



CSM Value Accelerator

Speed up your CSM deployment and increase ROI

Customer Service Management in ServiceNow

ServiceNow Customer Service Management (CSM) is a solution for customer service and service operations units that helps organizations to move from traditional means of delivering customer service by expanding its manual capabilities with self-service, automation and collaborative end-to-end customer service experience. CSM in ServiceNow helps increase agents' productivity, resolve issues quickly, improve service teams' collaboration, increasing service efficiency as well as customer satisfaction.



Our CSM Value Accelerator is a standardized implementation approach developed by The Cloud People. It is based on more than 500 customer engagements and delivery of Service management solutions across Europe.

What is CSM Value Accelerator?

Our CSM Value Accelerator is focused on helping you to get the most out of your ServiceNow investments and accelerate time-to-value. The package is a set of out-of-the-box ServiceNow functionalities and TCP “good practice”, predefined work packages that are sufficient to start your CSM customer journey. It is used as the first phase of the CSM implementation, focusing on implementing the CSM tool that contains all necessary elements for establishing a modern customer service capability for your organization.

Is CSM Value Accelerator something for you?



- ☐ Are you looking to kick-start your digital customer service journey in ServiceNow?
- ☐ Would you like to start out with standardized 'good practice' customer service management functionality?
- ☐ Is it important for you to know the price for the implementation and avoid any surprises?

If you answer YES to some of these questions – you should consider our CSM Value Accelerator.

Capabilities and Work packages

The CSM Value Accelerator contains the following capabilities with associated work packages to fulfill and support your basic customer service needs.

BASIC SYSTEM SETUP	Instance setup • System properties Corporate branding • Access management Organisational data • Groups and users SSO integration	Basic system setup of ServiceNow includes instance and system properties setup, corporate branding, setup of basic organisational data and information that is needed for all processes and associated applications, and activation of all necessary capability components.
CUSTOMER DATA MANAGEMENT	B2B data • B2C data	Provides agents with internal and external customer data views supporting customer service actions and empowering agents productivity.
CASE MANAGEMENT	Case management • Case flow Categorisation • Routing and assignment Case action status • Special handling notes Notifications • SLAs	Manage any action, issue or request created by or for a customer. Drive efficiency by identifying, categorising, prioritising and routing cases to the appropriate service agents and operational teams, accelerating Case resolution and service efficiency and alignment with SLA objectives.
CSM AGENT WORKSPACE	CSM configurable workspace	Centralised location for agents to monitor and manage all their work, enabling efficient management of service actions, finding relevant information and connect with other agents and stakeholders to complete tasks and cases
KNOWLEDGE MANAGEMENT	Customer (external) • Knowledge base Internal Knowledge base • Publishing workflow	Provide instant access to relevant knowledge for customers and agents.
CUSTOMER SERVICE PORTAL	Customer Portal	Online portal that puts contextual, helpful information and resources at the fingertips of customers and the driving self-service through knowledge, manage data, track the status or request services from service catalogues
SERVICE CATALOGUE MANAGEMENT	Service Catalogue items • Fulfilment workflow	Enables creation of multiple service catalogues with ability to offer different sets of services to different segments, internally and externally, and providing customers with self-service and request capabilities by publishing catalogue items such as service and product offerings.
CSM REPORTING	Reports • Dashboards	Generate and distribute built-in Customer Service reports and dashboards



Benefits of CSM Value Accelerator

By utilizing our CSM Value Accelerator you avoid blank sheets, long lasting implementations and hidden costs based on time and material consultancy. Instead, you gain a smooth implementation with a predefined set of "good practice" processes, increased transparency of the delivery for a known price, without surprises.

✓ Predefined work packages

- Standard platform capabilities
- Predefined implementation story packs
- Configured for your organization needs

✓ Proven implementation methodology

- Quick implementation timeline
 - 8-12 weeks
- Increased transparency of the delivery
 - Dedicated team
 - Predefined effort

✓ Cost control

- Price agreed upfront