

Introduce ServiceNow To Your Enterprise

A practical approach

Table of Contents

Introduction	3
Introducing Service Management to your Enterprise	3
Laying the Foundation.....	3
The Role of Organizational Change Management	3
The Role of Governance	4
Introducing ServiceNow for Service Management.....	4
Driving Awareness: Overview	4
Targeted Approach: Overview	5
Drive Awareness.....	5
Success Stories.....	5
Share the Roadmap	6
Go-live Celebrations	7
In-Platform Advertising.....	7
Execute Company-wide Communications	8
Come Out from Behind the Desk.....	9
Get More Information and Templates Here: https://community.servicenow.com/docs/DOC-4940	10
Targeted Approach.....	10
Understand the ServiceNow Capabilities	10
Utilize a Coach	10
Target identified: Ask for the Meeting	11
Conduct the Meeting.....	11
Partner with ServiceNow Resources.....	12
Get More Information and Templates Here: https://community.servicenow.com/docs/DOC-4951	13
Prepare the New Service.....	13
What’s in It for Them?	13
Plan for Success	13
Determine Departmental Maturity	13
Measuring Success.....	14
Get More Information and Templates Here: https://community.servicenow.com/docs/DOC-4952	14
Next Steps	14
Questions?	14

Introduction

Introducing Service Management to your Enterprise

Once the ServiceNow program is implemented, it's important to introduce it to the rest of the organization. Expanding service management helps elevate the platform to bring value across the enterprise and teams.

Prior to this introduction, ensure consideration of the following:

- Where to begin
- Communication plan
- Available tools

This document covers each of the above topics, provides step-by-step instructions for creating and improving awareness of the achieved successes, which will create buzz, and reviews how to begin the direct conversations within IT to expand service management maturity across IT and other departments.

Laying the Foundation

Knowing what has already been accomplished and having a great success story is foundational to the creation of marketing and communication materials. Similarly, modeling an appropriate strategy for selecting the next service which could be improved through service management automation in ServiceNow, is imperative. To prepare for this model, this document will review how Organizational Change & Governance will assist with internal marketing strategies.

The Role of Organizational Change Management

Organizational Change Management (OCM) is the accumulation of activities related to communication, training, and measurement of success about the new capabilities introduced to the organization. For the purpose of ServiceNow, OCM is about appropriate communication & training, prelaunch, to ensure the organization is prepared for appropriate adoption of the new capabilities being introduced. It also includes continual improvement activities after go-live, such as surveying users on their experience, implementing appropriate follow-up, fixes for negative experiences, and capturing data about success.

When related to marketing, effective OCM during implementation and go-live is crucial to the following:

- Driving awareness of ServiceNow value
 - Utilize project-focused communications to communicate the value of the platform
 - This creates an environment of “If they are achieving that, what could they do for me?”
- Ensuring adoption
 - Implementation of effective user training that covers process changes, fulfiller platform use, and end user interaction will promote adoption
 - Successful adoption of the platform will help to market the value the platform brought for those services
- Creating success story content
 - Through OCM activities, capture the key business issues being addressed, and measure what the impact was after go-live
 - Internal references, facts, and numbers are powerful when marketing what can be provided in terms of value and measured success

More information on communication and training that is recommended during implementation, go-live, and post go-live can be found on the Champion Enablement Community.

The Role of Governance

Governance of the ServiceNow platform includes platform, capabilities, and business technology. Platform governance is focused on the technical good practices to effectively “keep the lights on,” maintain what is currently on the platform, and manage basic activities such as upgrades. Capabilities governance is focused on understanding platform capabilities, creating standards, and effectively setting strategy and roadmaps for expansion. Business technology governance incorporates the overall business initiatives and supporting technologies within the enterprise and how ServiceNow’s capabilities fit into the overall landscape.

Executing governance for the platform is crucial for the following:

- Alignment between business initiatives and ServiceNow roadmap
 - Which service domains have issues the platform may be able to help solve?
 - Do those align with the capabilities of the platform and team?
- Alignment between the ServiceNow team: Executive Sponsor, Platform Owner/technical team, and Service Owners
 - Establish a consistent strategy
 - Prioritize demands (manage and shape demand)
 - Ensure appropriately staffed for success based on that strategy and demand landscape
- Strategic decision-making on when and to whom the team will be introducing ServiceNow service management
 - Identifying the right targets minimizes risk of failure and ensures the greatest positive response

More information can be found on the Champion Enablement Community on good practices for governance of the ServiceNow program.

Introducing ServiceNow for Service Management

Marketing includes very complex concepts and execution methods. For the sake of marketing the capabilities of what the team can do with the ServiceNow platform, introduce the value the team can provide and the issues that can be solved. This is done through communicating what has already been accomplished and how it aligns to other teams’ service management needs.

Introducing ServiceNow for service management also includes the maturation of the current ITSM implementation. There are many components of automation, measurement (performance, cost), and project management that are part of maturing a service that may already be present on the platform.

This guide focuses on two methods for introducing ServiceNow for service management to the enterprise:

- Driving Awareness
- Targeted Approach

Driving Awareness: Overview

Driving awareness is a powerful way to introduce and market capabilities and what has been done for others to create excitement and interest. It allows the team to share success stories with a wide audience to encourage others to come to the team to see if they can also be helped.

Driving awareness activities include:

- Success stories
- Sharing the roadmap
- Go-live celebrations
- In-platform advertising
- Company-wide communications
- Being visible

By driving awareness with targeted departments, they will most likely have a warmer response because:

- They will know the team
- They will have seen or heard of other teams' successes
- The team will be seen as someone they can trust

Targeted Approach: Overview

A targeted approach is about identifying which departments have issues or problems that can be solved through the use of ServiceNow, and providing specific content to them that addresses their concerns. To do this effectively requires understanding the team's and ServiceNow's capabilities, who the right person is to approach about the issues, and having collateral that speaks to what the team has already accomplished for others (real results) and how it aligns to their issues.

Executing a targeted approach includes the following:

- Understanding what the ServiceNow platform is best suited to solve
- Utilizing a coach
- Identifying which departments have an issue that aligns
- Identifying who is responsible for solving those issues
- Approaching the person and asking for a meeting
- Conducting the initial meeting – confirm value
- Bringing in the ServiceNow account team

Drive Awareness

Success Stories

One of the strongest tools is the success story. Capturing the success story is vital to creating materials that advertise what has been accomplished. To do this effectively, take the time to interview service owners about what the experience has been since going live on ServiceNow.

Important areas to capture and communicate are:

- Which issues were resolved through implementation of the service (IT or otherwise) on ServiceNow?
 - Common issues include the inability to capture and measure work, costly manual processes, costly use of multiple solutions
- What was the value realized?
 - Common realized values include lower cost of service, consolidation of systems, ability to capture and measure work, automation of redundant tasks, higher customer satisfaction
- Capture and include the statistics of the service offering
 - How many incidents were logged via self-service?

- How many requests were fulfilled via automation (Orchestration)?
- Has there been improvement in SLAs or a decline in P1s?
- Have the number of phone calls decreased with the introduction of self-service?
- There are other examples of what to measure – the key is measuring the areas that represent KPIs or have brought value to the service owner/users
- Return on Investment
 - Identify from service owners how the use of ServiceNow has translated to ROI
 - Have they been able to better utilize staff?
 - Has automation and self-service allowed for cost savings?
- Use survey data
 - Capture and utilize the results in your communications
 - Incorporation of surveys when implementing new services can capture critical data on user experience
 - If surveys have not been incorporated, it's not too late
 - Create a quarterly survey intended for all users
 - Incorporate all available services and ask the same questions per service that relate to end user experience receiving the services through the ServiceNow platform
 - Create a survey that gets sent after cases, incidents, requests, or tickets get closed
 - Remember the fulfillers doing the work on ServiceNow – capturing their positive experience will promote other services to consider on ServiceNow. If the reaction is not positive, this provides ample opportunity.

The data captured can be used to create case studies, content for monthly newsletters, utilized within infographic posters in the hallways, and presented during quarterly webinars.

Share the Roadmap

Sharing the ServiceNow project roadmap will continue to breed confidence in others that not only is the team capable of maintaining current services but the team is actively continuing to add value by expanding and executing continuous improvement activities or adding more services.

Sharing the roadmap doesn't mean making the detailed roadmap available for all to see, but rather high-level communications about what is coming.

Content should include:

- What's coming
- Expected value and issues being addressed
- High-level dates of expected go-live
- Where to find additional information
- Who to contact with questions

Common ways to communicate the information include:

- Posters, table-tents, and flyers to communicate the information
- Quarterly newsletter sent to all employees
- PowerPoint for use in executive briefings and/or company-wide webinars about progress
- Space reserved on your Self-Service Portal for "coming soon" services
- Calendar on the Self-Service Portal with dates highlighted for major releases

Ensure fulfiller users are equally apprised with upcoming improvements – and offer even more details about how it's going to improve the way they get things done in ServiceNow. If upcoming changes are significant, it may warrant additional training. This should be addressed through OCM activities and should be tied with promotional communications.

Go-live Celebrations

When celebrating go-lives, ensure everyone is invited rather than keeping these celebrations within the tight ServiceNow team that worked on the project to make it a success.

While the teams that worked so hard deserve special recognition and a little time off to celebrate, the go-live cake ceremony is the perfect opportunity to not only acknowledge those who worked so hard to make it happen, but to do it in front of as many people as possible.

Users who were not on the project team would also enjoy cake, and perhaps, while mingling with others, would find that ServiceNow offers the perfect solution to their departments' issues with capturing work. They may have been searching for a tool and been unaware of what ServiceNow was and how it could help them.

This is just another reason to let everyone know that there is something to celebrate, and it doesn't have to be limited your initial go-live. Every go-live is worthy of a celebration.

Regardless of whether it's your first or a subsequent go-live, use any of these suggestions for your celebration:

- Have a theme, and create flyers and posters about what was accomplished
- Have the executive sponsor attend and address the audience with goals, accomplishments, and what's next
 - Get additional executives from other areas of the organization to attend to meet the executive sponsor
- If allowed by your company, send an invite to all employees about the celebration
 - If the organization is global, send to those located where the celebration is taking place
- If you have video conference capabilities between locations USE IT – multi-location parties are fun
- Choose a space that is public to attract a few passersby, remembering to leave the door open if you are in a conference room
- Have a few food runners for those who can't make it to the party – bring the party to them, and include a flyer about what was just accomplished with their cake
- Have a contest in the room
 - Set up a couple laptops with a sub-prod instance, which is a clone of the production instance, and see who can open a case, incident, or ticket the fastest, who can find the right knowledge article to answer the question, etc.
- Have a contest with all the users and recognize winners during go-live cake serving
 - First person to close a case
 - 100th person to request something
 - Scavenger hunt – First 10 to find a specific knowledge articles
 - Truth or Dare – Answer a ServiceNow question or complete a task in the system

In-Platform Advertising

Once the User Portal is live, employees in other departments will use it to report things that are broken, request something, or search for the answers themselves. It is the perfect place to incorporate information on what has been already accomplished and what's to come.

Below are some ideas:

- Create knowledge articles for success stories, and make them visible and accessible to all in a widget

- “See the success stories here”
- Post a calendar of upcoming events related to the ServiceNow implementation
 - Go-Lives
 - Lunch & Learns
 - Quarterly Webinars
- Create space for “coming soon” – new services that will be rolled out shortly on the self-service portal
- Utilize social features such as Social Q&A, chat, livefeed to get the word out and answer questions
- Create a record producer for those interested in learning more, and have the request or demand sent to the platform owner for follow-up
 - This can be done via demand or a request for the ServiceNow team
- Highlight the link to registration for ServiceNow-led webinars focusing on services your team may be interested in generating interest for (i.e. You would like to bring on HR – highlight an upcoming ServiceNow event that will focus on this)
 - Pull in the ServiceNow resources. There are regular webinars – advertise them to others!
 - Live Webinars: <http://www.servicenow.com/events.html#filterOneTags=servicenow%25253Aevent-specific/webinars-live>
 - Webinars OnDemand: <http://www.servicenow.com/events.html#filterOneTags=servicenow%25253Aevent-specific/webinars-ondemand>
 - Advertise onsite Lunch & Learns in coordination with the account team to provide overviews of new capabilities

Execute Company-wide Communications

Company-wide communications are designed to tell the organization’s story, share success, and let **everyone** know what’s coming. The ability to effectively communicate company-wide is the result of accumulating all the pertinent information related to the success and future. When creating the content remember that consistency is key.

A few pointers regarding what communications should include:

- Use a ServiceNow “theme” – a mascot, a saying, something that can easily be associated to your team and the platform
- Services currently available
- Highlight a success story – backed with statistics or quote
- Services coming soon
- Dates of upcoming events
- Where to go to find more information or who to contact

Examples of typical company-wide communication types:

- Quarterly or Bi-Yearly Webinar:
 - Executive sponsor should speak to communicate the strategic vision and high level accomplishments to date
 - Share survey results and continuous improvement activities to address shortcomings
 - Quick overview of any changes since the last webinar

- Have a guest speaker: A service owner who is successfully on the platform to share their experience and success
- Share the roadmap – high level
- Overview of upcoming events & any contests
- Q&A
- Record the webinar and post it to the Self-Service Portal
- Newsletters – Quarterly or monthly
 - Include links to KB articles giving more detail on success stories, roadmaps, and how to request more information
 - Announce contests for end users to get engaged – first 10 to utilize a new service, drawing for those who log in to watch a new video overview on the ESS portal, etc.
- Consider using formats such as
 - A two- to three-minute video of a service owner speaking to their success
 - Provide case studies and more detailed information available to support the video
- Posters, table tents, flyers
 - Utilize data that has been captured in success stories
 - Create a roadmap to drive content
 - Incorporate an infographic for sharing data
 - Include upcoming events, and make the advertising actionable
 - Posters should be in invisible locations such as hallways, break rooms, bathrooms, and conference rooms
 - Flyers and table tents can be placed on desks, in copy rooms, lunch rooms, and other places where people congregate
- Usage contests
 - First 10 employees to log a ticket (case/request)
 - Scavenger hunt for new knowledge articles
 - Drawings for prizes on a monthly bases that pull from survey takers

Come Out from Behind the Desk

Create a space that's highly visible and in a central location for drop-ins from end users. Work with Service Desk management to see if it's possible for a couple of their representatives to have shifts in this open area, and have a representative from the project team available to answer questions and conduct Lunch & Learns. Although some could argue this is not marketing, it does lend to more visibility and connection with customers who may be interested in learning more about the platform.

The ServiceNow team should also have representation in this space during open hours. Start conversations, ask questions, and further interact with the customers.

Some tips to turning this into a marketing opportunity:

- Use the HTML code available on Share that ServiceNow uses in their TechLounge kiosk
 - <https://share.servicenow.com/app.do#/detailV2/c56715fb1322820057ce58222244b0ca/overview>
- Prominently display marketing materials (posters, flyers etc.)
- Schedule 15-minute ServiceNow usage overviews on the hour every hour for those wanting an overview
- Conduct Lunch & Learns to review current capabilities and tips & tricks for usage
- Have a computer or TV screen set up to display videos or slides regarding what else is available on the platform

Get More Information and Templates Here: <https://community.servicenow.com/docs/DOC-4940>

Targeted Approach

Once awareness is driven and the enterprise understands platform team accomplishments, it's time to start shaping demand. Shaping demand is not just about managing the demand that is already coming in, it's about making strategic decisions about what the ServiceNow team should be focusing on and making it a priority.

Understand the ServiceNow Capabilities

Understanding the capabilities of ServiceNow associated to the service you are interested in bringing on the platform is a requirement before requesting a meeting with the service owner. Be proactive and strategically decide what the team and the ServiceNow platform are best suited to manage for success.

Take time to complete some of the following tasks and it will keep your conversations on target:

- Research information available on the ServiceNow.com website about what other customers are doing <http://www.servicenow.com/customers.html> or <http://www.servicenow.com/resources.html>
- Register and attend demos scheduled on Demo Center related to the topics of interest
 - Contact the ServiceNow account team for details on how to register
- Reach out to the account manager and solution consultant to get their recommendations
- Check out what is available on the Champion Enablement Community – introduction kits, talking points, etc.

Once capabilities are understood, identify the target department(s) and shape the demand by conducting strategic meetings with the rest of the ServiceNow governance team including the executive sponsor, platform team, and current service owners. Having a unified front is imperative to the success of expansion.

Utilize a Coach

A coach is someone who has reliable information concerning the business issues and problems a department is experiencing. The coach isn't always a decision maker within the department. They may be someone affected by the issues and problems and would love to see a solution.

The coach may reach out to you because of previously- or currently-conducted awareness activities. Just because someone reaches out to say they are interested in what the platform could do for their department doesn't mean they are the decision maker, but they can be a great coach. If they are reaching out, they have an interest in seeing things get fixed and would like to help identify a solution.

The type of information a coach can provide includes:

- Which key strategic issues/problems are occurring in the department
- The cost of the issue (user perception, man hours, actual dollars, audit failings, inability to measure, diminished trust)?
- How they are currently managing departmental demands
- Current solution options
- Individuals responsible for identifying and selecting a solution
 - If appropriate, ask the coach for an introduction to the responsible person

Once the coach has shared information and the ServiceNow governance team has made a decision about what service(s) should be brought on to the platform, it's time to ask for the meeting.

Target identified: Ask for the Meeting

The initial conversation with the target should be short and about getting the meeting. Hit a few key points to pique their interest. Create enough awareness to ensure name recognition for both the team and ServiceNow.

A few talking points for that initial call or hallway conversation to get a meeting:

- **Start with success:** “With ServiceNow the IT department and XYZ service have seen a significant improvement in response times for customers”
- **Ask for the meeting and align with them:** “Measurement of response times is a problem your department is trying to address. Let’s schedule 30 minutes so I can learn more about what you are trying to accomplish and see if investigating ServiceNow as a solution is a good option.”
- **Negative response?** If the target provides a negative response such as “ServiceNow can’t solve the issues my department is having”
 - Ask: “What are the issues you are having? Do they go beyond XYZ (the issues you know about)?”
 - Get the answer, verify issues were captured correctly, and reply, “I’ll look into it and see if this is something we can help you solve.” Immediate answers are not required. In fact, taking some time will let them know the responses about what can be done are thoughtful.
 - Follow up with them – whether it’s something ServiceNow can solve or not – and get them an answer
- **Luke warm response?** If they say “I don’t know if we should meet. Why don’t you tell me right now what it could do for my department”
 - Verify the issues they are having are accurate
 - If not, ask them what their issues are and respond at a later time if necessary
 - Have the value-related elevator pitch associated to that service ready to quickly highlight product focuses
 - Have a couple bullets from a case study available
 - Offer to provide some materials ahead of time for them to review

The key is to strike up the conversation and get them interested in hearing what ServiceNow may have to offer. It’s important to use accessible language. If there is a lot of resistance, it may be best to review the response the team received from the ServiceNow governance team and the ServiceNow account management team to determine what the next steps should be, though a different approach may be needed.

Additional approaches could include:

- Executive sponsor reach out to the department head
- ServiceNow account team partnering to secure a meeting
- Additional conversations with the coach to verify the information and the right people to include

Conduct the Meeting

Remember, this meeting is all about verifying the issues, building rapport, and brainstorming on an approach that may make sense. It is about getting them to agree to a second meeting to dive deeper and start to plan the approach.

Utilize the “introduction call deck” template to help guide your conversation.

During this initial meeting the focus should be on three areas:

- Value ServiceNow has provide for services on the platform to date
- Verify and align that you accurately understand issues/problems the department is having
- Ask for more details and whether or not there are other issues you may not be aware of

- Have them agree to scheduling a demo with the ServiceNow account team

To guide these conversations, prepare a short presentation that highlights these areas. A presentation template can be found in the Champion Enablement Community here:

<https://community.servicenow.com/docs/DOC-4951>

There are also some key questions, regardless of the service, to ask to further verify the use of ServiceNow is the right solution:

- What are they using today to capture the demands for your department?
- How are demands routed to the right team member?
- How are other departments pulled in if the demand requires a cross-functional team?
- How are updates communicated to customers?
- How are response times (SLAs) measured?
- How is customer satisfaction captured?
- Are the results of those surveys where they should be? Why/why not?

If the answers to these questions are primarily manual, email, spreadsheets, and phone calls – then this could indicate a great opportunity to start with basic service management – capturing the work.

If there is already a system in place, capturing work could still be a benefit, especially if they say it's hard for the end users to use or collaboration with other departments is tricky.

- Highlight the ability for ServiceNow's platform to integrate to create the interface while utilizing the current system
- Highlight the ability to collaborate with other departments and utilize the core system and user data – even if integration with their current system to complete work makes sense.

However, if they have taken the meeting it's more than likely that they are not happy with how the current system is working. It's important to stress the flexibility of the ServiceNow platform and about creating a plan and solution that will take all their requirements into account, including integrations with other systems or rebuilding within ServiceNow – whichever makes sense.

Don't be surprised if the issues continue to evolve, change, or become more complex. Take note of what they are. This is a discovery session. Finding the right solution will take time and may come in phases.

Get the second meeting: End the meeting by getting their commitment for a second in-depth meeting to dive deeper:

- "If ServiceNow can solve X, would you be interested in taking a look at what it would take to make that happen?"
- Get commitment that they are interested in meeting with the ServiceNow account team
- If the answer is no, ask why not
 - Engage with the ServiceNow governance team and ServiceNow account team to discuss other strategies if they are not willing to take a second meeting
- Leave them the information provided in the introduction kit available in the Champion Enablement Community (regardless of result of the meeting)

Partner with ServiceNow Resources

First, review what is available in the ServiceNow Champion Enablement Community. If applicable content is not available, post the need in the community as either a question or a discussion. This will allow the ServiceNow Champion Enablement team to review and address. There may also be a fellow champion who has something they can share. The ServiceNow account team is here to help and should be part of this process from the beginning.

Here are some recommendations on reaching out to the Account Management team for help:

- Work with the governance team to help shape demand
- Prep prior to the meeting
- Practice delivery of materials
- Conduct Lunch & Learn Q&A's to assist with demoing capabilities to a broader audience to generate interest
- Join in any meeting

Get More Information and Templates Here: <https://community.servicenow.com/docs/DOC-4951>

Prepare the New Service

Whether another department is considering ServiceNow because of a targeted approach, or because of general awareness, once they express interest in ServiceNow, it's important to prepare them for the process of implementation. This includes the following:

- Educating the other department on the internal demand, project, and release processes
- Documenting the department's requirements
- Understanding the value and outcomes the department wants to achieve

What's in It for Them?

Ensure the department is fully aware of the value of the platform as it relates to them, ensuring a plan and value statements specific to the team are included. It's not enough during this crucial time to present ServiceNow as a whole. Instead, focus attention on achievable goals related to specific business issues the department is experiencing. This data should be based on information provided by the department rather than hypothetical business value or outcomes achieved by other areas of the organization. While that information is important to ensuring the interested department understands outcomes are already achieved by others, FOMO (Fear of Missing Out) isn't as important in this scenario as WIIFM (What's in It for Me).

Plan for Success

Be prepared to explain what will change for the interested department with visuals and workflow scenarios that explain the current user experience and process compared with the proposed updates, ensuring these proposals have not been created without intervention from representatives within the department. Because this presentation is occurring prior to the kickoff of the project, and perhaps before the decision has been made to select ServiceNow as the intended platform, be open to suggestions. This plan will require multiple levels of review and approval prior to development, and the more flexible the ServiceNow team and platform can be, the more likely the interested department will be in investing time and resources into the implementation.

Determine Departmental Maturity

During this phase, prior to kicking off development, it's important to identify and share the maturity level of the interested department's service delivery model. While the decision may be made to initially implement a model similar to, or the same as, the model currently in use by the department, in the future, they will want to improve their maturity level to ensure the most efficient and effective delivery of the services they provide. Determining

their current maturity is fundamental to road mapping their future development and puts the team in a position to be the department's business partner in growing their capabilities and offerings going forward.

Measuring Success

Once the ServiceNow team and the interested department have planned for success, it's imperative to determine how that success will be measured. A good place to start is with surveys. KPIs can be transitioned from the previously- implemented process model, but they generally don't consider fulfiller and user satisfaction with the new program. This is a key component to determining the success of the implementation, and surveys can be built right into the instance where the activities are completed. This will provide insight into possible defects or future enhancements, and it provides a communication conduit between the ServiceNow team and end users. This is extremely useful in allowing the team to share improvement trends and highlight specific concerns raised in survey responses. Quickly remedying an issue identified in surveys, and communicating the team has done so, increases confidence in the team and the platform, while spotlighting or rewarding individuals who astutely identify defects or provide exceptional suggestions will drive increased participants to surveys in future iterations.

There are three common survey methods the team can use to receive feedback about the implementation, services provided, or user experience:

- Request immediate feedback regarding the Self-Service Portal for information related to user experience
- Request feedback following the closure of an incident or case for information related to services provided
- Schedule company-wide surveys for information related to the implementation, services provided, or user experience

As with any metrics, the more data the better to ensure the accuracy of the findings. This means higher response rates provide the most valuable feedback to the department and the ServiceNow team.

Get More Information and Templates Here: <https://community.servicenow.com/docs/DOC-4952>

Next Steps

Now that the framework and ideas around how to introduce ServiceNow service management to the enterprise have been outlined, start thinking about the correct next steps.

- Is there an upcoming event or go-live these recommendations can be incorporated into?
- Create a success story
- Plug data into an infographic template
- Schedule a webinar. Don't necessarily start company-wide; test it out on a group of fulfiller users associated to current services, and provide them with program updates
- Start up a monthly governance meeting – pull in the Executive Sponsor and service owners, or kick-start the platform team. Remind everyone why the journey was started in the first place and how much it could be.

Questions?

Reach out to your ServiceNow account team or Champion Enablement Community. Ask questions, post successes, or ask to see what others have done in a certain area.

Introducing ServiceNow service management to the enterprise won't happen overnight. By driving awareness, having the appropriate targets identified, and partnering with ServiceNow, transformation will begin to happen!