ServiceNow Customer Service Management (CSM) Fundamentals

Duración: 365 Días **Código del Curso: SNCSMF** **Método de Impartición: e-Learning (Self-Study)**

Temario:

Learn the basics of Customer Service Management (CSM) on the ServiceNow platform.

In this 2-day interactive course attendees master the usage of the ServiceNow Customer Service Management (CSM) application. This course is designed for Administrator's responsible for managing the Customer Service Management application.

Through a combination of lecture, group discussions, lab work, and simulated environment, participants explore the core concepts and features of ServiceNow Customer Service Management (CSM) application and perform Administrative functions in their own instance.

During this two-day, interactive training course, students access the ServiceNow platform in their own student instance, which is a "safe sandbox" loaded with demo and test data.

The class uses a fictitious company and different personas throughout course to present real world scenarios with relevant demonstrations and lab exercises. The class features lecture and group discussions, as well as extensive hands-on practice and reinforcement delivered in a variety of labs and simulated environment.

e-Learning

Los servicios de e-learning y recursos on-demand que ofrece Global Knowledge, están diseñadas para permitir el acceso a los recursos de aprendizaje en cualquier lugar y en cualquier momento que convenga al alumno. Nuestra solución incluye la posibilidad de acceder a los equipos cuando se necesita para practicar sus habilidades y la oportunidad de ver y escuchar a nuestros expertos en la materia, ya que destacan las áreas clave de la formación.

Dirigido a:

Customer Service Manager, Customer Service Application Administrator, ServiceNow System Administrator, Technical Consultants and Administrators who will be configuring, developing or supporting the CSM applications

Objetivos:

- **After you complete this course you will be able to:**
- Explore the Customer Service Management application, related applications in the ServiceNow platform, use cases and architecture
- Manage core Customer Service data such as Case, and case types, Consumers, accounts, account relationships and account hierarchies, Contacts, contact relationships, account teams and responsibility definitions, Contracts, entitlements, and service level agreements (SLA's), Assets, service-aware install base, Configure case forms and state flows, CSM agent workspace and advanced work assignment, Case and account escalation, and major issue management
- Explore Reporting and Performance Analytics
- Create Targeted Communications and Special Handling Notes
- Investigate other key process applications including the Customer and Consumer Service Portals, and Communities
- Explore Customer Service Management with Service Management

Prerequisitos:

Attendees should meet the following prerequisites:

- SNF - ServiceNow Fundamentals

Contenido:

Customer Service Management Principles

- Introduction to ServiceNow's Customer Service Management Solution
- Learn how to position Customer Service Management across workflows on the Now Platform
- Explore the similarities and differences between CSM and IT Service Management (ITSM)
- Discuss why customization of ITSM to meet CSM needs is not a recommended best practice approach
- Lab 1.1: Class preparation

CSM Basics

- Get familiar with customer service terminology
- Learn the difference between B2B and B2C, and how each is managed via CSM
- Be able to describe the various aspects of a customer portfolio and a product portfolio
- Gain hands-on experience configuring core data and supporting reference data
- Lab 2.1: Working with consumers
- Lab 2.2: Accounts, contracts and hierarchies
- Lab 2.3: Partners, contracts, and account relationships
- Lab 2.4: Service-aware install base and the common service data model (CSDM)
- Lab 2.5: Service contracts and entitlements
- Lab 2.6: Customer service groups and skills
- Lab 2.7: Account teams and responsibility definitions

Case Management

- Learn about the various communication channels and case management
- Introduce matching rules and assignment rules
- Explore and configure the CSM agent workspace
- Introduce and explore major case management
- Explore CSM with service management integration
- Introduce the mobile experience for CSM
- Learn why tracking and analyzing data is important for CSM
- Lab 3.1: Configure case process
- Lab 3.2: CSM agent workspace
- Lab 3.3: Advanced work assignment
- Lab 3.4: Case and account escalation
- Lab 3.5: Major issue management
- Lab 3.6: CSM with ITSM

Customer Experience

- Learn about the portals for B2B and B2C
- Learn how the portals interact with Service Catalog
- Introduction to Community
- Learn how CSM interacts with the Knowledge Portal
- Gain hands-on experience with the customer service portal and the consumer service portal
- Lab 4.1: Customer service portal: Case creation and asset contact
- Lab 4.2: Customer service portal: Contract administration
- Lab 4.3: Customer service portal: Self-registration
- Lab 4.4: Targeted communications

Más información:

Para más información o para reservar tu plaza llámanos al (34) 91 425 06 60

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