

The Unified Customer Experience

In today's competitive landscape, customer loyalty is won or lost based on the speed and quality of service. ServiceNow's **Customer-Focused Offering** provides a single, AI-powered platform that connects your front-office teams directly to the middle and back-office operations required to fulfill customer promises.

By breaking down the traditional silos between sales, service, and field operations, organizations can **accelerate resolution times, optimize the lead-to-cash cycle, and drive sustainable revenue growth.**

Our unified approach ensures:

- **A "Front Door" for Every Need:** Customers engage through their preferred channel—web, mobile, or chat—with a consistent experience.
- **Proactive Service:** Identify and fix issues before the customer even knows they exist, turning potential frustrations into moments of delight.
- **AI-Native Operations:** Leverage Generative AI to summarize complex cases, recommend next steps, and automate routine tasks so your employees can focus on high-value interactions.

Provide agents with an optimal experience

Empower agents to assist customers and resolve their issues in an optimized workspace that incorporates third party data and gives visibility into tasks being worked on by other teams.

Deliver contextual information to assist in problem solving

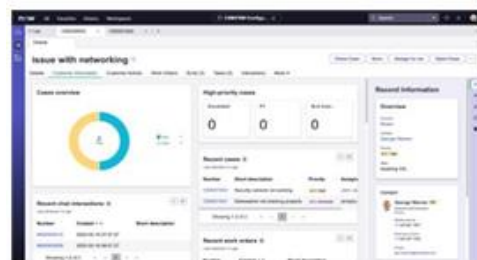
Agents get up-to-speed quickly on customer issues with a customizable view displaying customer's prior actions. As agents work, possible solutions from multiple sources are suggested.

Assign and resolve customer issues faster

Speed resolution time and increase first contact resolution by automatically routing issues to the best-suited agents.



Advanced Work Assignment efficiently routes work to the most qualified agents.



At a glance, agents have visibility to customers' history with Customer Central.

Create loyalty with faster, more personalized service
at a much lower cost



Customer Service Management (CSM) & CRM

Modernize Service to Drive Productivity

ServiceNow CSM goes beyond traditional CRM by focusing on **complex case workflows** that connect departments to solve the root cause of issues. It empowers your agents with a high-performance workspace while providing customers with intelligent self-service options.

Key Capabilities:

- **Omnichannel Engagement:** Meet customers where they are—whether via email, phone, social media, or a dedicated branded portal.
- **AI-Powered Self-Service:** Deflect common inquiries with an intelligent **Knowledge Management** system and **Virtual Agents** that can handle multi-turn conversations and scheduling.
- **Agent Productivity:** The **Configurable Agent Workspace** provides a 360-degree view of the customer, including their install base and past interactions, while AI summarizes chat and call history to eliminate manual wrap-up work.
- **Proactive Communications:** Automatically notify affected customers about service outages or maintenance, reducing the volume of incoming calls.

"Accelerate self-service, agent productivity, and resolution time."

Field Service Management (FSM)

Turn Every Visit into a First-Time Fix

When service requires a physical presence, ServiceNow FSM ensures the right technician arrives at the right time with the right parts.

--Image of: --FSM Dispatcher Workspace (*The FSM Workspace allows dispatchers to manage assets, jobs, and crews in one flexible view.*)

Maximize Your Field Workforce:

- **AI-Powered Scheduling:** Match every job to the best technician based on skills, location, and availability while instantly optimizing routes to save time and fuel.
- **Mobile-First Experience:** Guide technicians on-site with AI-powered mobile workflows, providing step-by-step instructions and immediate access to asset history.
- **Predictive Maintenance:** Use AI to predict asset needs and trigger maintenance before failures occur, shifting from a reactive "break-fix" model to a proactive service strategy.
- **Contractor Management:** Seamlessly manage external vendors and contractors with the same level of visibility as your internal teams, including automated onboarding and work assignment.



Benefits

Dispatch every job with precision and speed

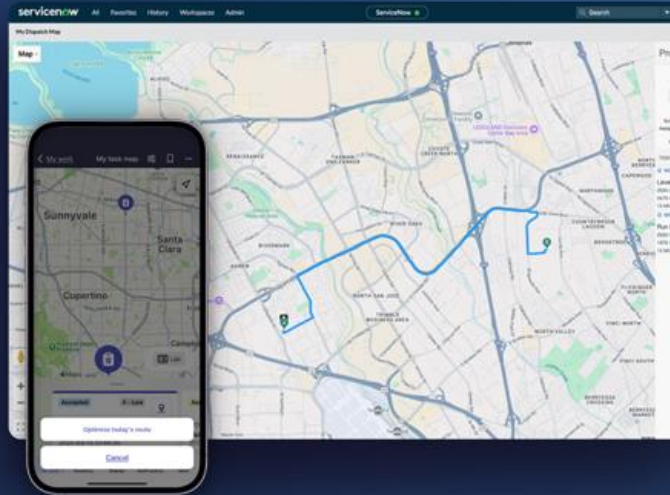
AI agents match the right tech, skills, parts, and route live so jobs start—and finish—on time, every time.

Turn every technician into a field expert

Mobile guidance, AI accelerators, and real-time parts status prepare every tech to fix any issue on the first visit.

Break down back-office barriers

Connected workflows unify customer service, field teams, and the back office so work orders, inventory, and billing move seamlessly without delays.



53

Minutes of repair time gained per tech per day

10%

Reduction in maintenance spend

Sales and Order Management (SOM)

Sell More, Sell Faster

ServiceNow SOM delivers purpose-built workflows for modern sales organizations, eliminating the manual "swivel-chair" work between CRM, CPQ, and ERP systems.

Accelerate the Lead-to-Cash Cycle:

- **Lead and Opportunity Management:** Use AI agents to nurture leads, qualify prospects, and schedule meetings, allowing your sales reps to focus on closing deals.
- **High-Performance CPQ:** Reduce quoting time by up to **40%** with guided configuration and automated pricing consistency across all channels.
- **Zero-Touch Order Automation:** Automatically decompose complex bundles into fulfillment tasks, orchestrating delivery across multiple systems and reducing order fallout to **less than 1%**.
- **Customer Success and Renewals:** Gain a complete view of purchased products and entitlements to identify upsell opportunities and automate renewal workflows.

--Image of: --Order Timeline View (*Order Management provides real-time visibility into the fulfillment timeline, ensuring teams can manage exceptions proactively.*)

Financial Services Operations – Disputes Management

Resolve Claims with Speed and Transparency

Built specifically for the needs of financial institutions, the **Disputes Management** module (FSO Built with Visa) automates the end-to-end investigation and resolution of credit card and transaction claims.

Build Trust Through Accuracy:

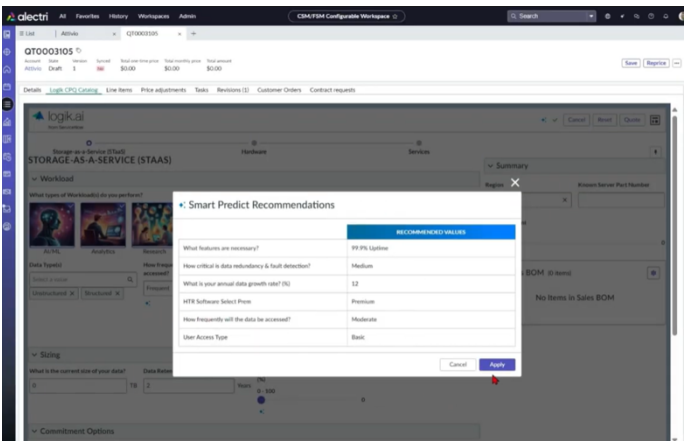
- **Integrated Card Operations:** Connect directly to major networks like **Visa (VROL)** and **Mastercard (Mastercom)** to automate rules-based investigations.
- **Intelligent Fraud Triage:** Leverage the **Friendly Fraud Disputes AI Agent** to analyze transaction patterns and help resolve claims faster and more accurately.
- **Regulatory Compliance:** Ensure all claims follow strict guidelines with built-in content packs for U.S. and international regulations.
- **Customer Transparency:** Enable customers to track the status of their disputes in real-time through the portal, reducing the need for status-check calls.

Conclusion: The ServiceNow Advantage By choosing this unified customer-focused suite, you are not just buying individual products; you are adopting an **AI-native platform** designed to maximize customer lifetime value. Whether your team is in a call center, in the field, or in the sales office, ServiceNow provides the "Connective Tissue" needed to deliver world-class service at scale.

Sales and Order Management

Sell more, sell faster

Sales has become increasingly complex as businesses evolve to meet changing customer expectations—yet legacy CRM systems haven’t kept pace. Instead of enabling sellers, these platforms are often over-customized and cumbersome, pushing sales reps to manage leads and opportunities through email and notebooks. Quoting is often done in spreadsheets because outdated CPQ tools can’t keep up with today’s product innovation. After a deal closes, order management relies on manual handoffs and data entry across fragmented systems—introducing delays and risk. The result? Frustrated customers and stalled revenue.



Delight customers and drive revenue with ServiceNow

ServiceNow Sales and Order Management delivers purpose-built workflows for modern sales organizations. Lead and Opportunity Management accelerates pipeline with AI agents that help sales reps qualify leads and schedule meetings. High-performance CPQ guides sellers through complex product configuration and dramatically reduces quoting time. Order Management captures order details from any channel, orchestrates fulfillment across systems, and reduces delays and fallout. Purchased products and services are visible on customer account records—empowering sales and service teams to drive upsell, cross-sell, and retention.

Built on the ServiceNow AI platform, Sales and Order Management features a unified data model, a single product catalog powering lead-to-cash, and a robust ecosystem of integrations and partners. It’s designed from the ground up to meet the demands of today’s sales leaders.

Sales and Order Management Benefits

Accelerate complex deals with AI-powered, experience-driven CPQ	Reduce delays and fallout with Order Management	Drive pipeline and attainment with Lead and Opportunity Management	Boost retention and expansion with customer success and renewals
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Customers driving sales success with ServiceNow



40%
Decrease in quote processing time



86%
Decrease in order fallout, from 7% to <1%

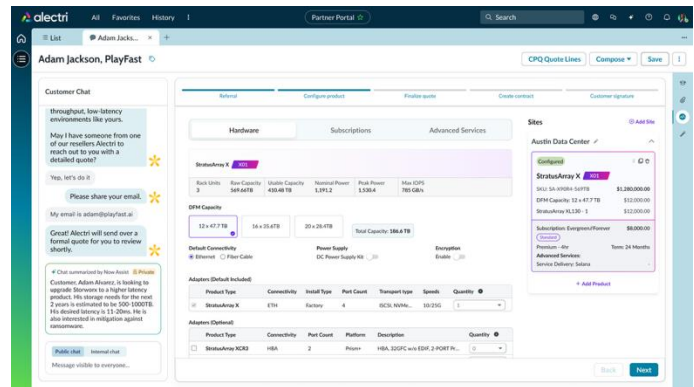
“ServiceNow has revolutionized our lead-to-cash process. We now have complete visibility, faster response times, and a seamless flow from quote to order.”

Jason Batchelor, CIO



Accelerate complex deals with AI-powered, experience-driven CPQ

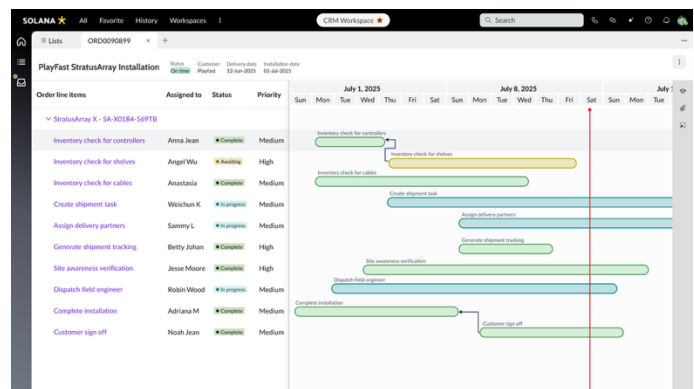
Sales and Order Management accelerates the sale of any combination of complex products or services on any channel at scale. Sellers can quickly find and configure the right solutions, eliminate manual selling work that creates bottlenecks and delays, and ensure that every deal is accurate, complete, and optimized for profitability. Enable best-in-class omnichannel experiences, so buyers can explore and evaluate solutions via self-service and with ease. Leverage next-gen AI, point-and-click admin, and light speed performance to deliver fast, intelligent, friction-free experiences for every buyer, seller, and admin.



- **Context-Driven Discovery**— Dynamically serve hyper-relevant recommendations based on customer needs.
- **Guided Configuration** — Enable fast, frictionless configuration experiences for any complex product or service.
- **Optimized Pricing** — Automate pricing consistency, protect margins, and control the sale across channels.
- **Automated Agreements**— From complex deal structures to subscriptions, expedite QTC for every sale.
- **Customer Intelligence** — Accurately forecast and streamline servicing and support to maximize customer LTV.
- **AI-Native & Composable Platform** — Extend CPQ to every part of your revenue tech stack.

Reduce delays and fallout with Order Management

Sales and Order Management automates complex fulfillment workflows—from capturing orders across any system to decomposing bundled products and orchestrating delivery tasks. It simplifies the sales-to-order handoff on a unified platform, including technical requirement capture and coordination across systems like Field Service Management, Strategic Portfolio Management, and ERP. Teams can manage exceptions with real-time order status visibility, jeopardy management, and seamless in-flight change orders. A self-service portal enhances customer satisfaction by enabling order status monitoring, simple product ordering, and change request submissions.



- **Zero-touch automation** — Accelerate order delivery with automated order decomposition and orchestration.
- **Order enrichment** — Capture orders with minimal input and set up workflows to enrich them later with technical details to improve efficiency and reduce fallout.
- **In-flight order changes** — Seamlessly update fulfillment plans as customer needs evolve, with an automated point of no return to protect costs and process integrity.
- **Order fallout management** — Quickly identify fallout causes, reprocess failed orders, and streamline remediation with configurable tasks.
- **Customer self-service on portals** — Enable customers to view, track, and manage order status via the customer self-service portal.
- **Integration Hub** — Connect order workflows to hundreds of business systems in minutes using out-of-the-box spokes—including FSM and SPM for complex orders.

Drive pipeline and attainment with Lead and Opportunity Management

Sales and Order Management streamlines your sales process to reduce friction, improve visibility, and boost velocity. Built-in needs analysis—powered by your product catalog—helps uncover customer pain points early in the sales cycle. AI agents assist reps by scheduling meetings and engaging prospects, increasing productivity. Intuitive forecasting tools help sales managers monitor pipeline health and track rep performance. Sales activities like meetings, emails, and tasks are automatically captured to support coaching and collaboration. Reporting within the platform enable managers to make data-driven decisions.

- **Lead Management** – Capture prospects in a unified system, build targeted lead lists, and seamlessly convert leads into qualified opportunities.
- **Opportunity Management** – Identify customer needs, create and manage opportunities, and guide reps through a step-by-step sales process.
- **Forecasting** – Build a sales forecast based on sales rep and manager confidence and expected close date

Owner	Quota	Win	Gap	Commit	Strong Update	Update	Pipeline
FY 2025 Q2							
Global (Jennifer Harris)	\$7,000	\$1,900	\$5,100	\$2,300	\$2,300	\$4,100	\$2,900
North America (Scarlet Dawson)	\$3,000	\$1,900	\$1,100	\$1,900	\$1,900	\$2,900	\$2,900
Rest of America (Matthew Moore)	\$1,500	\$1,900	\$400	\$1,900	\$1,900	\$1,900	\$1,900
Charlotte Turner	\$1,500	\$1,900	\$400	\$1,900	\$1,900	\$1,900	\$1,900
USA (Michael Green)	\$1,500	\$0	\$1,500	\$0	\$0	\$1,000	\$1,000
Oliver Harris	\$1,000	\$0	\$1,000	\$0	\$0	\$1,000	\$1,000
Europe (Mary Whitel)	\$2,000	\$0	\$2,000	\$1,200	\$1,200	\$1,200	\$1,200
Christopher Wright	\$3,000	\$0	\$3,000	\$1,200	\$1,200	\$1,200	\$1,200
APAC (Jessica Clark)	\$2,000	\$0	\$2,000	\$0	\$0	\$0	\$990
Jessica Clark	\$2,000	\$0	\$2,000	\$0	\$0	\$0	\$990
FY 2025 Q3							
Global (Jennifer Harris)	\$0	\$0	\$0	\$1,000	\$1,000	\$2,000	\$2,000
North America (Scarlet Dawson)	\$0	\$0	\$0	\$1,000	\$1,000	\$1,000	\$1,000
Europe (Mary Whitel)	\$4,000	\$0	\$4,000	\$0	\$0	\$0	\$1,000

- **Virtual SDR AI Agent** – Help reps nurture hot leads by automating email responses, lead qualification, and meeting scheduling.
- **Kanban View** – Visualize your pipeline with an intuitive, stage-based view of deals and make updates with ease.
- **Activity Capture** – Automatically track emails, meetings, and tasks on lead and opportunity records, and collaborate on deals in real time via the activity feed.

Boost retention and expansion with customer success and renewals

Sales and Order Management provides a complete view of products, entitlements, and customer history on every account—empowering sales and customer success teams to deliver more personalized engagement. Easily identify upsell and cross-sell opportunities, and manage add-ons, change orders, and contract amendments without friction. Reduce churn with automated renewal workflows that enable proactive outreach, driving customer loyalty and long-term retention.

Number	Name
CTR0000001	Enterprise Managed Print S...

Upsell or downsell?

Change the quantity of a contract line to upsell or downsell an offering. Changes may result in additional costs or a refund to the customer.

Service contract line: CTR0000001

Quantity: 150

Change: +149

Effective from: 2025-09-01

Cancel Confirm

- **Customer Contracts and Entitlements**—Capture products, contracts and entitlements on the account record. Create contracts or sync externally created contracts via REST APIs.
- **Contract and Entitlement Workflows** – Manage entitlement orders, initiate or renew contracts, and process amendments to adapt to evolving customer needs.
- **Customer Lifecycle Workflows** – Efficiently handle commercial moves, adds, changes, disconnects (MACD), and service suspensions or resumptions.
- **Automated renewal workflows** – Generate renewal opportunities using pre-configured logic to drive proactive customer engagement and retention.