

TATA MOTORS LIMITED SERVICE UPDATE



TATA MOTORS | SERVICE
RESPONSIVE • RELIABLE • BEST VALUE



CUSTOMER SUPPORT - PASSENGER VEHICLE BUSINESS UNIT - MUMBAI

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 **Tata Motors Service Application (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.

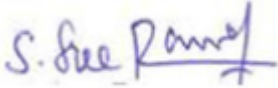
The initial deployment of the same is in progress at some of our Dealer Workshops and the same will be extended to other Workshops with VTABS.

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.

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

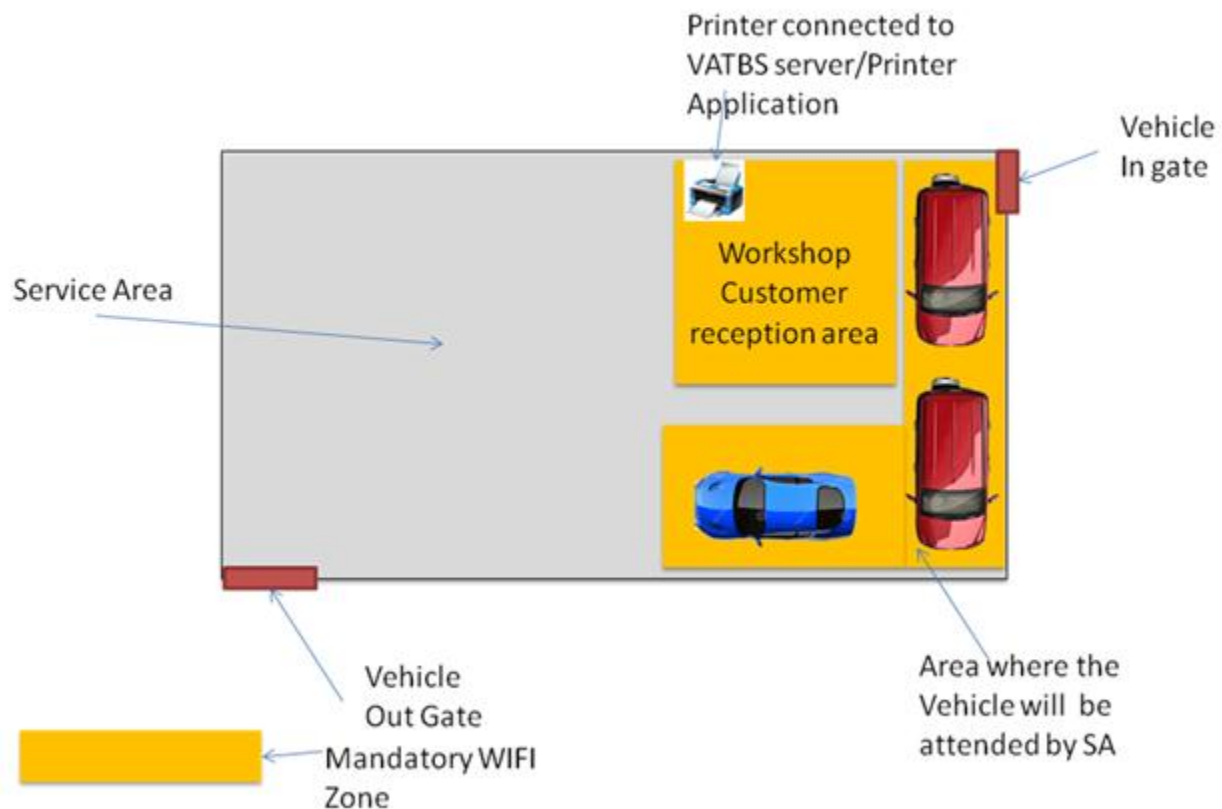
Annexure I

WiFi Connectivity 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) should show 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.

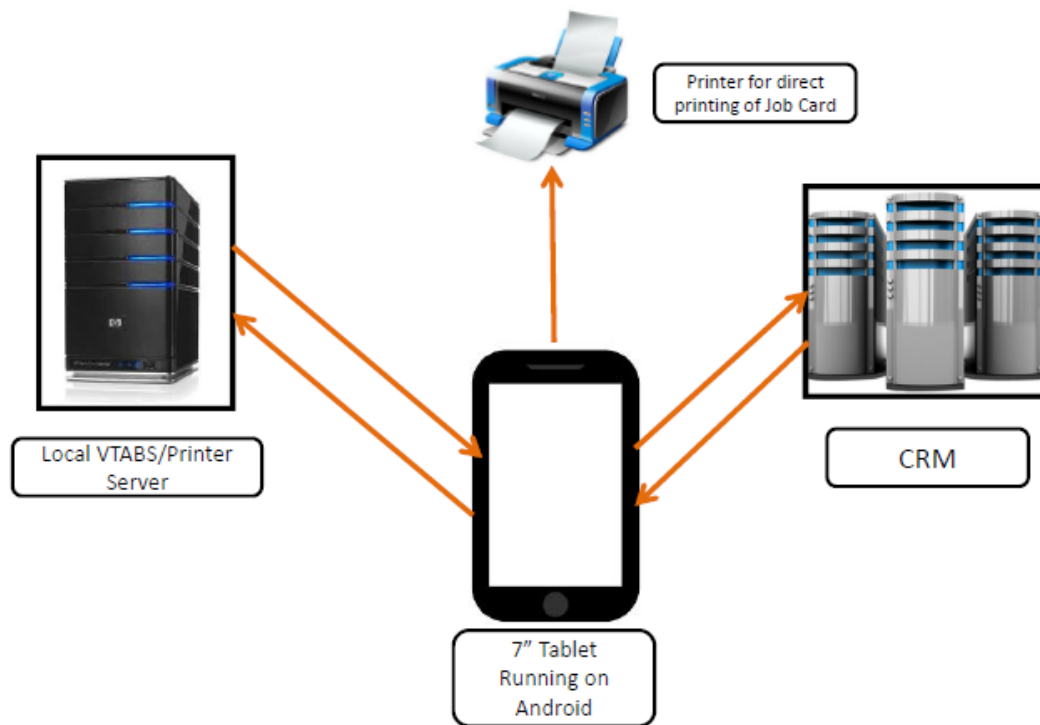
Benefits

- 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 recency 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



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

The screenshot shows the TMSA-Login Page. At the top, there are logos for TATA and TATA MOTORS | SERVICE, with the tagline RESPONSE • RELIABLE • BEST VALUE. Below the logos, there are two input fields: one for the CRM Login ID (containing the text RLOBO_3006800) and one for the Password (containing asterisks). Below the input fields, there are two buttons: Login and Exit. At the bottom of the page, there is a graphic of several hands giving a thumbs up.

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		

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

TMSA-Additional Menu

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

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

Service Request

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

TMSA-Vehicle External Condition

Appropriate Vehicle Image appears as per selected PPL

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

Body / Paint Damages

SR # MH15CT1021214202913

LHS

RHS

Pen Crack Dent Scratch/Spot Peeling Clear

TMSA-Vehicle Inventory

Vehicle Inventory can be captured on the App.

Vehicle Inventory

SR # MH15CT1021214202913

SERVICE BOOK TOOL KIT SPARE WHEEL

JACK JACK HANDLE PERFUME

CLOCK MUSIC SYSTEM CIGAR LIGHTER

REMOTE BODY COVER SAFETY TRIANGLE

IDOL Select WHEEL CAP Select MUD FLAPS Select

MATS Select DICKY MAT Select WIPER BLADE Select

SPKR-FR Select SPKR-FR Select TWEETERS Select

BATTERY MAKE Select ADD NEW

TYRES MAKE ADD NEW

F/LH F/RH R/LH R/RH

Remarks

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

Customer Complaint

SR # MH15CT1021214202913

CUSTOMER VOICE

SEARCH BY COMPLAINT CODE

SEARCH BY COMPLAINT DESC

COMPLAINT DESC

ADD

CODE	DESC
K005	As not working properly
K01	A/C COOLING INSUFFICIENT-

DELETE

TMSA-Adding Job Codes

Applet to add Job codes

Select parameters from Dropdown

Click ADD to add the performed Job

Added Job codes keep on getting accumulated in the bottom

BILLING TYPE	PAID	PARTS AMOUNT	0.0
RATE TYPE	Standard	NET JOB	675.0
COMPLAINT CODE	G3		
JOB CODE	261030		

DELETE

Mobile Application-JC Submit page

The summary of all the jobs & estimate is visible here

Enter Initial Delivery Estimate Date

Enter Initial Delivery Time

Customer signature is captured here on the App

Capture VTABS tag no to integrate with VTABS server


SR #	LABOUR HRS	LABOUR AMT	TOTAL	DELIVERY DATE AND TIME	VTAB
SR-RDMot/KT-1314-008196	2.5	675.0	675.0	12/18/2013 14:22	465845

SIGNATURE

CLEAR

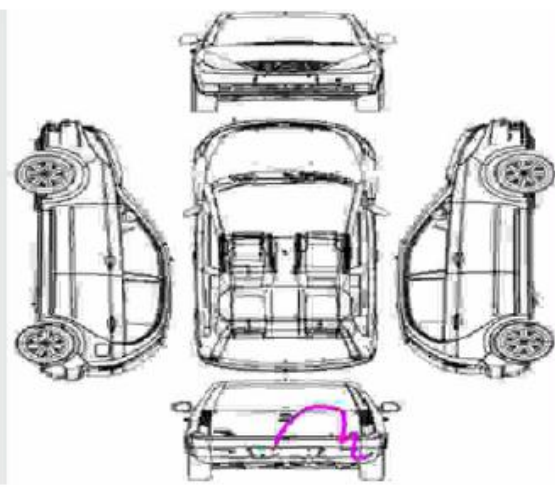
Job Slip Print

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

Concorde Motors(I) Limited Wardh Naga, Mumbai Phone No: 226740340		JOB CARD		TATA MOTORS SERVICE																													
Job Card #: JC-CodMum-WP2-1314-01066 Booking For Date:26-Dec-2013		Current KMS: 68365		Vehicle Reg No: MH-02BR7919																													
Service Request #: SR-CodMum/WP2-1314-01347 Service Type: Running Repairs																																	
Customer Details		Vehicle Details																															
RAJESH SADAR A-303, 3RD FLOOR, MUMBAI, MHA-303, 3RD FLOOR, MUMBAI MH 400004 Phone No (Res./Off/Mob): 9792011801		Model Name Color: PEARL WHITE Sold On: 07/30/2011 Ext'd Warranty: Y Chassis #: MAT014004BRD00714 Operation Type: Corporate Engine #: 2.2L DICOR06CYYJ09 Last Attended At: CONCORDE MOTORS (INDIA) LTD - 3005800 On: 2013-10-05T13:55:01.0		Variant: ARIA AMC: N																													
Repair Advice By Service Advisor: Mr/Ms JAVED SHAKH																																	
Customer Requests:																																	
		<table border="1"> <tr> <td>Idol</td> <td>1</td> <td>Wheel Cap</td> <td>4</td> </tr> <tr> <td>Dicky Mat</td> <td>1</td> <td>Mats</td> <td>5</td> </tr> <tr> <td>Mud Flaps</td> <td>4</td> <td>Battery Make</td> <td>note</td> </tr> <tr> <td>Splr - RR</td> <td>0</td> <td>Splr - FR</td> <td>0</td> </tr> <tr> <td>Tirevalers</td> <td>0</td> <td>FILH Tyre</td> <td>onagast</td> </tr> <tr> <td>F/RH Tyre</td> <td>onagast</td> <td>R/LH Tyre</td> <td>onagast</td> </tr> <tr> <td>R/RH Tyre</td> <td>onagast</td> <td>Spare</td> <td>onagast</td> </tr> </table>		Idol	1	Wheel Cap	4	Dicky Mat	1	Mats	5	Mud Flaps	4	Battery Make	note	Splr - RR	0	Splr - FR	0	Tirevalers	0	FILH Tyre	onagast	F/RH Tyre	onagast	R/LH Tyre	onagast	R/RH Tyre	onagast	Spare	onagast	Declaration: I authorise to exvoute the jobs described in the repair advice above using the necessary material at my cost. I understand that the vehicle is being stored, repaired and tested at my risk.	
Idol	1	Wheel Cap	4																														
Dicky Mat	1	Mats	5																														
Mud Flaps	4	Battery Make	note																														
Splr - RR	0	Splr - FR	0																														
Tirevalers	0	FILH Tyre	onagast																														
F/RH Tyre	onagast	R/LH Tyre	onagast																														
R/RH Tyre	onagast	Spare	onagast																														
<table border="1"> <tr> <td>Service Book</td> <td>NO</td> <td>Clock</td> <td>YES</td> </tr> <tr> <td>Tod Kit</td> <td>YES</td> <td>Music System</td> <td>YES</td> </tr> <tr> <td>Spore Wheel</td> <td>YES</td> <td>Car Lighter</td> <td>YES</td> </tr> <tr> <td>Jack</td> <td>YES</td> <td>Remote</td> <td>NO</td> </tr> <tr> <td>Jack Handle</td> <td>YES</td> <td>Body Cover</td> <td>NO</td> </tr> <tr> <td>Pertume</td> <td>YES</td> <td></td> <td></td> </tr> </table>		Service Book	NO	Clock	YES	Tod Kit	YES	Music System	YES	Spore Wheel	YES	Car Lighter	YES	Jack	YES	Remote	NO	Jack Handle	YES	Body Cover	NO	Pertume	YES			Remarks		Customer Signature					
Service Book	NO	Clock	YES																														
Tod Kit	YES	Music System	YES																														
Spore Wheel	YES	Car Lighter	YES																														
Jack	YES	Remote	NO																														
Jack Handle	YES	Body Cover	NO																														
Pertume	YES																																
Complaint Details		Job Code		Repair Details (Instructions to Workshop)																													
D06 UNDER CARRIAGE NOISE-		900115		SHEET METAL WELDING/REPAIR																													
P14 DOOR NOISE ON CLOSING		721355		REPLACE DOOR STRIKER / ADJUST																													
Estimated Delivery Date & Time: 27-Dec-2013 3:00 pm		Estimated Cost: ₹ 0.30																															
Additional Observations:		Payment Mode																															
Service Advisor Signature		Cash		Card Warranty																													

Vehicle Body condition print

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

Concorde Motors(I) Limited Wardh Naga, Mumbai Phone No: 226740340		TATA MOTORS SERVICE	
Job Card No: JC-CodMum-WP2-1314-01066 S.R. NO: SR-CodMum/WP2-1314-01382		Vehicle Reg No: MH-10CT-1040	
Body/Paint/Image			
			
Customer Signature			

Integration In VTABS-Production Server

The screenshot shows the VTABS web application interface. At the top, there's a navigation bar with 'Support', 'Help', 'About', and 'Logout'. Below it, the 'spin' logo and 'Building Smarter Enterprise' tagline are visible. The main header area displays 'VTABS' and 'TATA MOTORS | SERVICE'. A license notice for 'Concorde Motors(I)Limited.' is shown. The dashboard includes a 'Job Controller' section with a 'Welcome, Jcr' message. A status bar shows 'Today', 'Next Day', and 'Workshop Status' with counts for 'Total 57', 'WIP 15', 'Ready 3', 'Idle 19', and 'Hold 0'. Below this, there are filters for 'Customer Ty', 'Service Typ', 'Model', 'Process', 'Service', 'TeamLea', 'Status', and 'Order B'. A table lists job controller data with columns: SNO, TAG, REG NO., JDP.CW, MODEL, S-T, STATUS, VI, J.A, T1, T2, T3, WA, RT, WSH, QC, VAS, JCC, PDT, and RMK. The first row shows a job controller with SNO 1, TAG 221, REG NO. MH15CT1640, JDP.CW Indica Vis, MODEL PS, and various status icons.

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

The screenshot shows the 'SR-JC Sync' page. It has a header with a home icon and 'SR-JC Sync'. The page lists two records. Each record has fields for SR #, Vtab #, Vehicle #, Status, SType, and PPL. Below each record are three buttons: EDIT (green), SYNC (green), and DELETE (red). The first record has SR # SR-CcdMum/WP2-1314-016920, Vtab # MH03AZ6021214105159, Vehicle # MH03AZ6981, Status SR-JC, SType Campaign, and PPL Nano. The second record has SR # SR-CcdMum/WP2-1314-016920, Vtab # MH15CT1021214202913, Vehicle # MH15CT1640, Status JC, SType Campaign, and PPL Indica Vista.

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.