

# ServiceNow Custom Training and Adoption

## Boost user productivity and drive enablement to realize the full value of ServiceNow

A key measure of a successful implementation is the seamless adoption of new processes and supporting technology. That's why it's so important for your team to be aligned and working towards the same goal with your ServiceNow implementation. We're here to help you prepare your business and users for the upcoming implementation to enhance performance and achieve overall business value.

With the experience of thousands of implementations of all sizes and levels of complexity, our agile approach accelerates user adoption, removes barriers, and paves the way for success.

### The main components of our approach are:



#### Assess and plan

Understand the impact of the change to your users to design the right change approach and create an effective change enablement plan.

- Conduct a stakeholder and business impact analysis to have a clear understanding of who will be impacted and how to tailor messaging to be most effective.
- Identify the key players in your organization who are pivotal to widespread adoption.
- Develop your internal marketing and communication plan to ensure your organization is prepared and enabled for change.
- Perform a training needs analysis as an input to a successful training strategy.

#### Communicate

Identify and connect teams within your organization who are key to adoption to reduce risk and accelerate user adoption.

- Establish an internal champion network who can build grassroots support for change.
- Launch key messaging to inform, motivate, and create desired change in targeted groups.

#### Enable

Provide your team with the knowledge and skills they need to be successful at every stage of implementation and go-live.

**Custom training:** Deliver innovative and engaging training to improve user productivity and participation.

**Technical training:** A successful ServiceNow experience begins with a solid foundation of best practices and technical knowledge. Technical training classes and certifications are designed for administrators, developers, architects, and technical project team members to build ServiceNow platform expertise. Recommendations may include tailored or custom content.

#### Measure

It's important to assess the success of your project and roll out throughout each phase. We'll support you in measuring adoption indicators, collecting and documenting feedback from your key stakeholders and keeping leadership informed of status, lessons learned, and any recommended next steps.

### Custom training offerings:

#### Content development

Training customized to your specific configurations and workflows, delivered with the process user in mind.

#### Instructor-led content delivery

Live instruction lets users absorb content, get questions answered in real time, and practice hands-on in the new application. Can be instructor-led onsite, virtual instructor-led, or train-the-trainer sessions depending on your organization's needs.

#### On-demand content delivery

- **Quick reference card (QRC):** Highlights important details from the training slides and streamlines post go-live support. Delivered in e-copy or through mobile device access.
- **Recorded training:** Allows new employees to get up to speed quickly and existing users to go back and refresh their learning at any time.
- **Recorded demo:** Bite-sized training components that review a specific process.
- **eLearning:** Asynchronous, self-paced eLearning on your configured application and processes.

**New for 2018**

We are constantly striving to find new ways to help our customers achieve a speedy, seamless implementation. Here are a few of our freshest features:

**Custom guided tour (beta):** Just-in-time application support within ServiceNow applications to help users perform tasks on the fly. Custom Guided Tours are used post-training to reduce the need for live support and get your users answers as quickly as possible.

**Adoption toolkit:** The ServiceNow Adoption Toolkit, included with Success Packages or purchased individually, gives you a head start to enable change and educate your stakeholder and process users. The toolkit provides a framework you can customize to best fit your organizational needs, and will help you build awareness of how ServiceNow can improve your everyday processes.

**Change enablement:** ServiceNow experts will step you through the process of change enablement within your organization to increase your time to value and accelerate adoption. Our structured approach to managing change will remove barriers, identify and mitigate risks, and pave the way for a successful roll out.

**Process user training topics**

| ITSM                               | HR                   | Security                             | Customer Service            | ITBM                    |  |  |
|------------------------------------|----------------------|--------------------------------------|-----------------------------|-------------------------|--|--|
| Incident management                | Case management      | Security incident response           | Customer service management | PPS-PPM                 |  |  |
| Problem management                 | Onboarding           | Vulnerability response               | Facilities management       | PPS- Demand management  |  |  |
| Change management                  | Knowledge management | GRC-Risk management                  | Field services management   | PPS-Resource management |  |  |
| Release management                 |                      | GRC-Policy and compliance management |                             | PPS-Agile               |  |  |
| Request management                 |                      | GRC-Vendor risk                      |                             | PPS-Test management     |  |  |
| Configuration management           |                      | GRC-Audit                            |                             |                         |  |  |
| Knowledge management               |                      |                                      |                             |                         |  |  |
| On call scheduling                 |                      |                                      |                             |                         |  |  |
| Hardware asset management          |                      |                                      |                             |                         |  |  |
| Software asset management          |                      |                                      |                             |                         |  |  |
| Reporting<br>Performance analytics |                      |                                      |                             |                         |  |  |

Contact [training@servicenow.com](mailto:training@servicenow.com) for more information.



Getting your team aligned and working toward the same goal with your ServiceNow® implementation is paramount for success.