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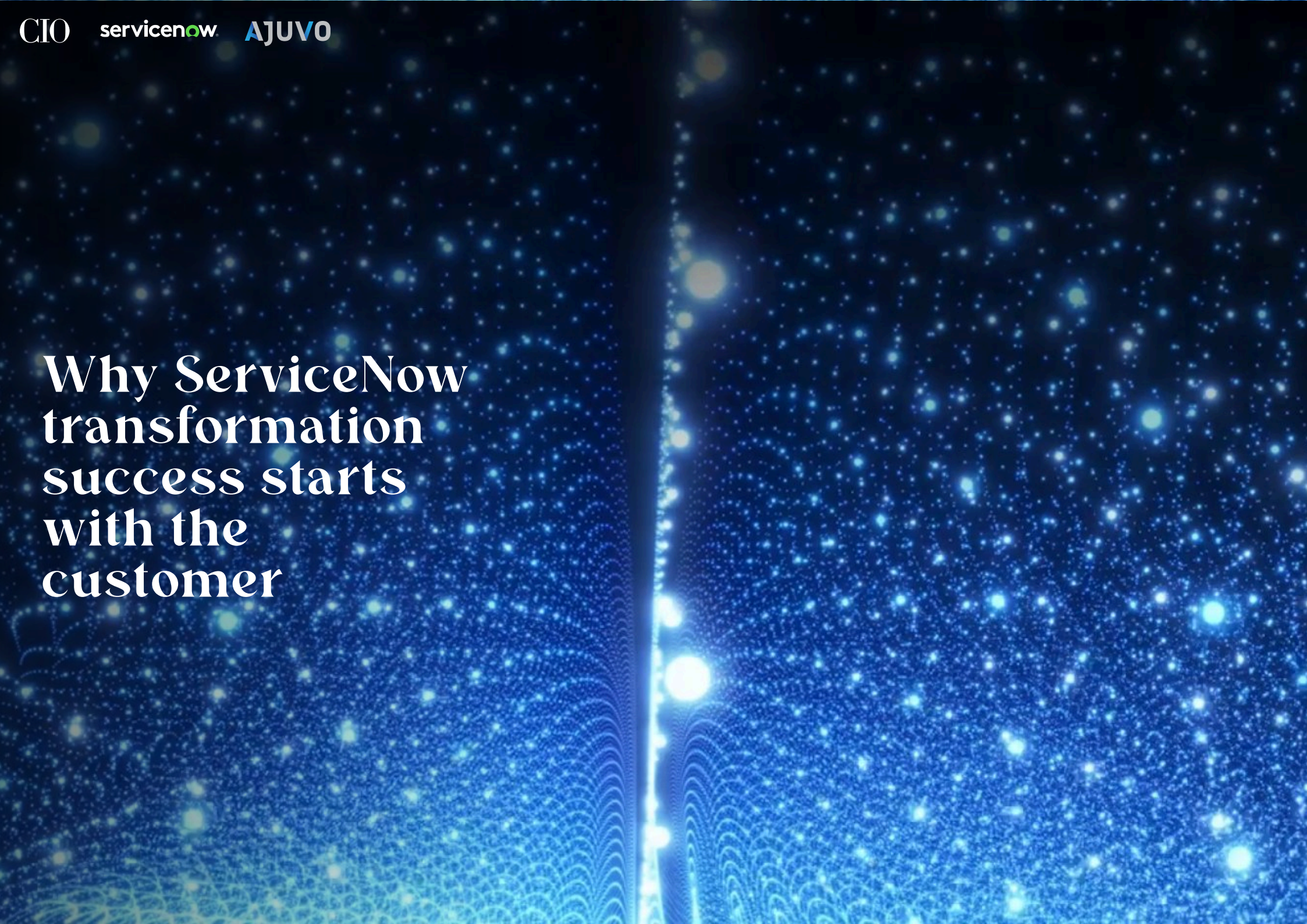
Why ServiceNow transformation success starts with the customer





About AJUVO

ServiceNow has become the operational backbone for many organizations. Yet few are realizing its full potential. Fragmented systems and teams, legacy data models, and complex workflows are common roadblocks to success. Transformation is not as simple as running the same old playbooks. What works for one organization rarely does for another.

That's where AJUVO comes in. By taking time to understand each client and how transformation will impact its business, AJUVO has built a reputation as a leading ServiceNow Premier Partner.





Building deep domain expertise since 2013

AJUVO leverages ServiceNow to provide indispensable enterprise capabilities across a broad range of disciplines, connecting customer service, field operations, and technology operations. By unifying processes and data across the enterprise, it promises to improve back-office efficiencies and customer-facing services.

Although ServiceNow transformation and modernization projects are complex — often demanding a significant amount of integration work and legacy data management, AJUVO has a long track record of helping organizations succeed where others failed. They do this not only through deep domain knowledge across field service modernization, workflow automation, platform governance, and large-scale ServiceNow initiatives, but also through expertise across a range of industries including retail and hospitality, manufacturing, financial services, and healthcare.

AI may be the current focus for many ServiceNow customers, but AI alone does not solve business problems. Organizations first need reliable data, connected workflows, and strong operational foundations. AJUVO helps enterprises build those foundations.

Every engagement is unique

AJUVO's ServiceNow know-how has enabled customers to overcome common pain points such as disconnected processes, siloed information, aging platforms, and operational complexity . It's helped to break down organizational silos, establish solid, trusted data foundations, and deliver CRM that connects to operational systems and business processes.

While many organizations share these challenges, there are no typical customers or projects. Success comes from understanding the unique needs of each client.

Stepping in to turn things around

One large multi-location restaurant operator was about to abandon ServiceNow altogether before AJUVO stepped in. Aligning the platform with the client's business requirements, it rolled out Retail Service Management Pro and expanded use of critical features like Service Portal, Virtual Agent and Performance Analytics.

The result: renewed executive confidence, measurable CSAT gains, and an expanded roadmap to support enterprise and franchise operations. Today, ServiceNow sits at the heart of business operations for the company.

Another client was also struggling — this time with Customer Service Management and Field Service Management implementations. AJUVO helped to deliver 10 real-time integrations for this large fast-casual restaurant chain — centralizing customer data and fully migrating from Salesforce to ServiceNow. It also supported new location openings via Project Portfolio Management, helped automate complex procurement workflows, and built Configuration Management Database practices to track equipment and reduce audit risk. The result was a unified customer service platform, streamlined operations, and a scalable foundation for future growth.

Here for the long term

Every ServiceNow partner says they're focused on the customer, but AJUVO has a 5/5 CSAT to prove it. It's selective about the work it takes on, focused less on short-term project volume than long-term customer satisfaction. That empowers the team to remain highly engaged and provide the service clients have come to expect.



For more information about AJUVO click here
and to discover more CRM success stories click here.

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The state of the CRM landscape

Elevating experiences and forging tighter customer relationships continues to be a driving force for business, especially with increased adoption of artificial intelligence (AI). Yet many existing customer relationship management (CRM) systems fall short solving the real challenges of delivering great experiences and resolving customer issues.

Even the latest copilot AI approach to CRM has done little to advance utility beyond tracking customer activity and capturing interactions. While delivering incrementally better search capabilities, this first wave of AI CRM deployments has yet to show measurable business value.

Clearly, throwing AI on top of legacy CRM isn't the fix. What's needed is a workflow foundation that orchestrates coordinated, end-to-end action for self-service customer experiences and agentic-powered automation. Without a workflow engine at the core, sales and customer service reps spend too much time swiveling between systems, hampering opportunities to resolve customer issues, close deals, and deliver on specific business goals.

Legacy CRM's inability to seamlessly connect data and workflows across customer touchpoints—and to support a holistic sales and service life cycle—has negative ramifications for customers and sales and service teams alike:

- **Customer service agents** waste hours in search of answers, bogged down as they switch between systems, manually pore over documentation, and navigate the approval process.

- **Sales reps** are mired in data entry tasks, forced to utilize systems not designed to facilitate complex quotes/configuration, identify cross-sell opportunities, or handle the complexities of subscription-based sales models.





- **Customers** can't find the answers when there's a problem and are frustrated with slow issue resolution. When they are ready to make a purchase, it takes forever to get a quote. This disconnect fuels discontent and compromises brand loyalty.

- **Field service technicians** regularly show up on site without the right parts or documentation to complete a job. This causes delays and creates disgruntled customers.

The limitations of legacy CRM are a drag on business performance and ultimately affect the bottom-line.

Sales teams spend the bulk of their day manually chasing down information and waiting on approvals with only 10 hours a week actually devoted to selling, according to a 2024 report. What's more, the report found most teams are spending that time on "tedious, time-consuming tasks" that take away from selling goods and services.

At the same time, in 2025, customer experience (CX) quality for the US, as measured by Forrester's Customer Experience Index (CX Index™), fell to a new average low of 68.3 (on a 100-point scale). The rating has decreased for four consecutive years, the report says and ranks three main dimensions: effectiveness, ease, and emotion.

It is clear companies need to make radical changes to their CRM strategies to foster new AI-driven workflows and experiences that nurture better customer connections and carve out competitive edge. "The application of AI on top of legacy CRM is falling short because there is no set of rules and regulations governing how to use the data or signal what's important," says Eric Bensley, global product marketing leader for ServiceNow.

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CRM reimagined: An AI-native system of action

Instead of retrofitting fragmented systems using more comprehensive integration or targeted AI add-ons, reimagining CRM for the AI era requires a wholly new, unified approach. Modern CRM must seamlessly connect teams and customers and put AI to work for better experiences and business outcomes.

"CRM now must be viewed as a combination of data, workflows, and AI," Bensley explains. "This allows teams to have a complete view of what each customer owns and enables workflows that automate resolution for customer issues and requests."

Companies are ripe to harness embedded AI capabilities to streamline customer interactions and deliver better experiences. According to Foundry's 2025 Tech Priorities survey, **39%** of respondents expect to deploy AI for customer experience applications. Foundry's AI Priorities Study 2025 found AI central to a host of CX-related use cases and activities, including:

- **59%** - Data and analytics
- **48%** - Customer service
- **48%** - Process automation
- **20%** - Personalization and segmentation

A redesigned, AI-oriented CRM approach delivers positive outcomes in three core ways:

Enables customer-centric service. AI agents take the lead on simple cases, autonomously driving effective resolutions with more efficiency. With more complex cases, AI-powered search and conversation capabilities tackle routine tasks while empowering human agents with the right information to deliver the high-touch experiences and service that customers crave. An AI-powered CRM system also elevates self-service, making it easier for customers to find answers and troubleshoot on their own. If self-resolution isn't possible, the system automatically escalates cases to a human agent, which minimizes customer frustration.



Unlocks service and sales capabilities. Unifying customer data and connecting workflows across front-, middle-, and back-office systems lets organizations automate routine tasks using pre-built AI agents while scaling growth more efficiently.

- Service agents can triage requests, summarize histories, suggest resolutions, and document actions every step of the way, helping technicians and support staff resolve cases proactively and in a far shorter timeframe.
- With more efficient, automated workflows, sales and services teams are freed up to concentrate on higher-value work and high-touch, empathetic engagement. With AI handling routine administrative tasks, sales and service agents can focus on more pressing problem-solving while maximizing revenue opportunities and productivity.
- Sales reps can qualify leads and move opportunities through the pipeline without the administrative burden of scheduling and follow-up.

Accelerates sales cycles. AI agents work behind the scenes to speed up the request for quote process by minimizing handoffs and streamlining the approval process. A unified CRM data model and pre-built industry workflows reduce order fallout and provides a frictionless buying experience. Ease of interaction increases customer satisfaction and loyalty, translating into top-line revenue growth.




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Introducing ServiceNow Autonomous CRM

ServiceNow Autonomous CRM is built from the ground up to launch CRM into the modern AI age. The AI-native, unified platform serves as a single source of truth and action across enterprise operations. The unified data model and architecture allow workflows to tap into consistent data from any system, applying AI and automation to streamline work across sales, service, order fulfillment, and customer success operations.

Bolstered by industry-specific workflows, over 220 pre-built data connectors, and a growing third-party partner ecosystem, ServiceNow Autonomous CRM takes an action-oriented approach to CRM. No longer constrained by endless data entry or work patterns that require continuous toggling between applications, ServiceNow Autonomous CRM streamlines operations, helping companies unlock new revenue, accelerate deal cycles, and reduce operational costs.

AI agents are central to the ServiceNow Autonomous CRM platform. Traditional rule-based automation executes deterministic workflows with all the proper guardrails in place to mitigate risk. Agentic AI, powered by large learning models (LLMs), works in concert with the rule-based automation to handle ambiguous reasoning tasks. The combination helps organizations optimize resources and achieve measurable results.

"ServiceNow's approach enables truly helpful self-service and provides the foundation for both AI-powered conversational intake and AI-powered workflow automation," Bensley says. "Only ServiceNow accomplishes this with declarative modeling and configuration. Others rely on custom objects and proprietary, custom code."

ServiceNow Autonomous CRM comprises three key areas:

- **Customer Service Management (CSM)**
- **Field Service Management (FSM)**
- **Sales & Order Management (SOM)**



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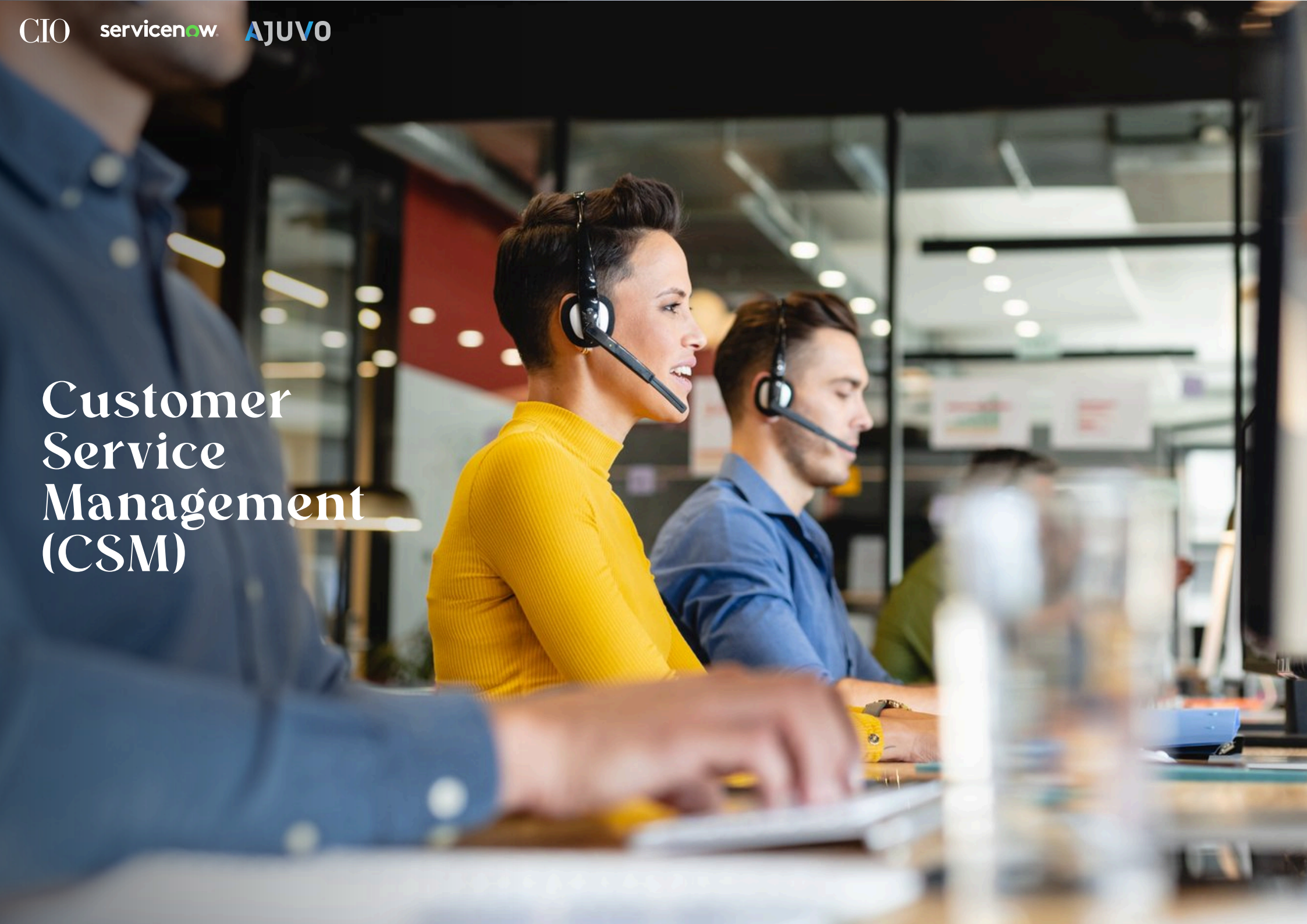

Customer Service Management (CSM)

ServiceNow CSM allows organizations to revolutionize customer service by replacing endless handoffs with one AI-enabled system of action that connects support teams, data, and workflows across front-, middle-, and back-offices. With tasks automatically routed to the right departments, along with complete context, agents can resolve cases faster while customers utilize self-service more effectively. Tasks that required manual handoffs and multiple approval steps are streamlined, reducing cross-department chaos, increasing agent productivity, and improving overall customer satisfaction.

CSM goes beyond generic FAQs and chatbots to enable hyper-personalized engagements tailored to a customer's specific situation. Instead of the dreaded "transfer loops" and endless runaround, customers can self-service or get to the right team with complete context, empowering faster problem resolution.

AI agents focus on the heavy lifting, executing dynamic, step-by-step playbooks to autonomously facilitate cases from triage to resolution. CSM also surfaces case summaries and suggests resolutions to help the human agents in the loop work smarter and faster. That gives human agents more time to tackle high-impact scenarios, which boosts customer satisfaction and prevents agent burnout.



Putting ServiceNow CSM to work

Lenovo trims customer problem resolution times

- **Problem:** Lenovo needed a more consistent way to track order status and customer communications across multiple times zones and locations while also managing hardware deployment and configurations.

- **Solution:** ServiceNow CSM, combined with the ServiceNow Workflow Data Fabric, delivers a unified platform that lets the firm deliver and connect with customers in different ways, despite varying complexities. The platform has reduced customer churn by **20%** and built-in AI capabilities have cut problem resolution time by **35%**.

Bell deflects 3 million customer support calls

- **Problem:** Bell, Canada's largest communications company, needed to transform its entire service operation to improve the customer experience for millions of customers.

- **Solution**: Leveraging ServiceNow CSM's built-in AI capabilities, Bell unified 8,800 data silos to digitize, streamline, and personalize the customer experience. Customers can self-service a range of tasks, while both agents and customers have visibility into each stage in the customer life cycle. The result: 3 million customer support calls have been deflected annually.

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Field Service Management (FSM)

With ServiceNow FSM, field service operations can move from reactive to predictive, transforming each service call into an opportunity to strengthen customer relationships by offering a first-time fix. ServiceNow FSM helps:

- **Prevent** service disruption
- **Maximize** crew responsiveness
- **Deliver step-by-step mobile diagnostics through context-driven workflows**
- **Ensure proactive fixes** so crews are fully prepared to deliver, and business continuity is assured

Instead of wasting hours searching for task guidance, support teams can leverage AI insights to plan work more effectively. Technicians can arrive with the right tools, right parts, and the appropriate background and skills set. AI-enabled dispatching helps maximize crew time and adjust schedules on the fly in response to shifting customer needs.

Guesswork is eliminated through AI insights, monitoring of key metrics, and identification of workflow bottlenecks that can be targeted for improvement. Organizations can anticipate demand, adjust schedules and resources in real-time, optimize routes, and balance workloads across territories. Service delays are minimized, and the rate of first-time fixes is improved.



Putting ServiceNow FSM to work

Saint Maclou reduces tech travel time and improves productivity

- **Problem:** Saint Maclou, a leading French flooring and home décor company, needed to connect its seller, installer, and customer ecosystem with a digital approach to more easily balance stock, technician availability, and partner coordination.

- **Solution:** Expanding use of the ServiceNow platform with FSM eliminates paper-based procedures and facilitates coordination with installers. Through the Posy mobile app, installers' locations and availability are updated in real-time and viewable online by sales and order teams. Everything from customer details to site photos and technical specs are available instantly to installers so they are fully equipped to complete the job to a customer's satisfaction. The company has shaved 1 million kilometers off technician travel time, accelerated invoicing time by **10%**, and increased technician productivity.

Arqiva enhances productivity by 130%

- **Problem:** Arqiva, a telecommunications provider supporting **98.5%** of the UK population required skilled, prepared field engineers and fast response times to ensure the highest levels of service quality for its broad customer base.

- **Solution:** With FSM as part of a broader ServiceNow CRM implementation, the provider has a digital representation of its network, allowing it to direct the nearest engineer with the right skill set to troubleshoot and resolve an incident in short order. The FSM agent app automates routine tasks, meaning technicians can scan an asset's barcode to gain access to critical details for the job, including spare parts inventory required, along with an ability to seamlessly place orders. Productivity has improved close to **130%** thanks to FSM and a single platform approach.

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A rich partner ecosystem is key to success



Partners are crucial to the CRM implementation process, and here, too, ServiceNow offers an edge. With approximately 1,300 global consulting and implementation partners, the ServiceNow network specializes in end-to-end transformations, architecting solutions that unify cross-functional workflows across IT, HR, customer service, field service, and sales operations. Partners are committed to providing strategic advisory, implementation, and managed service support, accelerating innovation and minimizing implementation risks.

The ServiceNow partner ecosystem subscribes to an AI-led approach, factoring AI into all aspects of CRM. ServiceNow partners are certified and trained on AI agent deployment, workflow automation, and process orchestration. Many have AI accreditations for specific ServiceNow CRM applications, ensuring proven AI capabilities for every implementation.

ServiceNow partners embrace an industry-specific approach to CRM. There are 220-plus pre-built data connectors and industry solutions and accelerators for a variety of sectors, including telecommunications, healthcare, financial services, and manufacturing.

The bottom line

It's time to rethink CRM with a unified, AI-first platform that doesn't simply facilitate transactions, but serves as a system of action. By seamlessly connecting data and AI-powered workflows, companies can drive exceptional end-to-end experiences that increase productivity, maximize profits, and keep customers coming back for more.

For more information, visit ServiceNow.



Thank you for reading

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