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A STUDY ON "DIGITIZATION OF CORPORATE CAR SCHEME WITH SPECIAL REFERENCE TO TVS MOTOR COMPANY LIMITED", AT HOSUR.

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ABSTRACT :

In today's fast-paced corporate environment, organizations are increasingly seeking innovative solutions to optimize their internal processes and enhance employee satisfaction. One such area of opportunity is the Corporate Car Scheme, which plays a significant role in employee benefits and operational logistics. Traditionally, managing corporate vehicles involves a number of manual tasks such as eligibility tracking, vehicle allotment, documentation, maintenance scheduling, and policy compliance. These manual systems often lead to inefficiencies, errors, delays, and lack of transparency. This project, titled "Digitalization of Corporate Car Scheme", is undertaken at TVS Motor Company, Hosur, with the primary objective of transforming the conventional car scheme process into a fully digital, user-friendly, and automated system.

Key words: Digital Transformation, Corporate Car Scheme, HR Operations, Vehicle Allotment, Automation, Process Efficiency, Employee Engagement, Cost-effective Solutions, TVS Motor Company, Workflow Optimization.

INTRODUCTION

The Corporate Car Scheme is a crucial employee benefit program that offers eligible employees access to company-leased vehicles. However, the traditional manual processes involved in documentation, approvals, tracking, and maintenance often lead to delays, errors, and reduced transparency.The objective of this project is to analyze the current workflow, identify pain points, and propose a digital solution that automates and simplifies the entire scheme from application to usage and tracking.

RESEARCH BACKGROUND

The automotive and transportation industry has been undergoing a significant transformation over the last decade, driven by the rise of digital technologies, sustainability concerns, and evolving workforce expectations. In the corporate sector, mobility has become a critical component of employee welfare and operational efficiency. Companies today are moving beyond traditional transportation benefits to embrace digitalized mobility solutions such as corporate car schemes, employee car leasing, and fleet management systems that are integrated with smart technologies.

IDENTIFIED PROBLEM

Inefficiencies in workflow and delayed processing times. Lack of centralized data or real-time visibility. Higher administrative burden on HR and support staff. Limited tracking of cost, maintenance, and vehicle utilization. Inconsistent communication between departments and vendors. Difficulty in ensuring policy compliance and documentation accuracy

OBJECTIVES OF THE STUDY

To identify challenges in the traditional system that aims to evaluate the existing manual system of managing corporate car schemes in organizations. It will analyze pain points such as time delays, documentation errors, inefficient tracking, lack of transparency, and compliance issues. To evaluate the role of technology in process optimization is one of the key objectives is to assess how digital tools like fleet management software, cloud platforms, mobile

apps, and analytics can help in optimizing the end-to-end process. To enhance employee experience is digitized systems can significantly improve user experience by giving employees more control and visibility.

REVIEW OF LITERATURE

The emergence of digital tools and platforms has revolutionized the management of corporate car schemes. Digitization in this context refers to the use of software applications, mobile apps, cloud- based platforms, and data analytics to streamline car allocation, maintenance, fuel tracking, insurance, and compliance processes (Kumar & Sharma, 2020).

One of the key benefits of digitization is the enhanced user experience for employees. Self-service portals and mobile applications allow employees to book, track, and manage their corporate vehicles with minimal HR intervention. This not only boosts satisfaction but also enables employees to make data-driven decisions, such as selecting fuel-efficient options or planning cost- effective travel routes (Patel & Wong, 2019).

Advanced digital systems often incorporate analytics that support predictive maintenance and cost forecasting. Fleet managers can track vehicle performance, monitor fuel consumption, and predict servicing needs based on data patterns. This proactive approach reduces downtime and maintenance costs, leading to better resource planning (Chen et al., 2022).

Digitization also supports green initiatives by facilitating the adoption of electric and hybrid vehicles in corporate fleets. Digital platforms help monitor carbon emissions, set sustainability targets, and manage EV charging infrastructure. McKinsey (2023) highlights that sustainability- conscious firms are using digital car schemes to align with environmental, social, and governance (ESG) goals.

Despite its benefits, digitization presents challenges such as cybersecurity risks, high initial investment, resistance to change, and the need for continuous training and system upgrades. Smaller firms, in particular, may struggle to justify the cost without clear short-term ROI (Lopez & Gupta, 2021).

Digital fleet platforms are being equipped with built-in compliance tracking systems to align with both corporate policies and government regulations. Features such as automated driver license checks, insurance validations, and mileage caps ensure adherence to internal policies and legal frameworks (Thompson et al., 2020). Compliance dashboards provide managers with visibility into risk areas, enabling corrective actions before they escalate. Modern digital car schemes often incorporate cost analytics tools that enable dynamic budgeting and forecasting. Cost control can be achieved through fuel card integration, route optimization, dynamic leasing options, and expense tracking (Wang & Patel, 2022). AI and ML models are increasingly being used to analyze past usage trends and predict future needs, allowing proactive adjustments in leasing contracts or vehicle allocation.

Another emerging trend in digitized schemes is the analysis of employee driving behavior through AI and gamification. By assigning driving scores, providing eco-driving tips, or rewarding safe drivers, companies are encouraging better behavior, which in turn reduces costs and accident rates (Nguyen & Hall, 2021). Rao & Bansal (2021) emphasize that GPS-enabled fleet management systems have improved real-time visibility and vehicle tracking, enabling data-driven decision- making.

The incorporation of telematics and predictive analytics, as suggested by Patel & Singh (2021), has allowed companies to proactively address vehicle maintenance issues, reduce downtime, and cut operational costs. Mishra & Gupta (2019) highlight that digital self-service portals empower employees by providing access to request status, service schedules, and vehicle documentation, enhancing transparency and satisfaction.

Verma & Iyer (2022) focus on how workflow automation reduces approval delays and human errors, ensuring policy compliance and operational efficiency. Das & Reddy (2020) point out that centralized digital dashboards help in tracking expenses, fuel usage, and vehicle lifecycle in one unified system, increasing accountability.

Nair & Thomas (2022) emphasize the importance of integrating these platforms with ERP and HRMS systems to enable seamless data sharing across departments. Shankar & Mehta (2021) discuss the growing relevance of digital tools in supporting sustainability efforts by monitoring fuel efficiency and emissions.

Reddy & Kapoor (2020) stress the need for strong cybersecurity protocols, including encrypted data storage and user authentication, to maintain system integrity.Banerjee & Dasgupta (2023) argue that digital transformation is only successful when supported by adequate training and change management strategies. Moreover, Joshi & Arora (2021) mention that real-time reporting enhances strategic planning for asset utilization. Tripathi & Menon (2020) observe that AI-based platforms can assist in optimizing vehicle routing and usage schedules. Mukherjee & Sinha (2018) identify digital documentation as a crucial tool in reducing paperwork and enabling faster audits. Dwivedi & Ramesh (2019) add that mobile integration increases accessibility, especially for field staff.

Gopal & Srinivasan (2020) suggest that cloud adoption enhances scalability and remote access, especially relevant in post-pandemic hybrid work models. Ali & Fernandes (2021) highlight the growing trend of using digital signatures and e-verification in corporate asset approvals. Prakash & John (2022) emphasize the role of data analytics in detecting anomalies in fuel or maintenance costs, leading to timely intervention. Karthik & Bose (2019) highlight that digital logs reduce the chance of fraud and misreporting in CCS programs.

Narayan & Paul (2020) discuss vendor-side integration, enabling real-time coordination with car dealerships, service canter's, and insurance providers. Sekar & Venkat (2021) explore how digitized CCS modules improve on boarding efficiency for new employees by automating eligibility checks and vehicle allotment. Rani & Joseph (2022) observe that machine learning applications can forecast fleet requirements based on past usage trends.

A study by Shrivastava & Shaw (2018) highlights the importance of integrating digital tools within employee benefit programs to increase participation and satisfaction. The authors stress that automation not only reduces administrative workload but also enhances decision-making through real-time data analytics.

Patel & Sharma (2020) examined digital HR practices in Indian corporations and found that organizations implementing digital solutions in vehicle policies experienced reduced costs, improved tracking, and better compliance management. They emphasized the importance of mobile accessibility and cloud-based systems in managing such benefits efficiently.

Furthermore, Deloitte's Human Capital Trends Report (2021) outlines that organizations adopting digital HR models see significant improvements in process speed, accuracy, and employee trust. The report recommends integrating employee benefit schemes like corporate cars into centralized HR platforms for consistency and control.

Singh & Verma (2019) in their study on employee satisfaction related to HR policies, stated that digitized benefit schemes create a perception of fairness and transparency. Employees reported higher levels of trust and engagement when they could view and manage their car scheme details through online portals or mobile apps.

Gartner (2022) pointed out that organizations using digital tools in HR operations reduced process turnaround time by up to 40%. Specifically, they noted that car lease and fleet management schemes, when digitized, led to better compliance with taxation and audit requirements.

RESEARCH GAP

There's a lack of integrated, user-friendly digital platforms that support end-to-end lifecycle management from vehicle selection and approval workflows to tax compliance, usage tracking, and returns. This suggests a gap in understanding how full digital transformation can enhance operational efficiency, employee experience, and compliance. Lack of employee-centric design research is the current studies tend to focus on organizational benefits or cost-savings without delving into how digitized schemes impact employee satisfaction**,** usability**,** or adoption behavior. Human-centered design in digital tools.

RESEARCH METHODOLOGY

The methodology chapter outlines the systematic process followed to carry out the research project. It provides a clear framework that supports the research objectives and ensures the validity and reliability of the findings. This chapter details the research design, data collection methods, sampling techniques, tools used for analysis, and the rationale behind each step.The study adopts a practical, project-based approach aimed at solving real-time organizational challenges through digital innovation.

The primary aim of this research is to examine and implement the digitalization process of the corporate car scheme within the organization. To achieve this, both qualitative and quantitative methods have been employed to gather relevant data from employees and stakeholders. A combination of surveys, interviews, and secondary data analysis has been used to ensure a comprehensive understanding of the current practices and the potential for digital transformation. Descriptive and analytical is the project involves a detailed description of the existing Corporate Car Scheme (CCS) followed by an in-depth analysis of the challenges and limitations in the current manual or semi-digital process.

LIMITATION OF THE STUDY

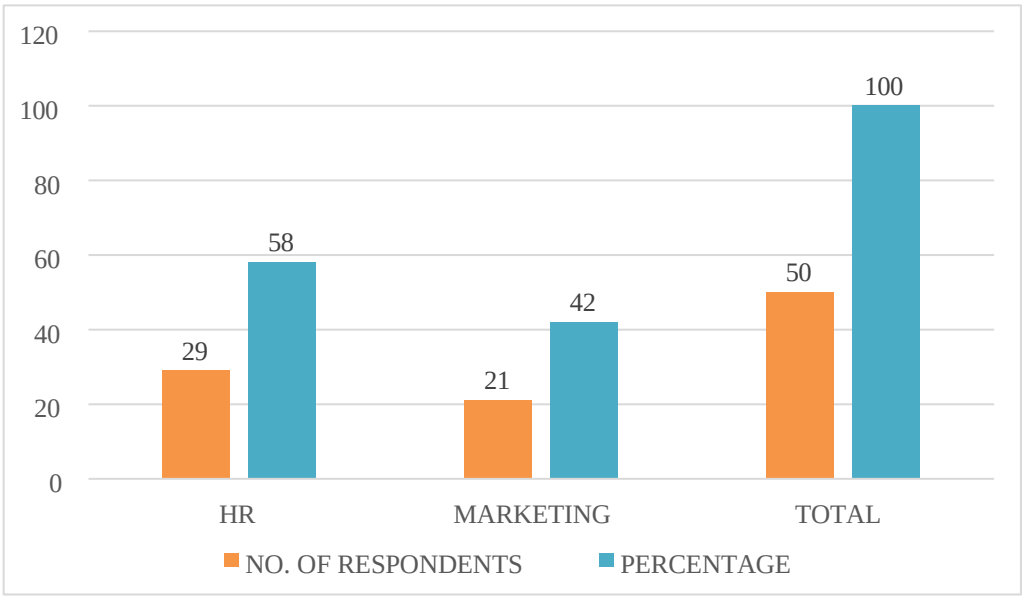
Limited sample size is the study was conducted with a specific group of employees and stakeholders within a single organization. As a result, the findings may not be fully generalizable to other companies or industries. Time constraints are due to the short project duration, only a limited portion of the implementation and post-adoption effects could be observed. Long-term impacts such as ROI and employee adaptation were not fully analysed. Scope restriction is the study focused mainly on the HR and operational aspects of digitizing.

DATA ANALYSIS AND INTERPRETATION

DEPARTMENT WISE RESPONDENTS DETAILS

DEPARTMENT	NO. OF RESPONDENTS	PERCENTAGE
HR	29	58
MARKETING	21	42
TOTAL	50	100

CHART 4.2.1



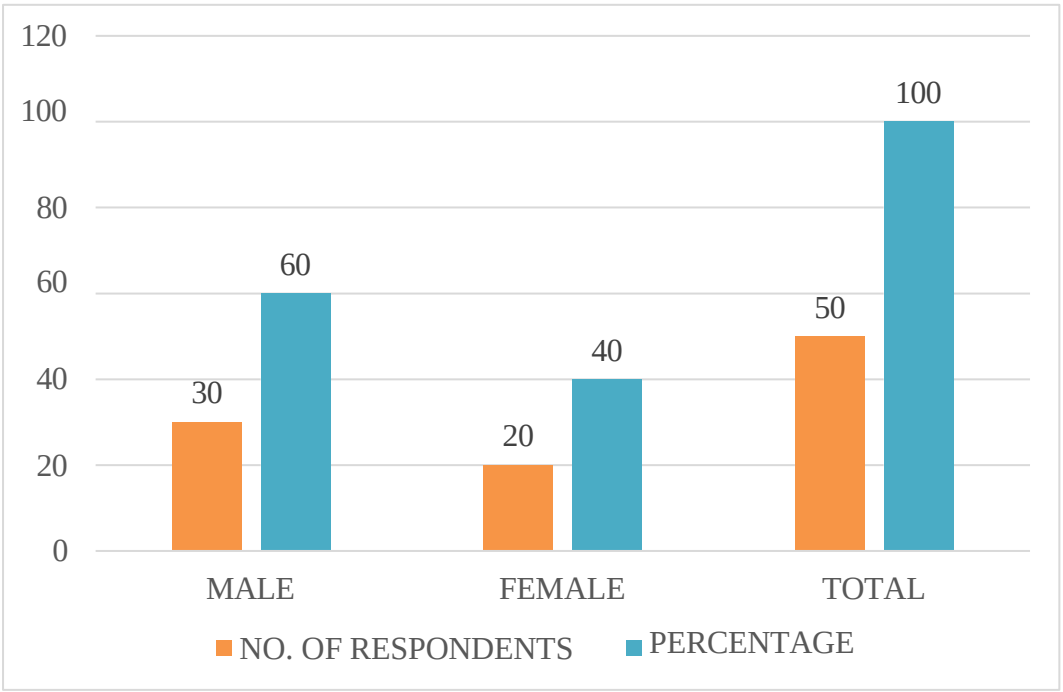
INERFERENCE

From the above table the majority of respondents are from HR department accounting for 58% of the total, while marketing represent 42%. This suggest a higher HR department participation in the survey or study.

GENDER WISE RESPONDENTS DETAILS

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	30	60
FEMALE	20	40
TOTAL	50	100

CHART 4.2.2



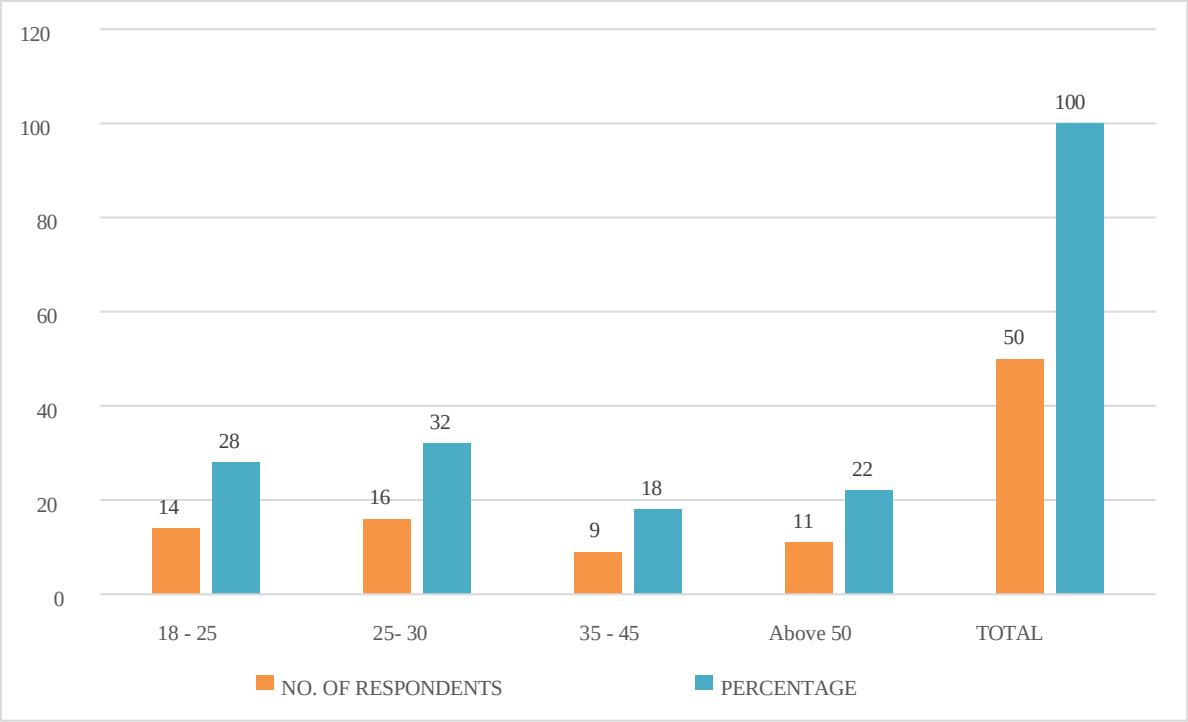
INERFERENCE

From the above table the majority of respondents are male, accounting for 60% of the total, while female represent 40%. This suggest a higher male participation in the survey or study.

AGE WISE RESPONDENTS DETAILS

AGE	NO. OF RESPONDENTS	PERCENTAGE
18 - 25	14	28
25- 30	16	32
35 - 45	9	18
Above 50	11	22
TOTAL	50	100

CHART 4.2.3



INERFERENCE

The majority of respondents fall within the 25-30 years age group, making up 32% of the total. Meanwhile, the 18-25 years group represents 14%, while other age groups have very low or no representation in the survey.

SUMMARY OF FINDINGS

1. Lack of awareness and manual process dependency, it was observed that a significant number of employees were unaware of the complete benefits and eligibility criteria of the Corporate Car Scheme due to the existing manual process and limited communication channels.
2. Need for transparency and real-time tracking is an employees expressed a need for a transparent platform where they could view the application status, eligibility, available car models, financing options, and other relevant details in real-time.
3. Feasibility and cost-effectiveness is from an organizational perspective, the digital transformation of the corporate car scheme is considered feasible and cost-effective, especially in the long term, due to reduced administrative workload and increased operational efficiency.
4. Employee response bias is the feedback collected through surveys and interviews may have included some level of response bias, with employees potentially giving favorable answers due to their association with the organization or the desire to support digital initiatives.
5. Dependency on IT support is the success of digitization heavily relies on continuous IT support and maintenance. The study did not explore the availability or preparedness of the internal IT team to handle ongoing technical challenges or updates.
6. Lack of cost-benefit analysis is a detailed financial analysis, including the initial setup cost, long-term savings, and ROI of the digital.

SUGGESTION

Automate the approval workflow is an implement automated workflows for approvals and verifications to reduce delays caused by manual interventions. This will ensure faster processing and better tracking of application status. Integrate with HRMS and finance systems is for seamless functioning, integrate the digital car scheme module with existing HR and finance software. This will enable automatic deduction of EMIs, manage tax benefits, and ensure smooth coordination across departments. Collect feedback and improve is the post-implementation, gather employee feedback regularly to identify system gaps and update features accordingly, ensuring the platform evolves with user needs. The study will explore how automation reduces administrative burden and improves service quality. To enhance employee experience is digitized systems can significantly improve user experience by giving employees more control and visibility.

CONCLUSION

The digitization of the Corporate Car Scheme represents a strategic step toward modernizing internal operations and enhancing employee experience within the organization. This study revealed that the existing manual procedures are time-consuming, error-prone, and lack transparency all of which directly affect employee satisfaction and operational efficiency.

Traditionally, such schemes involved manual processes, lengthy approvals, and physical documentation, which often led to delays, errors, and limited visibility for HR and operations teams. However, with the advent of digitalization, there is a clear shift toward automation, data- driven decision.

DIRECTIONS FOR FUTURE RESEARCH

Long-term impact analysis is the future research can focus on assessing the long-term effects of digitizing the Corporate Car Scheme on employee satisfaction, retention, and overall organizational performance. Comparative studies across industries is a research can be expanded to compare the digitalization of car schemes across different sectors or industries, identifying sector- specific challenges, benefits, and implementation strategies. This could offer broader insights for organizations looking to adopt similar systems.

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