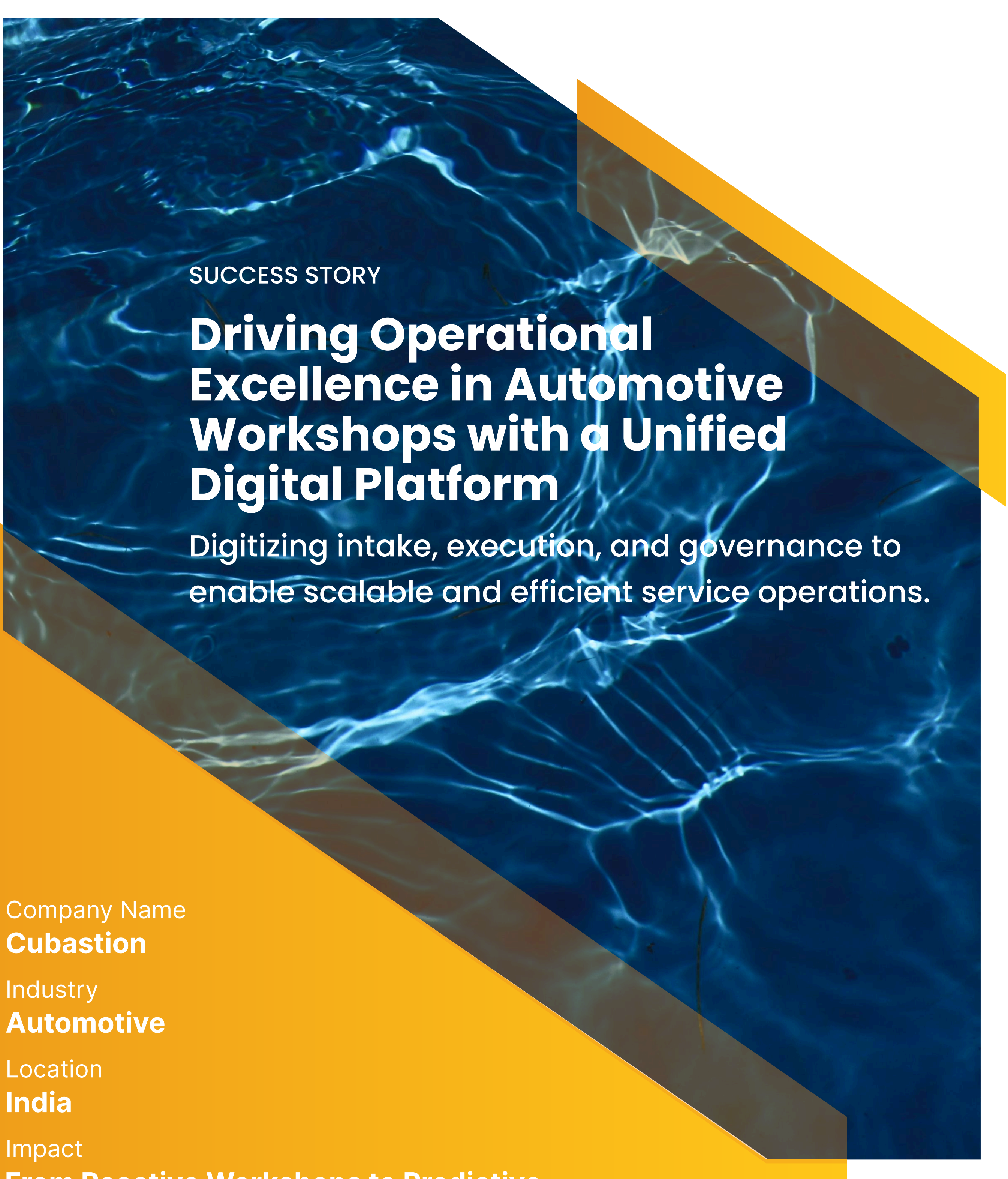

SUCCESS STORY

# Driving Operational Excellence in Automotive Workshops with a Unified Digital Platform

Digitizing intake, execution, and governance to enable scalable and efficient service operations.

Company Name
**Cubastion**

Industry
**Automotive**

Location
**India**

Impact
**From Reactive Workshops to Predictive, Capacity-Driven Operations**

Application
**Web Application**

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## From Reactive Workshops to Predictive, Capacity-Driven Operations

### A CASE STUDY

Transforming automotive service operations through structured DSC implementation, capacity-driven execution, seamless integration, and data-driven governance.

### Background

In the automotive industry, workshop efficiency directly influences business performance. Every delayed vehicle delivery impacts customer satisfaction. Every idle bay or overbooked stall affects revenue. Every misaligned technician assignment increases rework and cost. As service complexity increases - with advanced vehicle diagnostics, long-duration repairs, parts dependencies, and multi-stage approvals - workshops must coordinate mechanics, supervisors, planners, and support teams across constrained physical capacity.
What was once manageable through whiteboards, spreadsheets, and verbal coordination becomes increasingly fragile as service volumes grow. The need for structured, real-time operational visibility becomes not just beneficial - but critical. Recognizing this shift, the modernization initiative was designed to unify fragmented workshop processes into a single, enterprise-grade digital framework - enabling structured intake planning, real-time execution tracking, and governance-driven oversight.

## Solutions

To address the growing complexity of automotive workshop ecosystems, Cubastion delivers a unified digital solution that modernizes service operations, technical execution, and business governance within a single, structured framework.
Rather than optimizing isolated processes, Cubastion enables a connected operating model where intake planning, technician execution, capacity utilization, and management oversight function as one synchronized system.

## Challenges Faced

As automotive service volumes increased and vehicle repair complexity evolved, workshop operations began experiencing systemic strain. What once functioned through manual coordination and experience-driven planning became increasingly fragile in high-volume, multi-bay service environments.

- **Inefficient Intake Planning & Scheduling**

  Lack of real-time validation of bays, stalls, and technician capacity led to overbooking during peak hours and underutilization during slower periods.

- **Fragmented Workflow Execution**

  Manual coordination and experience-driven planning caused inconsistencies, delays, and conflicts between long-duration and quick-service jobs.

- **Limited Real-Time Visibility**

  Inadequate visibility into ongoing work increased dependency on manual follow-ups and reduced operational control.

- **Data Silos & Synchronization Issues**

  Lack of integration across systems resulted in duplicate data, inconsistencies, and increased reconciliation effort.

- **Manual & Error-Prone Processes**

  Heavy reliance on manual data entry led to inefficiencies, errors, and reduced productivity.

**Service Operations Modernization:** At the service layer, Cubastion transforms how workshops manage vehicle intake, planning, and execution.
The platform introduces:
- Structured, capacity-based intake planning instead of manual scheduling
- Real-time bay and stall visibility to prevent overbooking
- Intelligent workload distribution across technicians
- Reduced same-day intake reshuffling
- Proactive detection of service delays

This enables workshops to improve service turnaround, increase daily throughput, and enhance on-time vehicle delivery without increasing operational strain.

**Technical Operations Optimization:**
At the technical execution level, Cubastion digitizes and standardizes the complete Job Card lifecycle and technician workflow.
Key capabilities include:
- Automated Job Card synchronization across systems
- Skill-based job assignment aligned with technician capability
- Real-time tracking of in-progress, pending, and completed jobs
- Reduced manual data entry and reconciliation effort
- Audit-ready traceability of actions and updates

By minimizing skill mismatches and eliminating duplicate updates, technical teams operate with higher productivity, lower error rates, and improved execution consistency.

**Business & Operational Governance Enablement:** Beyond workshop execution, Cubastion strengthens enterprise-level control and decision-making.
The platform provides:
- Centralized performance dashboards for service volume, capacity, and delays
- Early detection of intake overload and capacity risks
- Role-based access controls and digital audit trails
- Reduced disputes through transparent data alignment
- Faster management reviews through centralized reporting

This allows automotive enterprises to scale service operations across multiple outlets while maintaining governance, accountability, and performance visibility.

- **Delayed Issue Identification**

  Capacity risks and service delays were often identified late, impacting delivery timelines and customer satisfaction.

- **Customer Experience Challenges**

  Service delays and lack of transparency resulted in increased customer dissatisfaction and escalations.

- **Operational Inefficiencies & Imbalances**

  Reactive execution led to workload imbalances, higher overtime, and reduced technician productivity.

- **Limited Scalability & Governance**

  Scaling operations required proportional increases in manpower, with limited governance, audit visibility, and process control.

**Enterprise Outcome:** By integrating service, technical, and business operations into a unified digital framework, Cubastion enables automotive organizations to:
- Support higher service volumes without proportional expansion
- Improve operational efficiency and throughput
- Reduce manual coordination and reactive execution
- Strengthen governance and data consistency
- Build a scalable foundation for future intelligent automation

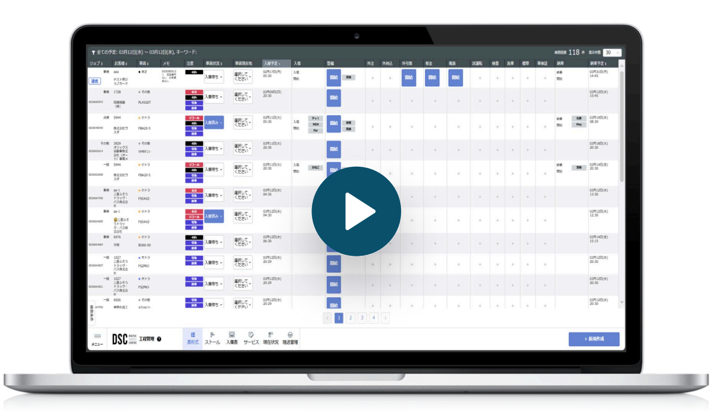
Cubastion does not simply digitize workshops it establishes a structured, data-driven operating model that aligns frontline execution with enterprise performance objectives.

## Proof of Execution

Cubastion implemented DSC, a centralized digital workshop management solution designed to automate Job Card lifecycle, enable structured intake planning, and provide capacity-based operational control. The DSC platform enabled a decisive shift from reactive, manual workshop coordination to a structured, capacity-governed operating model. By digitizing intake planning, automating Job Card synchronization, and providing real-time execution visibility, DSC delivered measurable operational transformation across enterprise service networks.

### Key DSC Capabilities Delivered

- **Automated Job Card Synchronization:** DSC eliminates manual duplication by enabling automated Job Card creation and real-time updates across operational systems, establishing a single source of truth.
- **Dedicated Intake Planning (Kotei Kanri Screen):** A structured intake planning interface separates incoming workload from execution stalls, enabling proactive planning for long-duration and complex service jobs.
- **Capacity Planning & Visualization:** DSC provides real-time visibility into bay capacity, stall utilization, intake load, delivery timelines, and in-house work-preventing overbooking and improving workload balance.
- **Enhanced Usability & Operational Transparency:** Visual indicators, optimized memo management, and reduced system interruptions improve daily execution efficiency for mechanics and supervisors.
- **Governance, RBAC, and Audit Controls:** Role-based access, traceability, and audit trails ensure operational accountability, compliance readiness, and high data trust across teams.



### Why DSC Stands Out in the Market

Unlike generic workshop management tools that focus only on task tracking or basic scheduling, Cubastion's DSC platform is purpose-built for enterprise automotive service operations. It combines intake governance, execution control, and capacity intelligence into a unified operational layer, making it significantly more scalable and future-ready than fragmented market alternatives.

Differentiators that set DSC apart include:

- Automotive-first workflow design aligned to real workshop realities such as long-duration repairs, stall dependency, and bay-level execution constraints.
- Enterprise-grade scalability, enabling consistent rollout across multiple service centers, regions, and dealer networks.
- Seamless integration readiness with OEM backends, dealer systems, parts inventory, and service history platforms without disrupting existing operations.
- Operational decision intelligence, enabling supervisors to identify bottlenecks, capacity risks, and workload imbalances early.
- Configurable governance controls, allowing organizations to enforce standardized processes while supporting local workshop flexibility.
- Future extensibility, providing a foundation for predictive scheduling, AI-based workload forecasting, and autonomous service optimization.
- Improved change adoption and usability, with intuitive planning views and reduced operational friction, ensuring faster onboarding and higher acceptance among workshop staff.

This combination of domain depth, integration strength, and enterprise control makes DSC a differentiated solution compared to one-size-fits-all workshop tools in the market.

## Business Outcomes

With DSC, automotive enterprises achieved a significant shift from manual, experience-driven workshop coordination to a structured, digitally governed operating model. By embedding intake planning, capacity intelligence, and real-time job execution visibility into a single platform, DSC enabled workshops to scale efficiently while improving consistency, control, and service performance across teams.
The implementation of the platform delivered significant, quantifiable improvements across intake planning, execution control, capacity utilization, data governance, and overall operational efficiency.

### Intake Planning & Scheduling Optimization

| | |
|---|---|
| **60-70%** | reduction in ad-hoc or same-day intake changes |
| **35-45%** | improvement in intake planning accuracy compared to manual/ whiteboard methods |
| **~70%** | faster scheduling (reduced from 2–3 hours to 30–40 minutes) |
| **40–50%** | reduction in rescheduled or deferred jobs |
| **50–60%** | reduction in overbooking and capacity clashes |
| **24-48hrs** | earlier identification of intake risks and overload |

### Workforce Productivity & Skill Optimization

| | |
|---|---|
| **25-30%** | reduction in skill mismatch incidents |
| **30-35%** | increase in jobs completed per technician per day |
| **80-85%** | reduction in verbal follow-ups and manual coordination |
| **40-45%** | reduction in missed actions or follow-up delays |
| **35-45%** | improvement in actions closed on time |

### Enterprise-Scale Adoption & Overall Efficiency

| | |
|---|---|
| **80%+** | outlets onboarded with consistent daily usage |
| **4–5 hrs** | saved per workshop per day (24-30 hours per week) |
| **62–68%** | improvement in overall operational efficiency |

### Data Integrity & Governance Improvements

| | |
|---|---|
| **90-95%** | elimination of manual data entry through automated job card synchronization |
| **85-90%** | reduction in job card discrepancies or data mismatches |
| **65-70%** | reduction in reconciliation time across systems |
| **50%+** | reduction in operational disputes due to audit trail transparency |
| **80%** | reduction in management review time (from multiple hours to 40-60 minutes) |

### Capacity Utilization & Throughput Enhancement

| | |
|---|---|
| **90–95%** | improvement in bay/stall utilization visibility |
| **30–40%** | increase in services handled per day per workshop |
| **25–30%** | reduction in idle capacity and underutilized manpower |
| **45–50%** | service volume growth without additional manpower or bays |

### Service Turnaround & Delivery Performance

| | |
|---|---|
| **80–85%** | reduction in average service turnaround time |
| **8-60hrs** | earlier detection of service delays |
| **60–70%** | percentage point improvement in on-time vehicle delivery |
| **90–95%** | reduction in customer-facing escalations |

ABOUT CUBASTION

Cubastion helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across platforms. Some of the world's largest companies and Indian Public Sector Undertakings trust Cubastion to deploy services to drive new levels of performance, competitiveness, and customer experience.

Over 18 years, Cubastion has built solutions that impact over 500+ million people around the globe working in different demographics across different cultures. Learn more about Cubastion at **www.cubastion.com**

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