



# Zurich CRM and Industry Products

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# CRM and Industry Products

ServiceNow® Customer Relationship Management (CRM) helps you sell, fulfill and service on one unified platform. ServiceNow CRM consists of Sales Customer Relationship Management (Sales CRM), Field Service Management (FSM), and Customer Service Management (CSM) and their related industry extensions. Industry Products further extend the value of the ServiceNow AI Platform by productizing data models, frameworks, and workflows to address common experience challenges at scale.

## CRM products

<p><b>Customer Service Management</b></p>  <p>Manage customer cases, resolve problems, and track interactions across multiple channels.</p> <p><a href="#">Learn more</a></p>	<p><b>Field Service Management</b></p>  <p>Manage work orders, assets, or locations, and dispatch agents to perform field work.</p> <p><a href="#">Learn more</a></p>	<p><b>Sales CRM</b></p>  <p>Manage your sales cycle, including lead and opportunity management, quote generation, order management, contract renewals, and invoicing.</p> <p><a href="#">Learn more</a></p>
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## Industry products

<p><b>Financial Services</b></p>  <p>Help financial institutions deliver convenient experiences that build customer loyalty.</p> <p><a href="#">Learn more</a></p>	<p><b>Healthcare and Life Sciences</b></p>  <p>Move information and work across healthcare organizations so providers, payers, and life science companies can provide excellent patient care.</p> <p><a href="#">Learn more</a></p>	<p><b>Manufacturing Commercial Operations</b></p>  <p>Integrate people, process, and technology into a system of action across the manufacturing value chain.</p> <p><a href="#">Learn more</a></p>
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**Public Sector**



Enable the development of public sector applications for the delivery of digital services to constituents, such as benefits, licenses, and service requests.



**Retail**



Enhance the efficiency of retail operations through optimized processes and tools.



**Telecommunications,  
Media, and Technology**



Unite ordering and assurance on one platform for a seamless experience and visibility for communications service providers.

