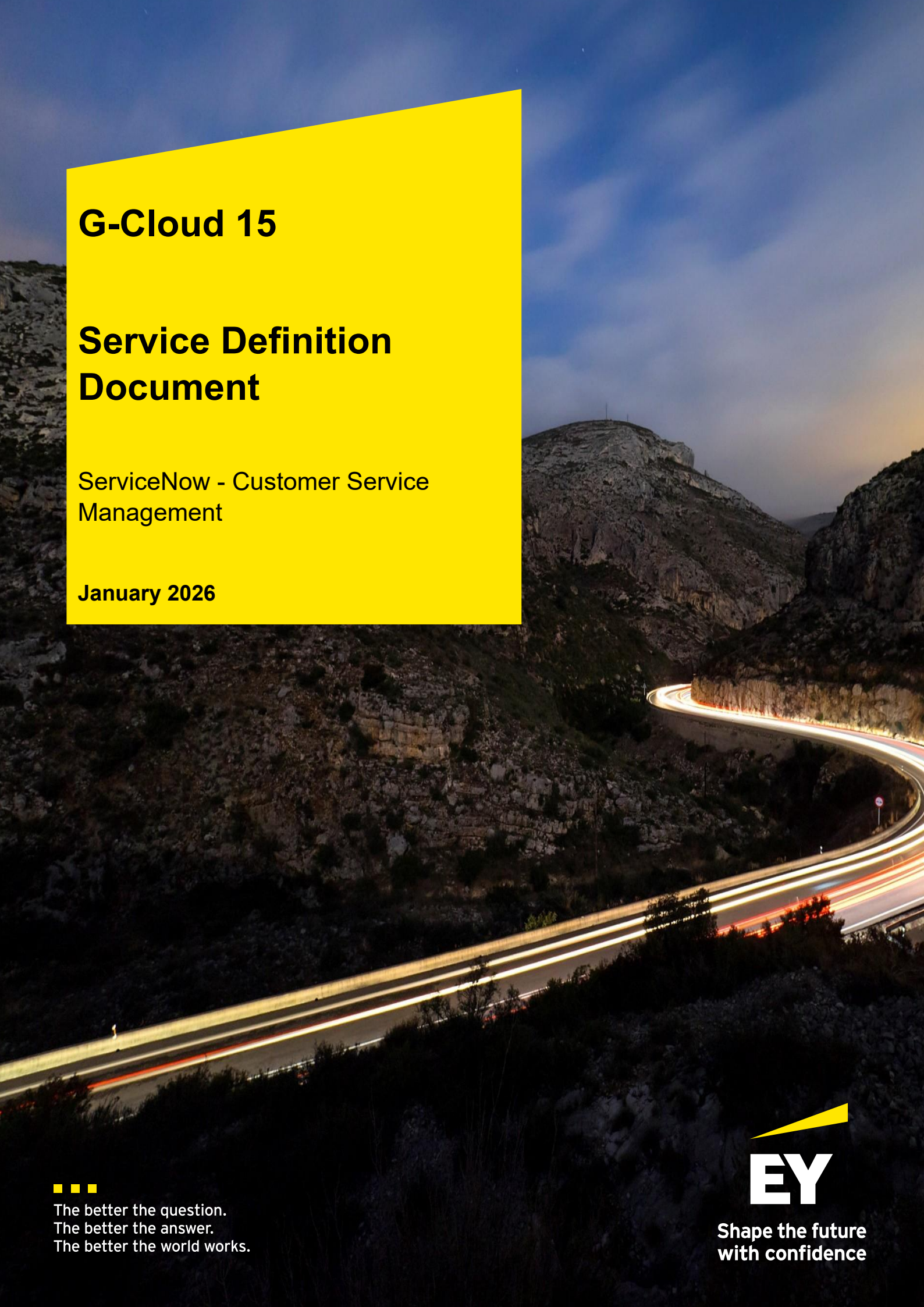




G-Cloud 15

Service Definition Document

ServiceNow - Customer Service
Management

January 2026



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The better the answer.
The better the world works.



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1. Service detail

1.1. Introduction to the Service

The EY ServiceNow Customer Service Management (CSM) service draws upon the breadth and depth of EY's experience in supporting a wide variety of clients to design, build and deploy the ServiceNow platform and its applications.

The CSM application enables provision of service and support for external customers. The key driver for organisations implementing this application is automation of processes to give service agents visibility into the systems and tools that they need to deliver proactive services to customers.

With ServiceNow as the integrated System of Action, customer service organisations are boosting efficiency through connecting teams across front middle and back office. Doing so enables the shift to proactive approach to customer issues and enables more self-service through automation. The ServiceNow platform also enables real-time visibility of customers services.

The core capabilities of CSM are:

- Data management for all internal and external users with a consistent view of customer and product data and secure customer access
- Self Service via portals integrates with knowledge articles, community forums, service catalogues and chatbots
- Omnichannel for communicating with customers using chat, messaging apps, email, phone. Integrations include WhatsApp, LINE, Facebook Messenger, Google Business Messages, Apple Messages for Business.
- Agent experience improvements through one desktop for any interaction.
- Configurable Workspaces for optimal usability.
- Case management – customers able to create and submit cases. Managers and agents can evaluate, communicate and resolve issues
- Install base management – capturing of all services provided to a customer
- Intelligence and insights to machine learning frameworks for search and automation functions with natural language processing to automate and enhance customer experience
- Now Assist for CSM provides Generative AI features for summarising chat conversations on interactions, case details and case resolution notes.
- AI Driven Automation: Enhanced automation capabilities, including intelligent routing and AI-powered tools for case summarisation.
- Customer Experience Analytics for tracking KPIs like CSAT and first-contact resolution in real-time.
- Analytics and insights using predefined KPI role-based dashboards including executive, manager and agent views.
- Optimisation of processes relevant to KPI's through identifying bottlenecks in customer service cases. Process mining enables visualisation of process execution and resolving of underlying issues
- Workforce Optimisation for managing and maintaining productivity, enabling routing of work, managing team skills and schedules and performance monitoring.

1.2 Service Description

The EY ServiceNow practice comprises a team of practitioners drawn from technology, operational, consulting and business backgrounds, who collectively have advised and supported all types of clients to deliver a wide range of value outcomes resulting from the deployment and adoption of the ServiceNow platform. This level of collective knowledge, experience and expertise is critical in making the correct high-impact choices at key moments (e.g., customisations), ensuring that foundational elements are fit for purpose and built to last into the future (e.g., data/service models and integrations) and in understanding how to generate the maximum return on investments from the ServiceNow platform (e.g., accelerating business processes).

- **Staff Augmentation:** providing EY consultants to join and support a client team which does not have at present, or need in the long term, specific ServiceNow experience, skills, and knowledge (e.g., solution architect, integrations specialist, process configuration specialist, business change lead)
- **Project Team:** a group of EY consultants who take responsibility for a particular client project deliverable or operational improvement outcome (e.g., specific ServiceNow integrations, Service Request Catalogue design and implementation, Change management process automation)
- **Client Position Backfill:** providing a suitable experienced EY resource to act in a client role while that position is established and recruited or otherwise resourced (e.g., Platform Owner, Platform Architect, Data Manager, Process Manager)
- **Operational Support Agreements:** access to a team of EY ServiceNow staff providing operational support for existing platforms, higher-level technical support, hyper care for new releases or an “operate then transfer to client” model for new deployments (e.g., virtual admin, data migration, request catalogue configuration)

EY can provide staff at all levels of ServiceNow certification (all the way up to the highest level of Certified Master Architect) with a wide range of experience across all platform capabilities. For those clients who require it, we have consultants who are BPSS, and SC cleared to work on projects requiring that level of security clearance.

EY’s approach to providing ServiceNow services to clients goes beyond the more common technical platform implementation and configuration aspects. To maximise the return on investment and positive business benefits resulting from using ServiceNow our approach to maximising value encompasses all of these aspects:

- **People:** are the required roles in place, is the operating model effective, is governance working
- **Processes:** are processes measured and managed, do they have owners, do processes work end-to-end, are processes unnecessarily heavily customised
- **Systems:** is ServiceNow optimally configured, are customisation or other specific aspects driving higher support and maintenance costs, are all the available modules being used
- **Data:** is foundational data like assets, account and locations available, accurate, complete and up-to-date, is personal data suitably protected, are technology elements correctly associated with the business services they support to allow process automation and automatic incident priority assignment
- **Controls:** what IT General Controls and others such as SoX need to be applied to ServiceNow, how are they evidenced and what automation is possible

- **Integration:** how does ServiceNow interoperate with other systems, are there manual interfaces, are there functionality overlaps, can systems be consolidated and automated
- **Affordability:** how do the measurable business value benefits resulting from using ServiceNow measure up against the total cost of ownership, where can costs be reduced and where can value be increased
- **Reliability:** are ServiceNow's operational performance, resilience and recovery adequate in terms of the business risk and impact of degradation, outages and failures, what can be done to improve these factors
- **Security:** is access to the platform adequately managed, is there an authoritative Identity and Access Management system connected, are the Access Control Lists for particular accounts and groups correct, is personal and company confidential data adequately protected
- **Experience:** can staff easily find the information, knowledge, assets and support they need to be as productive as possible, are customers recommending your support portal to others, is there a one-stop-shop portal, is experience measured, what can be done to delight staff and customers
- **Speed:** how quickly can business units release new B2B or B2C applications via the formal Change Control process, how quickly can items be changed in the request catalogue, can change and request approvals be automated under agreed circumstances

Depending on the specific client needs and priorities, all or some of these aspects can be selected to be addressed to improve the value that the ServiceNow platform is generating.

1.3 Pricing

This service is priced in accordance with the SFIA rate card provided and can be modelled using a range of commercial approaches e.g. time & materials, fixed price, etc. 'Ordering and Invoicing' and 'Termination' are to be undertaken in accordance with G-Cloud 15 contract terms unless varied by mutual agreement and detailed within a call-off contract.

2. Key contacts

For further information please get in touch via the email address below.



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