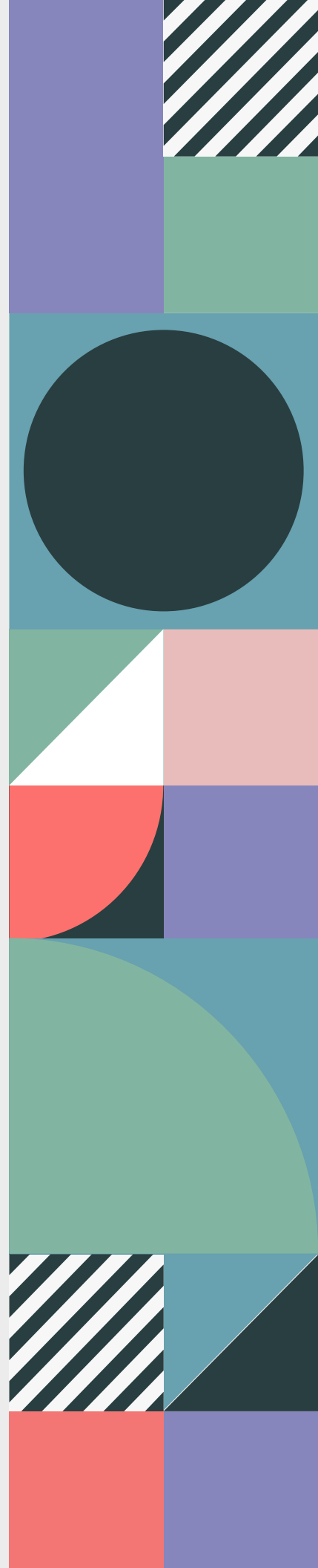


# Reference Architecture

# Customer experience

## Included in this Reference Architecture

- Business capabilities and KPIs
- High-level architecture diagrams with ServiceNow® products and platform capabilities that support business capabilities
- Where to start your ServiceNow journey to build customer experience on end-to-end service
- Definitions of included Now Platform® capabilities and licensing



## Business capabilities and key performance indicators (KPIs)

Below are business capabilities that transform the customer experience and supporting KPIs. View the high-level ServiceNow product architecture associated with each business capability by clicking the listed business capability.

Business capability	Example KPI
<a href="#"><u>Automate and optimize processes with end-to-end visibility</u></a>	<ul style="list-style-type: none"> <li>Percentage of processes or requests automated; decrease in average resolution time</li> <li>Reduction in customer status calls</li> </ul>
<a href="#"><u>Provide proactive service</u></a>	<ul style="list-style-type: none"> <li>Reduction in average case volume</li> <li>Reduction in customer status calls</li> </ul>
<a href="#"><u>Enable customers to self-serve requests without contacting a representative</u></a>	<ul style="list-style-type: none"> <li>Increase in self-initiated cases or increase in portal usage</li> <li>Reduction in daily call volume</li> </ul>
<a href="#"><u>Connect the hybrid workforce and ensure a last-mile customer experience</u></a>	<ul style="list-style-type: none"> <li>Increase in customer service satisfaction</li> <li>Decrease in issue resolution time</li> </ul>

## Where to start

Your organization's journey toward digital transformation is unique. Work with your ServiceNow Sales or Customer Success team or a ServiceNow-certified partner to determine the business capabilities that best align with your journey and create an implementation and readiness plan based on your goals and environment.

Here are some resources to support the planning process:

1. These reference architecture diagrams that outline the ServiceNow products and platform capabilities that align to each business capabilities. This will help you to determine the platform capabilities you'll need to plan your implementation. The platform capabilities for your implementation may vary depending on your organization's goals and current environment.
2. Our [Transformational Insight](#) provides guidance on how to prepare for the people and process impact of your ServiceNow implementation.
3. The [Customer Success Center](#) provides leading practices for the ServiceNow products associated with the business capabilities listed in this document, as well as additional ServiceNow self-service content.
4. [Now Create](#) Success Packs provide product implementation guidance.

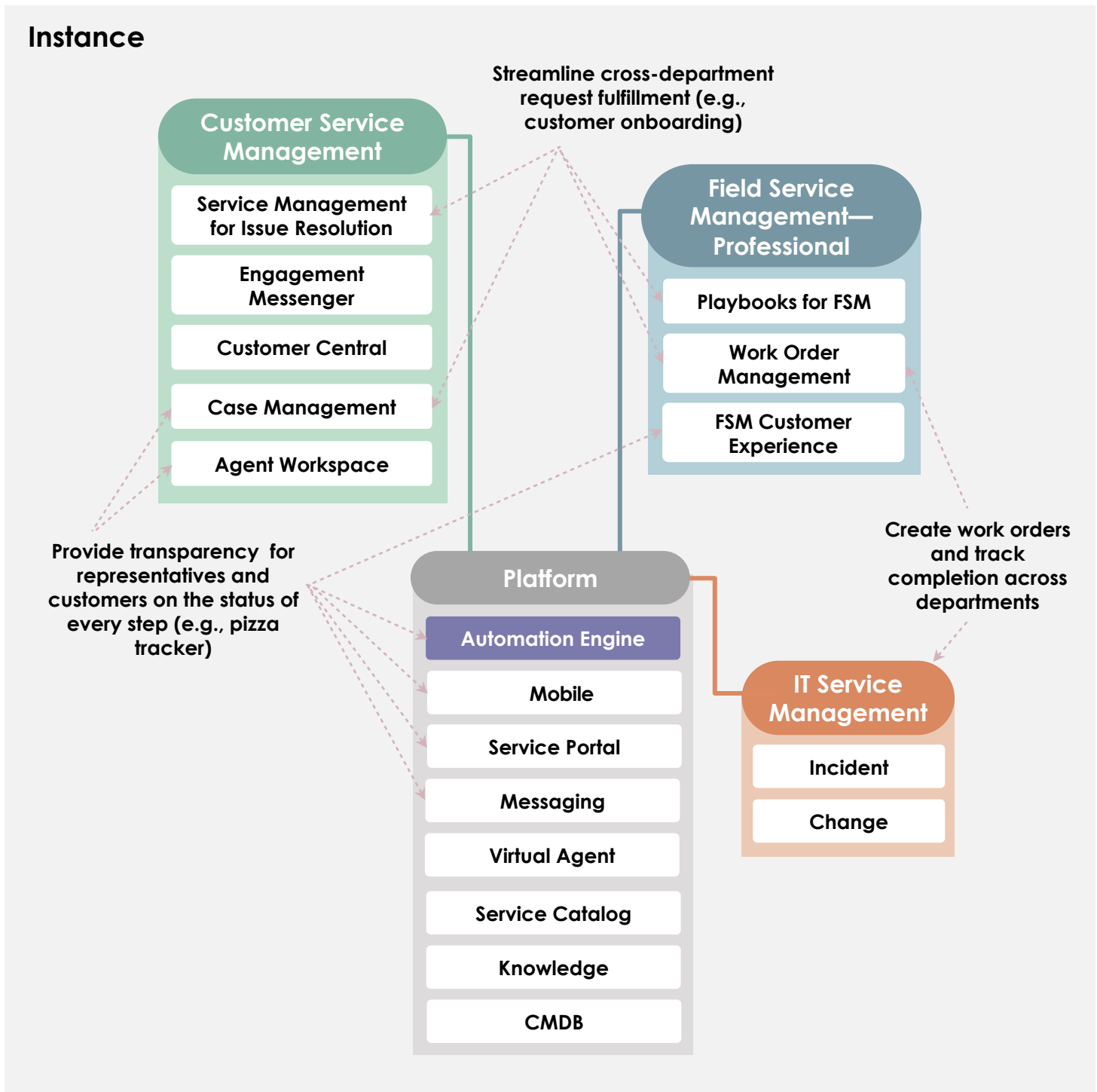
Business capability #1

# Automate and optimize processes with end-to-end visibility

View ServiceNow products and capabilities that streamline work and provide transparency for representatives and customers.

ServiceNow licenses:

- CSM
- FSM—Pro
- Automation Engine
- ITSM

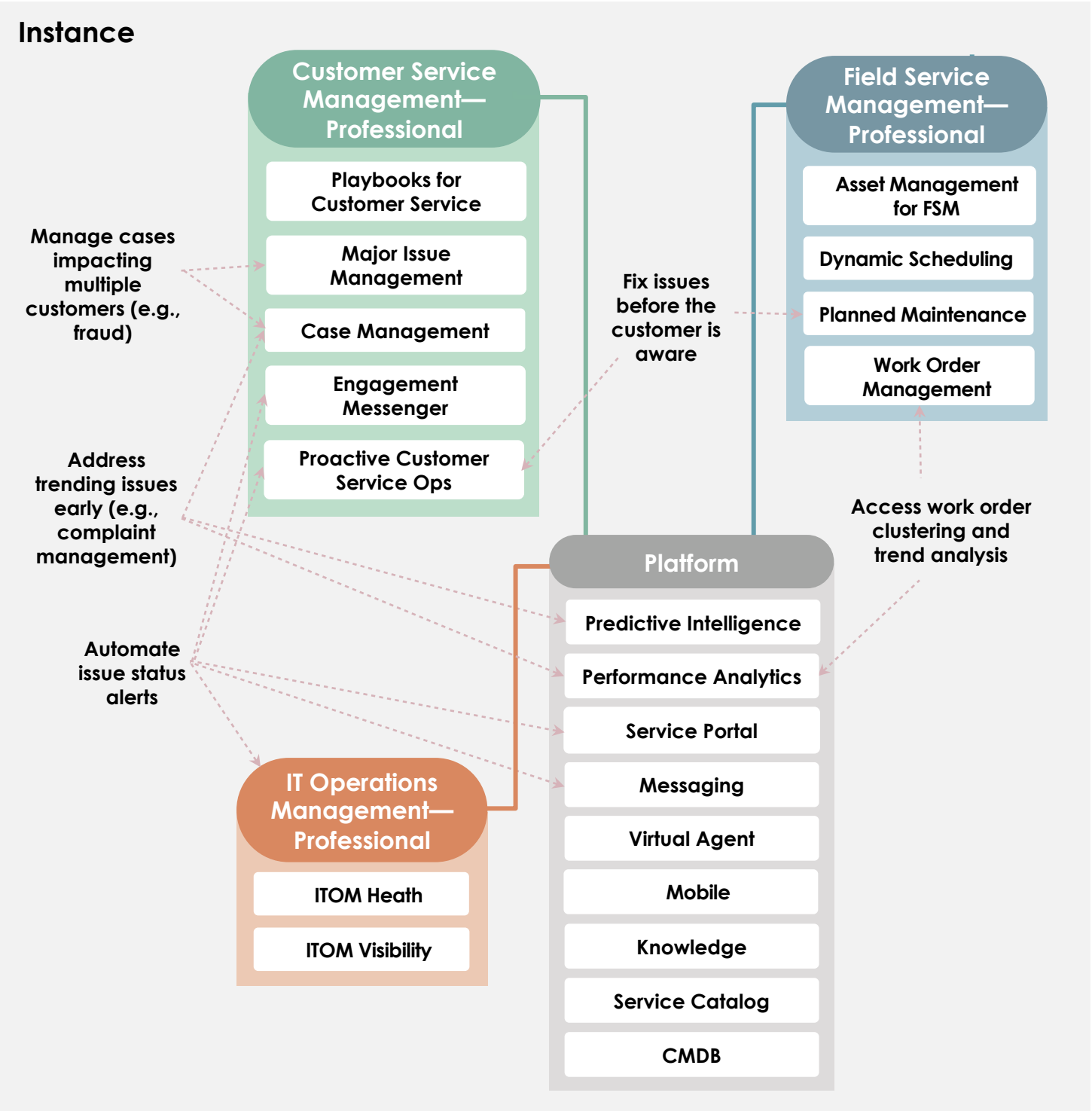


## Business capability #2 Provide proactive service

View ServiceNow products and capabilities that enable automation and can fix issues proactively.

ServiceNow licenses:

- CSM – Pro
- FSM – Pro
- ITOM – Pro



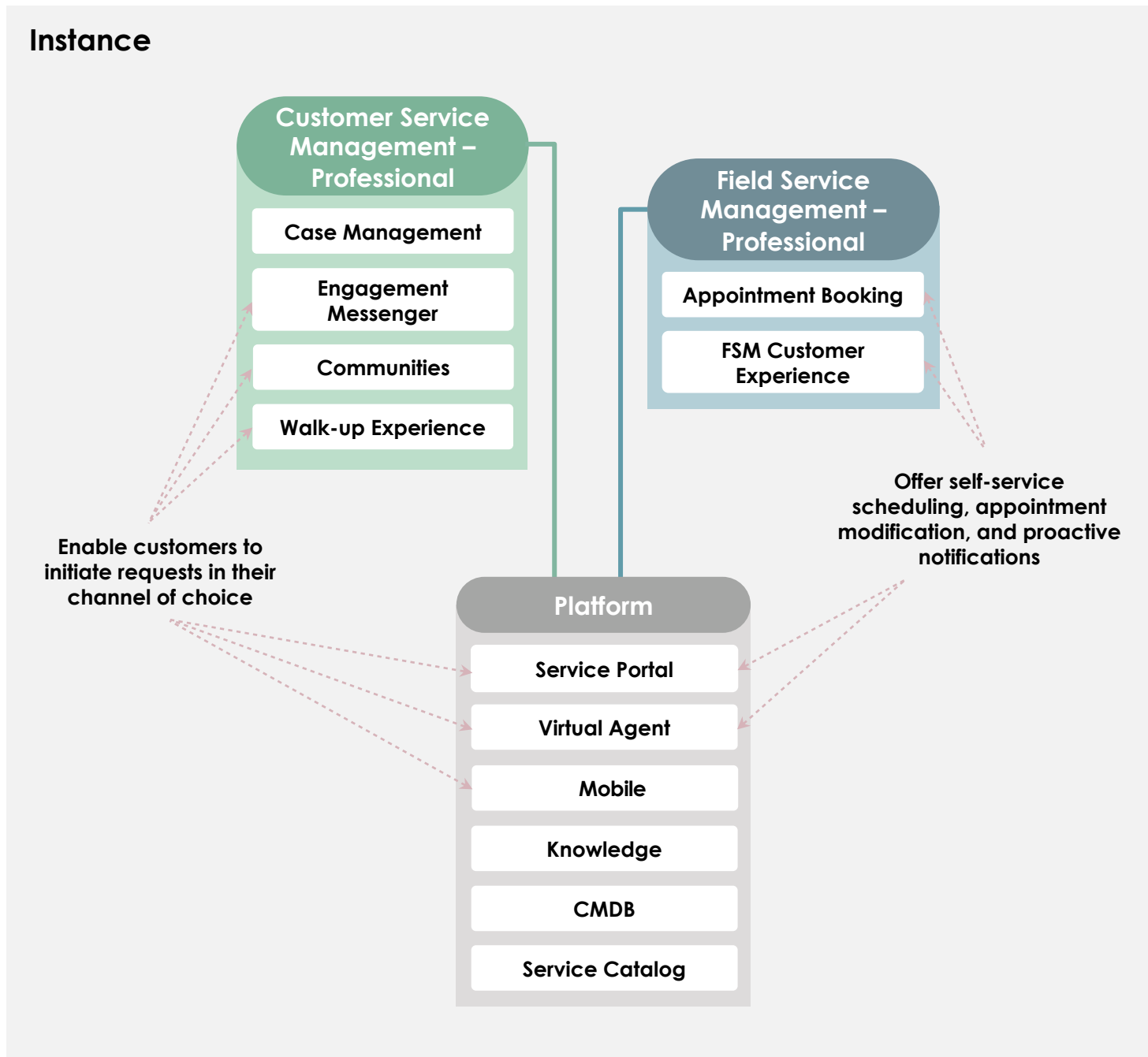
Business capability #3

# Enable customers to self-serve requests without contacting a representative

View ServiceNow products and capabilities that increase self-service and reduce daily call volume.

ServiceNow licenses:

- CSM – Pro
- FSM – Pro



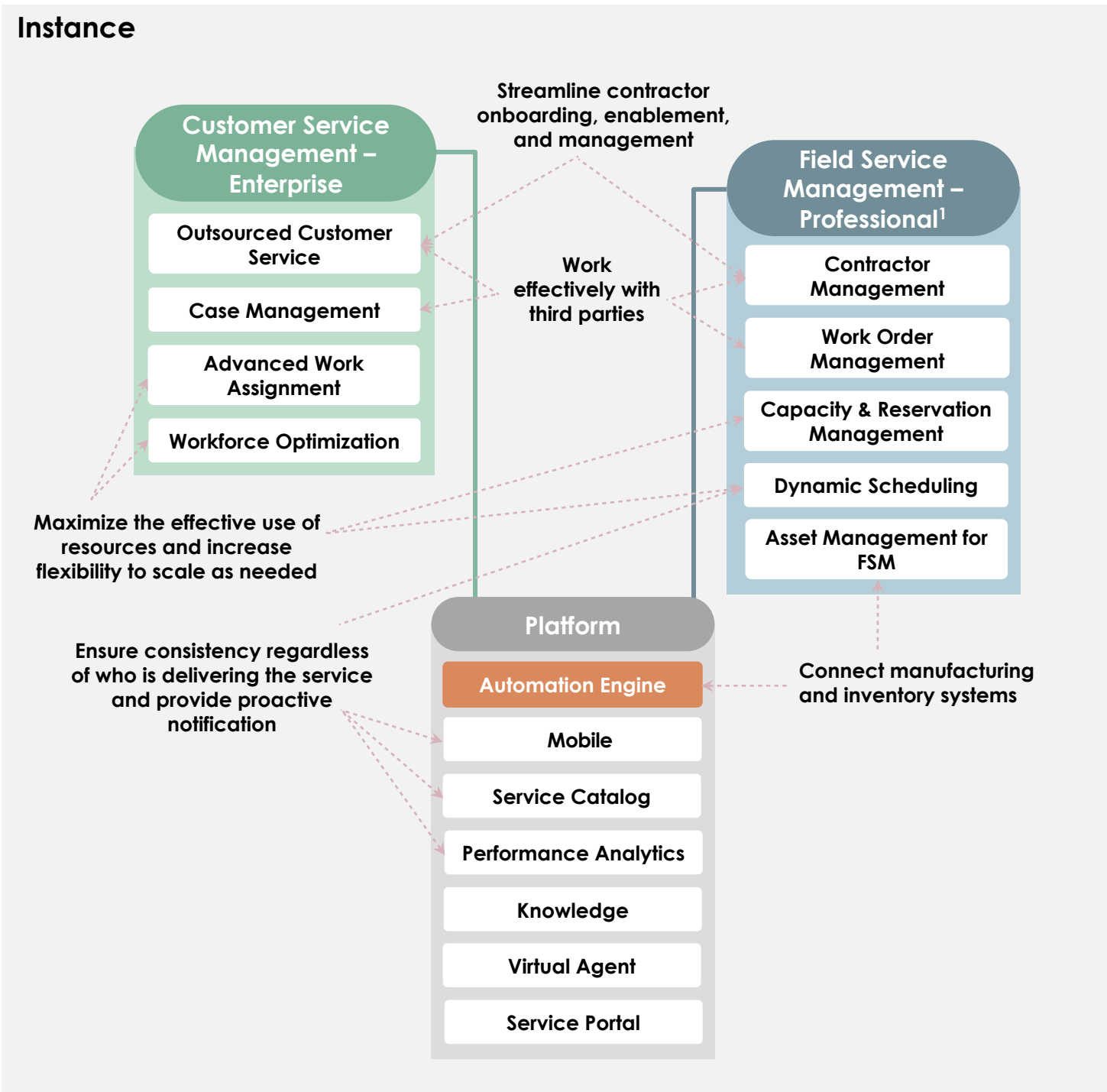
Business capability #4

# Connect the hybrid workforce and ensure a last-mile customer experience

View ServiceNow products and capabilities that support consistent quality of service throughout the customer experience.

ServiceNow licenses:

- CSM – Ent
- FSM – Pro
- Automation Engine



<sup>1</sup>Third-party users: consider the *FSM Contractor* package

# ServiceNow product capability descriptions

These descriptions of the ServiceNow product capabilities support the business capabilities covered in this document. **For full lists of product capabilities and license packages, refer to [Servicenow.com](https://servicenow.com).**

Customer Service Management (CSM)		
Capability	Package	Description
<b>Advanced Work Assignment</b>	CSM Standard	Automatically route work to the best agent based on criteria or affinity with the case.
<b>Agent Workspace</b>	CSM Standard	Define criteria to automatically assign work to agents based on their availability, capacity, skills, and more.
<b>Case Management</b>	CSM Standard	Manage interactions and SLAs, model account relationships, and support outsourced services.
<b>Communities</b>	CSM Standard	Connect customers and employees with their peers to find answers and solve problems.
<b>Customer Central</b>	CSM Standard	Show agents internal and external customer data together to boost productivity.
<b>Engagement Messenger</b>	CSM Standard	Embed rich self-service experiences in third-party web sites.
<b>Major Issue Management</b>	CSM Standard	Enable customer communication for issues that impact a wider audience.
<b>Service Management for Issue Resolution</b>	CSM Standard	Identify, diagnose, and permanently resolve customer issues.
<b>Outsourced Customer Service</b>	CSM Professional	Manage onboarding, work routing, and data access for outsourced providers.
<b>Performance Analytics</b>	CSM Professional	Unlock insights to anticipate trends, prioritize resources, and improve services.
<b>Playbooks for Customer Service</b>	CSM Professional	Manage case flows across teams by digitizing and automating service processes.
<b>Predictive Intelligence</b>	CSM Professional	Use machine learning to route issues, recommend solutions, and identify trends.
<b>Proactive Customer Service Ops</b>	CSM Professional	Monitor your customers' products and services to identify issues proactively and fix them quickly.
<b>Virtual Agent</b>	CSM Professional	Improve the customer self-service experience with conversational guidance using a chatbot.
<b>Walk-Up Experience</b>	CSM Professional	Boost customer satisfaction by providing an efficient in-person service experience.
<b>Workforce Optimization</b>	CSM Enterprise	Enable skill growth, smart scheduling, and real-time and historical views of team performance all in a single location.

## ServiceNow product capability descriptions (continued)

Field Service Management (FSM)		
Capability	Package	Description
Appointment Booking	FSM Standard	Offer time windows for customers to make a selection and book an appointment.
Contractor Management	FSM Standard	Outsource your work order tasks by working with third-party contractor companies.
Dynamic Scheduling	FSM Standard	Automatically schedule the best person for the task with the right equipment.
Field Service Management Customer Experience	FSM Standard	Give customers timely updates about their reported issues.
Planned Maintenance	FSM Standard	Schedule maintenance automatically based on time and usage to keep assets up and running.
Work Order Management	FSM Standard	Create, approve, qualify, or close work orders and manage SLAs using the Field Service Management application.
Capacity and Reservation Management	FSM Professional	Plan work distribution for your internal and external teams.
Performance Analytics	FSM Professional	Analyze trends with KPIs, metrics, and dashboards for field service.
Predictive Intelligence	FSM Professional	Use machine learning to make recommendations and improve efficiency.
Playbooks for Field Service Management	FSM Professional	Provide step-by-step guidance for your field service teams to complete tasks (enabled by Process Automation Designer).
Virtual Agent	FSM Professional	Resolve issues faster and scale your organization with intelligent chatbots.
Automation Engine		
Package	Description	
Automation Engine Starter	Connect with collaboration and communication apps like Slack, Zoom, Microsoft Teams, and Twilio with Starter Spokes, plus RPA capabilities.	
Automation Engine Professional	Connect with DevOps and CI/CD tools like GitHub, Jenkins, and Jira with Professional Spokes, plus RPA capabilities and Orchestration.	
Automation Engine Enterprise	Connect with systems of record like SAP and DocuSign, and automate AWS, Azure, and Google Cloud Enterprise Spokes, plus RPA capabilities and Orchestration.	
IT Service Management (ITSM)		
Capability	Package	Description
Incident	ITSM Standard	Restore services faster with intelligent routing and built-in collaboration.
Change	ITSM Standard	Accelerate change by automating approvals while maintaining control.



## ServiceNow product capability descriptions (continued)

Standard platform, included with all packages		
Capability	Package	Description
<b>Configuration Management Data base (CMDB)</b>	Included	Offer a cloud-based single system of record.
<b>Knowledge</b>	Included	Increase self-service rates and boost agent productivity with a contextual knowledge base.
<b>Messaging</b>	Included	Offer in-platform, integrated multiple messaging options, including Slack, Facebook, Hipchat, Line, WhatsApp, and SMS.
<b>Mobile</b>	Included	Allow employees to find answers and get work done from their mobile devices.
<b>Reporting and Dashboards</b>	Included	Display multiple performance analytics, reporting, and other widgets on a single screen.
<b>Service Catalog</b>	Included	Offer an easy-to-use storefront experience for corporate service requests.
<b>Service Portal</b>	Included	Deliver self-service experiences to your customers and employees with an easy-to-use portal framework.