Performed Jobs   BACK ✓ NEXT

SR #   SR-RDMot/KT-1314-008196

BILLING ★ Select   RATE TYPE ★ Select

COMPLIANT CODE ★ Select

JOB CODE ★ Select

STD HRS   BILL HRS   JOBS #   EXTRA CHG ₹

Click ADD to add the performed Job

PARTS AMOUNT ₹   SUB CONTRACTED

REMARKS   ADD

Added Job codes keep on getting accumulated in the bottom

BILLING TYPE	PAID	PARTS AMOUNT	₹ 0.0
RATE TYPE	Standard	NET JOB	₹ 675.0
COMPLANT CODE	G3		DELETE
JOB CODE	261030		

Mobile Application-JC Submit page

The summary of all the jobs & estimate is visible here

Enter Initial Delivery Estimate Date

Initial Estimation   BACK ✓ PRINT

SR #   SR-RDMot/KT-1314-008196

LABOUR HRS   2.5   LABOUR AMT ₹ 675.0

₹ 0.0   TOTAL ₹ 675.0

DELIVERY DATE AND TIME ★ 12/18/2013   14:22

VTAB   RFID # ★ 465845

Enter Initial Delivery Time

SIGNATURE ★   CLEAR

Customer signature is captured here on the App

Capture VTABS tag no to integrate with VTABS server
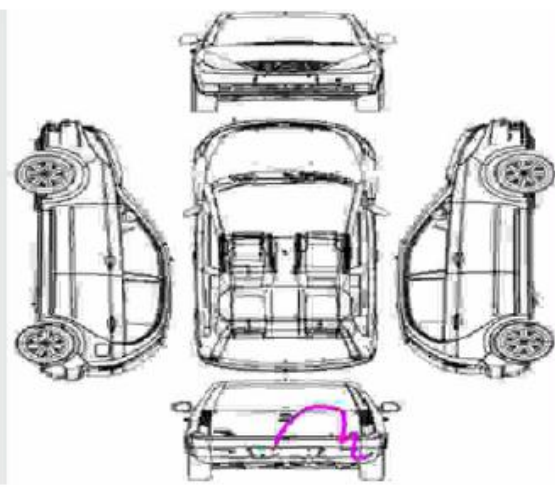
Job Slip Print

Job Card/Slip gets printed remotely from App with all the details captured

Vehicle Body condition print

Body condition gets printed remotely from App with all the details captured

Integration In VTABS-Production Server

This is the output for JCs from TMSA to the VTABS server. This works even if CRM is not online. Once CRM is online & data is synced, the same gets updated in here. This confirms the integration between CRM & VTABS via the Mobile Application

TMSA-Sync Page

Any SR/JC which could not be posted in CRM directly owing to various issues will be available in the Sync page

Job slip anyway will get printed with temp nos

If posting to CRM failed due to data error, edit button can be used to correct data & re-post

If posting to CRM failed due to connection error, SYNC button can be used to re-post when connection is established

TMSA Working

SA using TAB to Open SR

SA capturing inventory/vehicle condition in App

Customer Signing on the completed Job Slip with the help of App

Customer receiving Digital Job slip with CRMDMS JC no. created through the App

The entire process takes less than 5 minutes.

SA do not have to visit his laptop to open CRMDMS or give printout.