



CSM SmartPath

The **smartest, fastest way** to create happy customers

The traditional ServiceNow® CSM implementation journey can be **long and tedious**

Organizations have to navigate so many obstacles before they ever start seeing value from their ServiceNow CSM.



- ❗ Vast selection of capabilities
- ❗ Underqualified or outsourced teams
- ❗ Long implementation timelines
- ❗ Over customizations

Where do you start?

- Visual Workflow & Automation
- Continual Improvement Management
- Vendor Management Workspace
- Surveys
- Digital Portfolio Management
- Workforce Optimization
- Self-Service
- Case Management
- Virtual Agent
- Performance Analytics
- Advanced Work Assignment
- Knowledge Management
- Predictive Intelligence
- Service Management for Issue Resolution



CSM SmartPath with The Cloud People

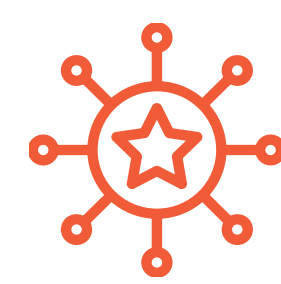
Start here!

Our accelerated solution delivers fast, cost-effective results by implementing only essential ServiceNow CSM capabilities through expertly designed and tested pre-defined work packages.

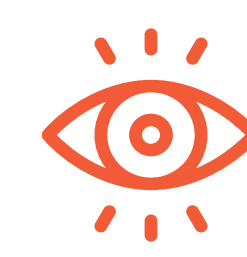
With **CSM SmartPath**, you'll get:



CSM up and running in 12-16 weeks



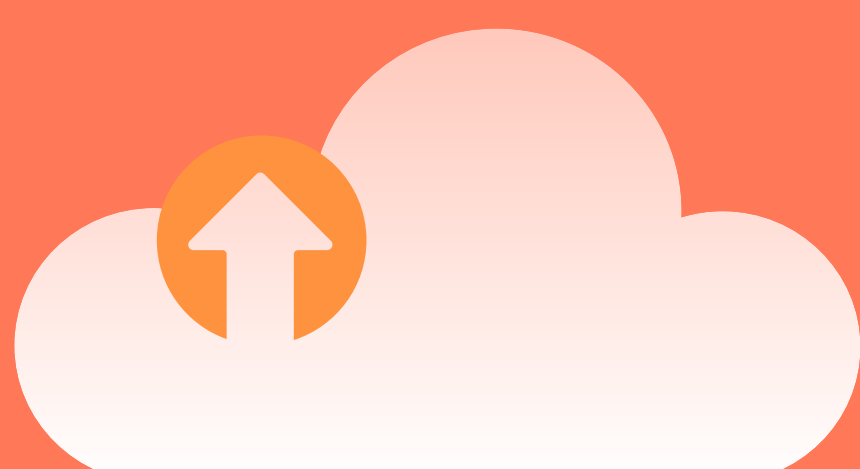
8 core CSM capabilities



Clear outcomes & low-risk approach

Experience speed to value like you've never seen

	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8	Wk 9	Wk 10	Wk 11	Wk 12	Wk 13	Wk 14	Wk 15	Wk 16	Wk 17	Wk 18	Wk 19	Wk 20	Wk 21	Wk 22											
CSM SmartPath Implementation	12-16 weeks guaranteed																																
Typical ServiceNow CSM Implementation	22 weeks average																																



8 core work packages to launch your ServiceNow CSM journey

Get only the essential capabilities you need to create a seamless customer service journey – no fluff.



Basic system setup

Align instance and system properties with your business needs, branding, and applications.

Customer data management

Equip agents with comprehensive customer data views to enhance service and productivity.

Case management

Streamline customer interactions by routing and prioritizing cases for faster resolution and SLA alignment.

CSM agent workspace

Centralize tasks for efficient service, quick information access, and smooth collaboration.

Knowledge management

Offer customers and agents instant access to relevant knowledge, reducing case volume.

Service catalog management

Build service catalogs for various segments, enabling customer self-service.

Customer service portal

Provide customers with a portal to access information, track service status, and request services.

CSM reporting

Generate reports and dashboards to help your team know what's working and where to improve.

CSM SmartPath helps organizations see outcomes like:

- ✓ Faster case resolutions
- ✓ Improved cross-department collaboration
- ✓ Higher customer satisfaction scores
- ✓ Reduced operational costs
- ✓ Enhanced visibility and control of customer experience

With The Cloud People, you get:

Proven product expertise validated and awarded by ServiceNow's Product Line Achievement (PLA) program

Access to proven success from numerous customer engagements with a satisfaction score (CSAT) above 4.8/5.0

Faster results driven by the time-to-value-centric SmartPath implementation methodology

In-depth knowledge from 350+ experts to leverage the power of the Now Platform in and beyond ServiceNow CSM

Start here!

SmartPath
Build the foundation

Automate
Automate with intelligence

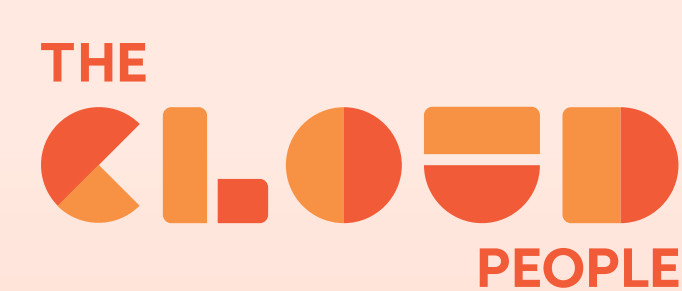
Transform
Transform customer communication

Accelerate
Deliver top-tier customer service

CSM SmartPath is just the beginning

Once we get you started with out-of-the-box, essential CSM functions to see value fast, our team of experts will help you build a strategic plan to mature your CSM solution to meet your growing business needs.

Together, we'll help build the roadmap to your CSM destination.



Ready to start on the smart path to CSM?

Learn more about how CSM SmartPath can help you unify your customer service team and delight customers quickly.

