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Bad CRM was then. This is ServiceNow.

Escape the trap of legacy CRM

CRM was supposed to make things easier.

It promised a smarter, simpler way to build customer relationships—one tool to align teams, streamline work, win customers, and keep them coming back.

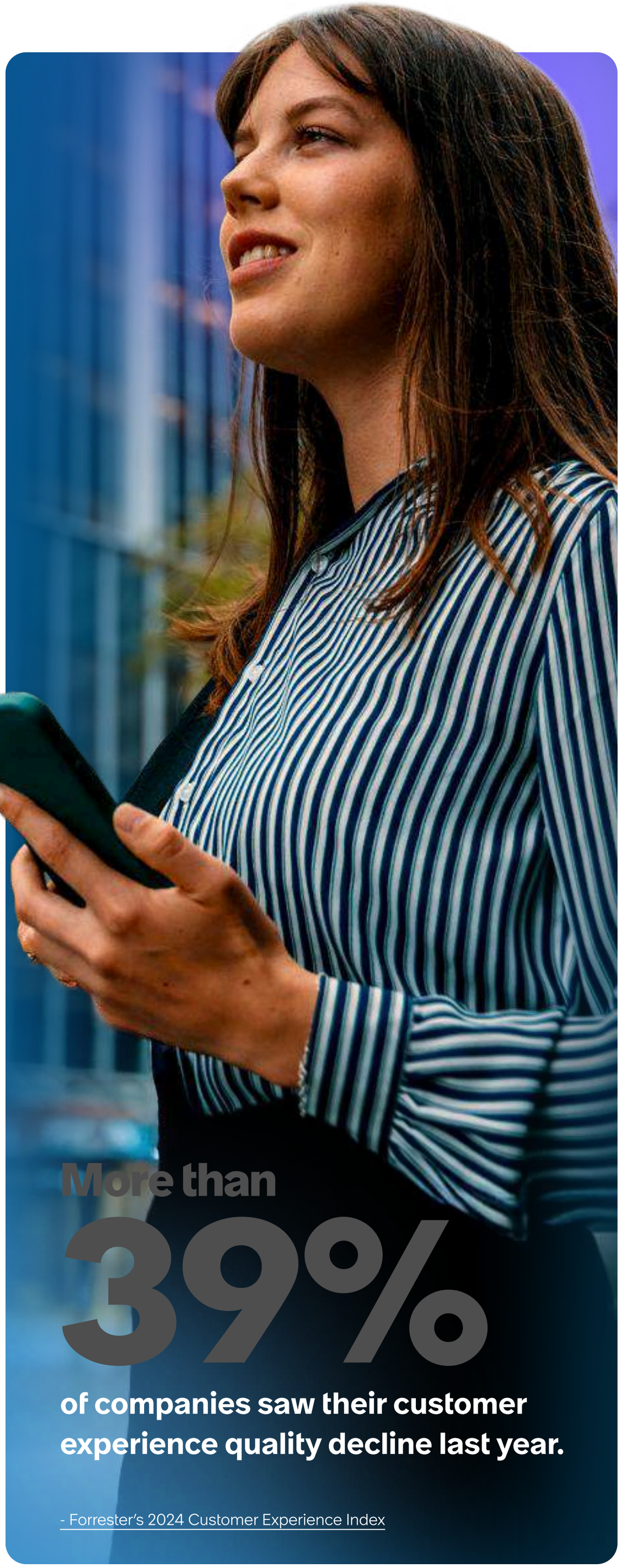
That promise was never kept, and it’s costing you millions.

Legacy customer relationship management has caused a customer relationship meltdown. Teams are trapped by disconnected systems, forced to manually chase and input data, and customers are stuck in endless loops of frustration. The result: customer loyalty plummets, productivity tanks, and revenue opportunities are lost.

It’s time to break free.

With ServiceNow, you’re not just replacing your CRM—you’re redefining customer relationships. AI agents give you 24/7 scale and real-time intelligence, empowering customers to self-serve and employees to focus on what matters most. They automate repetitive tasks, help customers get what they want, and instantly connect your entire organization. Sales, field service, customer service, operations, and back-office teams work seamlessly, delivering the experiences customers demand and employees deserve.

This isn't just an upgrade. It’s your answer to stopping churn, cutting overhead, and driving revenue.



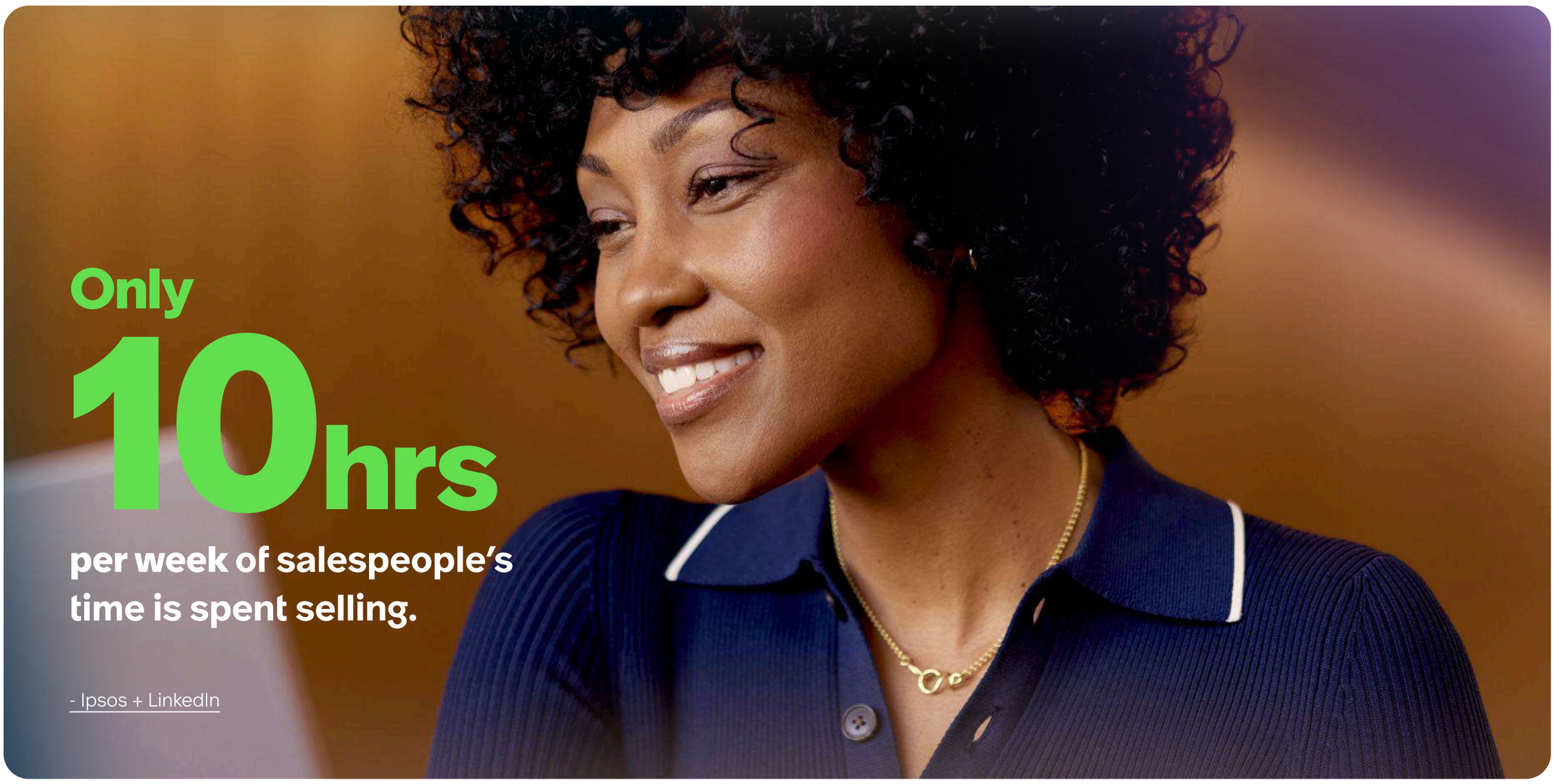
Legacy CRM was built for another era.

CRM was designed as a digital Rolodex—a place to store contacts, track updates, and record interactions. But like a Rolodex, legacy CRM does nothing with the information it holds. It leaves employees manually stitching together customer interactions across fragmented apps and siloed departments, making it nearly impossible to complete a process end to end. As a result, customers get stuck in limbo as teams struggle to coordinate across fulfillment, operations, and finance.

Customers might tolerate hours-long resolutions today. But as AI speeds up everything from self-service to fulfillment, and competitors cut resolution times to minutes or even seconds, they won't wait. They'll hang up and go to someone who moves faster.

A few integrations or workarounds might help for now, but manually patching a broken CRM foundation won't hold up. While competitors adopt AI and set the pace, your teams and your business fall behind.

To keep up today and stay competitive tomorrow, your teams need real-time insights and seamless, AI-driven workflows across every customer interaction.



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You don't need a fix.

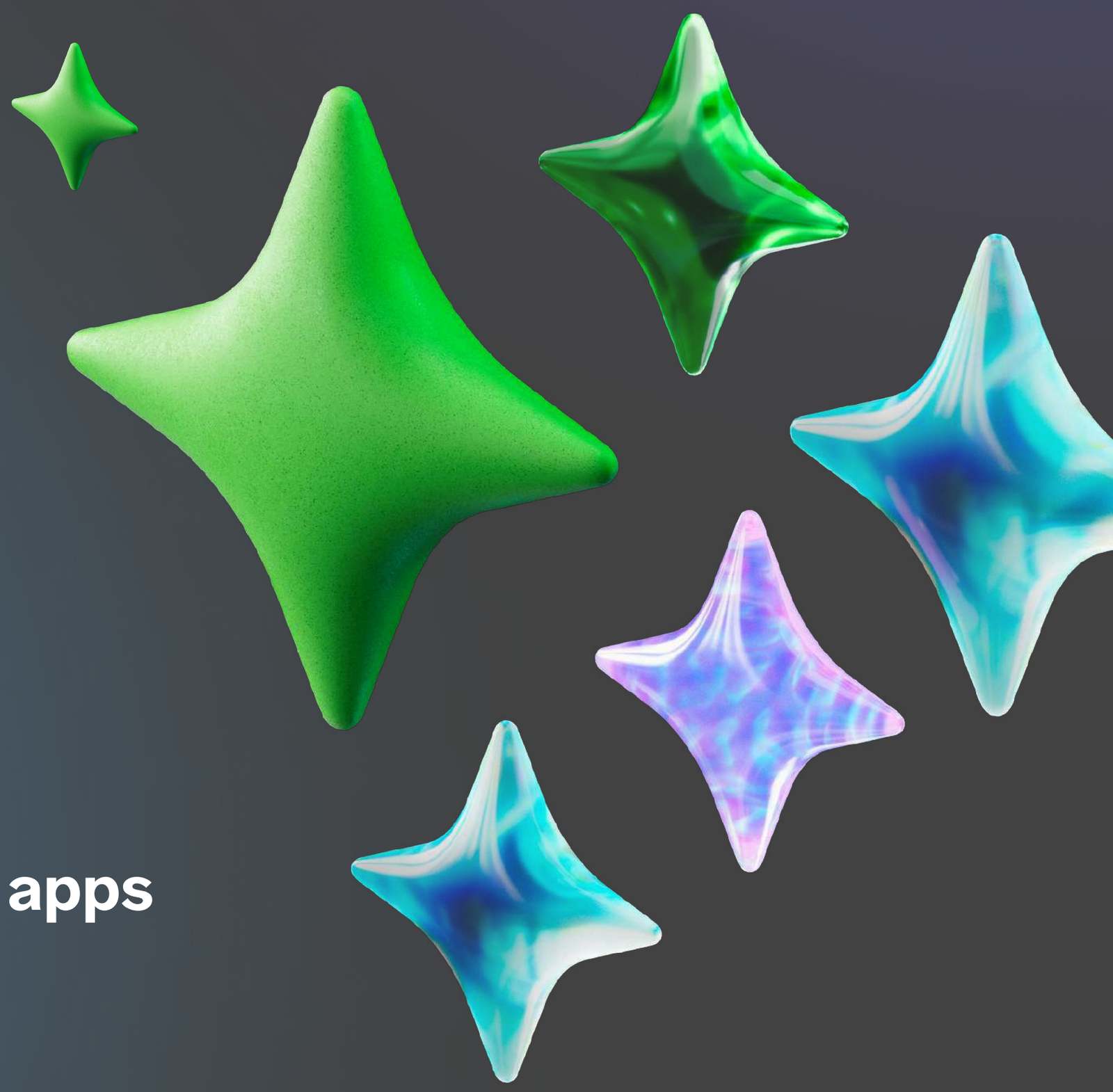
You need a way out.

ServiceNow's CRM isn't just another tool. It's your way out of outdated processes and disconnected data silos. With built-in AI and workflows, it connects your entire organization around a single source of truth, orchestrating tasks across departments and turning insight into action.

With ServiceNow, AI agents proactively handle routine tasks and surface actionable recommendations. Employees are freed from chasing down information and navigating disconnected apps, giving them everything they need to make customers feel seen, valued, and cared for.

The result?

- **Instant answers,** not repeat calls.
- **Smart support,** not dumb chatbots.
- **Happy customers,** not endless hold music.



70%

of agents require 4+ apps to resolve issues.

- ServiceNow CX Trends Report

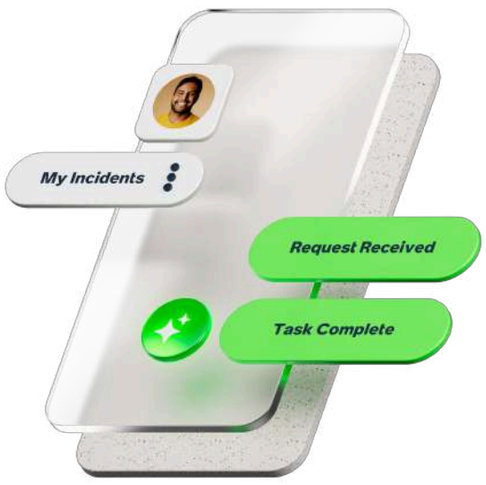
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Beyond bad CRM? Better experiences.



Legacy CRM systems were designed for customer-facing interactions, not the cross-department workflows needed to fulfill requests. That's why sellers, service agents, and field technicians are often cut off from the rest of the organization when customers need them most. But customers don't experience your business in silos. They expect one seamless journey from the first interaction through delivery and ongoing service, no matter the team.

ServiceNow's CRM is different. The AI Platform orchestrates workflows across every corner of your business. From lead to quote, quote to fulfillment, and across every request and interaction, teams work together seamlessly, guided by AI agents that keep tasks moving and every customer moment building loyalty.



No manual hand-offs. No chasing down information. Just faster, smarter workflows that consistently delight customers.

With ServiceNow CRM:

- Sales teams configure complex orders, apply pricing rules, and generate accurate quotes faster, accelerating deals.
- Service reps get full context, freedom from admin tasks, and cross-department decisioning to resolve issues in minutes.
- Field technicians arrive with the right equipment and an AI-generated game plan, solving issues on the first visit.
- Leadership gets real-time visibility into issues, trends, and operations to guide decisions that drive growth and profit.

From tedious to seamless.

Legacy CRM relies on humans to manually bridge gaps—chasing information, forwarding emails between departments, even leaving post-it notes to get things done. Worse than agents answering the same questions repeatedly is making customers restate their issue every time they're transferred to a new team.

ServiceNow AI agents close those gaps, turning customer interactions into opportunities for proactive, personalized experiences. They understand context within each customer record and across similar cases to recognize intent, predict issues, and act in real time.

Whether guiding customers through personalized action steps or responding to inbound emails, AI agents don't just connect interactions; they move them forward. Teams stay in control, reviewing, approving, and guiding the process at every step.



Contextual, personalized support:

AI agents instantly know customer history, sentiment, and preferences, providing relevant responses instead of scripted answers.

Proactive experiences:

AI identifies potential issues and opportunities before customers even ask, offering proactive resolutions and personalized recommendations.

Infinite scalability:

Whether handling 10 or 10,000 requests, AI agents work independently, saving time, reducing costs, and boosting customer satisfaction.

All that effort, and it still falls short

Legacy CRM brings hidden complexity. It often takes heavy customization just to get basic workflows running, adding layers you then have to maintain. And the more you customize, the harder it becomes to adopt new updates or benefit from platform improvements.

To take full advantage of AI, you're forced to upgrade your system with extra tools for data integration, management, and orchestration, turning what was supposed to be one platform into a patchwork of disconnected parts.

ServiceNow's CRM is your escape route to simplicity, speed, and measurable value. Built on a unified AI platform, it eliminates costly customizations, reduces maintenance overhead, and streamlines upgrades, freeing your organization to focus resources on innovation, not upkeep.



With ServiceNow, your CRM investment quickly shifts from cost-center to value-creator:

- **Lower total cost of ownership:** Less spent on customizations, fewer integrations to maintain, and the ability to reuse developers across the business—not just for one-off CRM fixes.
- **Faster time to value:** Pre-built, industry-specific AI-driven workflows let you launch in weeks, not months or years.
- **Easier scalability and rapid ROI:** Replicate successful automations across teams and departments—turning quick wins into long-term advantages.



The message is clear:

When you escape legacy CRM, your CX goes from surviving to thriving.

They switched. And never looked back.

Leading businesses across industries have moved on from legacy CRM with the ServiceNow AI Platform, delivering customer experiences and business outcomes legacy systems can't match.

PURESTORAGE®

- **7x** faster issue resolution.
- **72%** of issues proactively identified and solved.

Lenovo

- **25%** improvement in customer satisfaction (NPS).
- **20%** reduction in customer churn.
- **40%** faster onboarding of enterprise customers.

Bell

"When you select the best platform, optimize its power, and let AI amplify employee capabilities, that's when magic happens."

— John Watson, Bell Canada
Group President, Business Markets, AI & Ateko

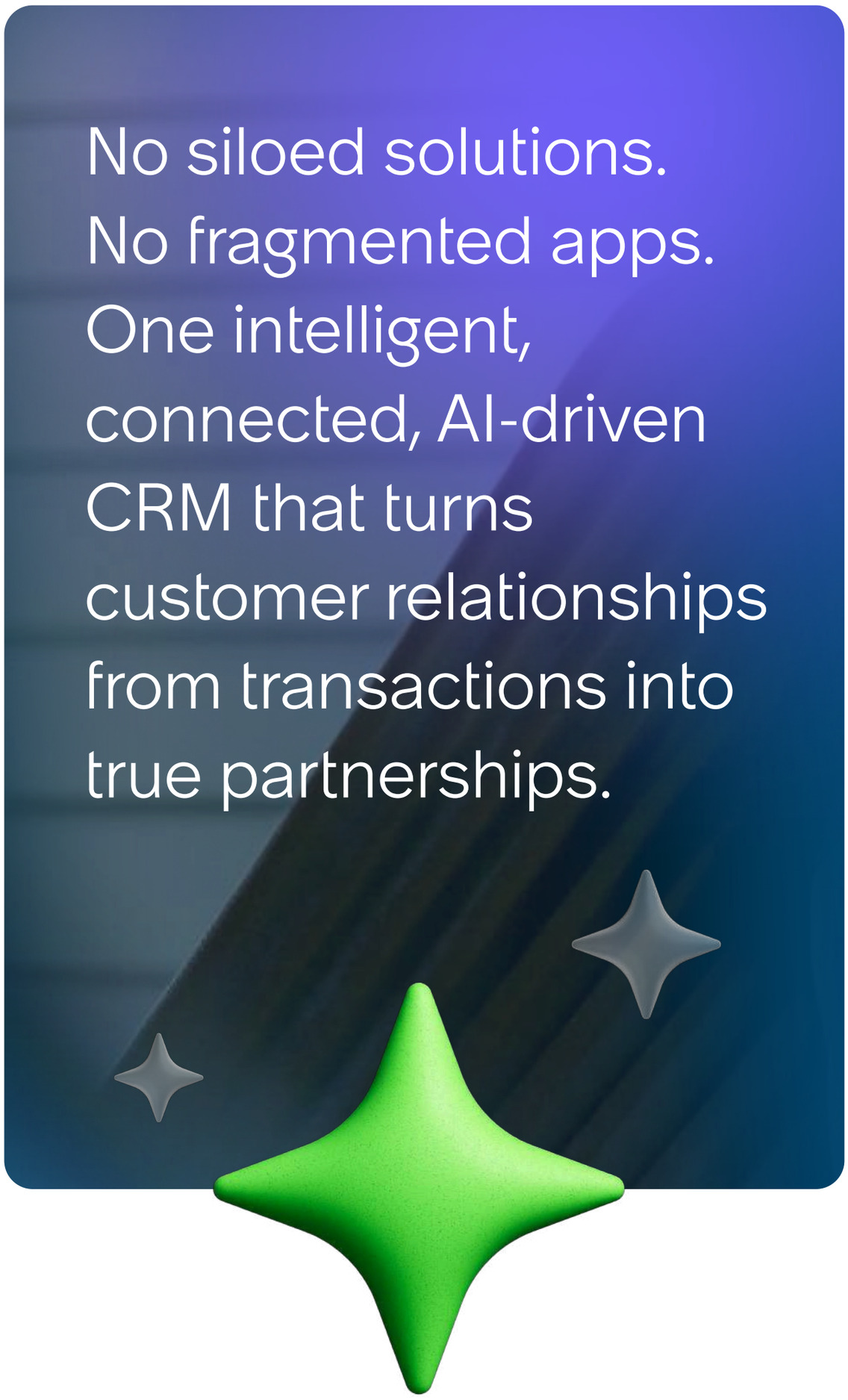
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Leaving isn't the hard part. Staying is.

True CRM success isn't about patching disconnected apps, adding another tool, or chasing the next incremental improvement. It's about changing how teams work together and how your business connects with customers.

ServiceNow's CRM is built on a single, intelligent platform.

It connects every department around the customer and uses AI to make every interaction faster, smarter, and more seamless. Disparate tasks become unified workflows. Siloed teams move in sync to serve customers better.



- **Customer Service:**
  AI agents power smarter self-service, automate resolutions, and surface real-time guidance, delivering sales orders quickly and accurately.
- **Field Service:**
  Technicians arrive with the right tools and an AI-generated game plan, resolving issues on the first visit and moving quickly to the next.
- **CPQ & Order Management:**
  Intelligent workflows accelerate quoting, approvals, and fulfillment, delivering on promises quickly and accurately.
- **Lead & Opportunity Management:**
  AI-driven recommendations turn more leads into deals, faster.
- **Customer Success & Renewals:**
  AI helps customers reach goals, turning renewals into expansions.

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You're not alone. It doesn't have to stay this way.

Legacy CRM creates unique frustrations in every industry. ServiceNow's AI-driven CRM turns those frustrations into frictionless customer experiences.

Banking	Trap:	30+ applications used daily to support customer inquiries, long wait times for simple service requests, frustrating customer onboarding applications, costly non-compliance.
	Escape:	**Interact with customers, understand issues, collect supporting material, verify documents and route cases with specialists with AI agents.**
Tech (Providers)	Trap:	Disconnected sales, delivery, and support systems create blind spots, slow handoffs, and inconsistent account data - delaying deals, missing SLAs, and risking churn.
	Escape:	**Connected B2B customer lifecycle that gives every team the same real-time context to close faster, deliver on time and strengthen long-term relationships.**
Telecom	Trap:	Siloed CRM systems create disjointed workflows between sales, customer service, and engineering, failing to deliver customer-centric experiences.
	Escape:	**Unified operations across the business and streamlined workflows that enable proactive care, and personalized, seamless customer journeys.**
Automotive	Trap:	Manual recalls and warranty processes, complex and time consuming pricing and quoting and poor dealer experiences.
	Escape:	**Streamlined claims and faster product setup with AI, letting dealers spend less time on admin and more time delivering a great customer experience.**
Healthcare	Trap:	Fragmented care delivery, non-compliance, siloed data, disconnected services between care teams and support teams.
	Escape:	**Automate routine work and cut through the noise with AI agents, so staff can spend less time in charts and more time with patients.**

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Ready to make your escape?

Legacy CRM is holding you back. It’s time for CRM built for the AI era with ServiceNow.

Visit the CRM solution page to explore how we can help you redefine your customer experience.

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