

## ServiceNow Customer Service Management Essentials

**Duration: 3 Days**    **Course Code: SNCSME**    **Delivery Method: Company Event**

### Overview:

In this 3-day interactive course, attendees master the core configuration and administration of the ServiceNow® Customer Service Management (CSM) product.

Through lectures, group discussions, and hands-on labs, participants build on existing knowledge and skills by applying implementation good practices.

This course is designed for ServiceNow customers, partners, and employees who administer features, functions, and data associated with Customer Service Management.

#### Company Events

These events can be delivered exclusively for your company at our locations or yours, specifically for your delegates and your needs. The Company Events can be tailored or standard course deliveries.

### Target Audience:

This course is destined to: Customer Service Management Administrator / ServiceNow System Administrator - who will be administering the applications related to the ServiceNow®Customer Service Management (CSM) product Technical / Solution Consultants and Architects – who will be configuring, developing, or supporting the applications related to the ServiceNow®Customer Service Management (CSM) product Project / Program / Engagement Managers – who will be leading the implementation of the ServiceNow®Customer Service Management (CSM) product

### Objectives:

- After attending this course, participants should be able to:
- Describe the Customer Service Management product in terms of features, benefits, and architecture
- Define essential customer service concepts and processes, including the difference between Interaction Management and Case Management and their end-to-end lifecycles
- Manage and administer customer data such as Consumers, Accounts, Contacts, Contracts, Entitlements, Sold Products, Install Base items, etc.
- Address customer inquiries and resolve issues using Cases, Case Types, Case Tasks, State Flows, Escalations, Major Issue Management, etc.
- Configure the baseline Case configuration using Case Types and Service Definitions
- Configure and use CSM Configurable Workspace to manage and work Cases originating from a variety of communication channels
- Enhance agent productivity using Advanced Work Assignment for Interactions and Cases
- Manage cases intelligently using Special Handling Notes and Targeted Communications
- Track the health of the business processes using analytics for Customer Service Management

### Prerequisites:

Data analysis and student feedback show that students may struggle in this class if they have chosen to skip the prerequisite courses:

- Welcome to ServiceNow On Demand
- ServiceNow Administration Fundamentals Instructor-Led or On Demand
- ServiceNow Platform Implementation Instructor-Led or On Demand
- SNSAF - ServiceNow Administration Fundamentals

### Testing and Certification

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### Follow-on-Courses:

- Customer Service Management (CSM) Professional Suite
  - SNCSMI - ServiceNow Customer Service Management (CSM) Implementation
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### Content:

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|---------------------------------------|----------------------------------|----------------------------------------|
| ■ Welcome to CSM Essentials On Demand | ■ Module 3 Interaction           | ■ Module 7 Case in progress            |
| ■ CSM Essentials Course Orientation   | ■ Module 4 Products and Services | ■ Module 8 Case resolution and closure |
| ■ Module 1 Introduction               | ■ Module 5 Case                  | ■ Module 9 Major Case Management       |
| ■ Module 2 Customers                  | ■ Module 6 Case Initiation       | ■ Module 10 Metric Strategy            |
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### Additional Information:

This SNCSME course includes key components from the former CSM Fundamentals (SNCSMF) and CSM Implementation (SNCSMI) courses, along with new material related to CSM implementations. Learners will have access to an eBook and a ServiceNow instance to work through the material.

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### Further Information:

For More information, or to book your course, please call us on 00 971 4 446 4987

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