

ServiceNow Customer Service Management Fundamentals (CSM) Training

COURSE CONTENT

GET IN TOUCH



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About Multisoft

Train yourself with the best and develop valuable in-demand skills with Multisoft Systems. A leading certification training provider, Multisoft collaborates with top technologies to bring world-class one-on-one and certification trainings. With the goal to empower professionals and business across the globe, we offer more than 1500 training courses, which are delivered by Multisoft's global subject matter experts. We offer tailored corporate training; project Based Training, comprehensive learning solution with lifetime e-learning access, after training support and globally recognized training certificates.

About Course

Multisoft Systems offers comprehensive training on ServiceNow Customer Service Management (CSM) Fundamentals, catering to professionals who aim to enhance their expertise in this field. ServiceNow CSM is a powerful platform designed to streamline customer service operations and deliver exceptional customer experiences. This training program provides a thorough understanding of the core concepts, functionalities, and best practices of ServiceNow CSM.

Module 1: 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

Module 2: 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

Module 3: 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

Module 4: 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