



Brazil Customer Success Management

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Table of Contents

Customer Success Management.....4

 Explore..... 5

 Account onboarding..... 5

 Customer success..... 8

 AI in Customer Success Management..... 21

 Configure..... 24

 Getting started..... 24

 Account onboarding playbook..... 27

 Customer success..... 33

 Configure ServiceNow Otto for TMT..... 70

 Use..... 72

 Account onboarding..... 72

 Customer success..... 90

 Reference..... 183

 Domain separation..... 184

 Roles..... 185

 Responsibilities..... 196

 Tables..... 197

 Business rules..... 207

 Flows..... 216

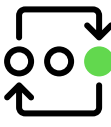
 Skill inputs..... 217

Customer Success Management

The ServiceNow® Customer Success Management application enables service providers to streamline, automate, and measure critical workflows across the entire enterprise customer journey—from onboarding and adoption to renewals.

Get started

By embedding workflow automation into customer success management, Customer Success Management helps providers enhance customer experiences, accelerate time to value, and maximize return on investment. It also fosters seamless collaboration between the accounts, sales, and delivery teams, all within the unified ServiceNow AI Platform.

<p>Explore</p>  <p>Learn about the key features and benefits of Customer Success Management</p>	<p>Configure</p>  <p>Plan and customize Customer Success Management to meet your needs</p>	<p>Use</p>  <p>Use Customer Success Management to manage the entire customer lifecycle</p>
<p>Reference</p>  <p>Get information about the data model and installed components</p>	<p>Automate</p>  <p>Use generative AI skills and agentic workflows to automate customer success tasks</p>	

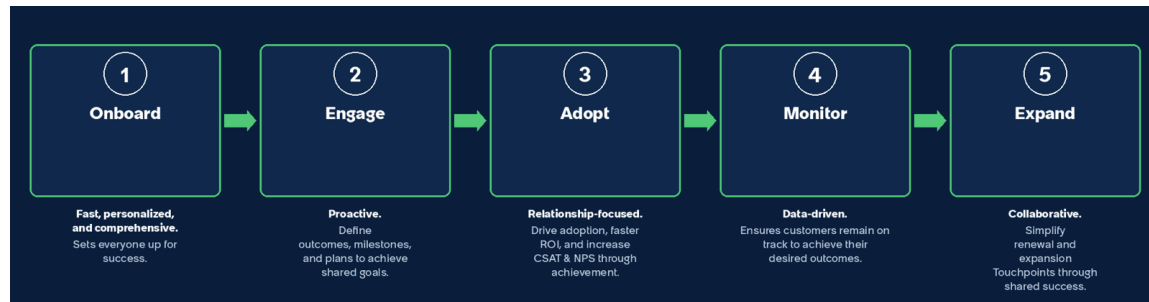
Additional resources

- Learn more about what's new and changed, see the <https://www.servicenow.com/docs/access?context=account-lifecycle-rn&version=brazil&pubname=brazil-release-notes&ft:locale=en-US>.
- Review the multiple TM Forum (TMF) Open APIs supported for the product, see [TMF APIs for TMT](#).
- Log in to your ServiceNow® account and find additional information about implementing and deploying Customer Success Management features at the [Best Practices Library](#).
- Access real time courses, self-paced training, and career resources at [ServiceNow University](#).
- Find useful resources related to your role and explore best practices at [ServiceNow Impact](#).
- Connect with other Customer Success Management users at [Now Community](#).

Explore Customer Success Management

Customer Success Management enables technology industry providers to create a structured onboarding experience, define and track objectives, outcomes, milestones, and plans to achieve shared goals.

The following diagram shows the different tasks involved in the Customer Success Management life-cycle that can be managed by this application.



Customer Success Management features include the following:

- **Onboarding:** Understand customer needs and expectations and define a repeatable, transparent workflow that can be followed during the onboarding process.
- **Engagement:** Track success objectives, milestones, and verify that outcomes are met.
- **Adoption:** Position how to make the most out of the products available and take steps to improve product usage.
- **Monitoring:** Monitor product and service usage along with other key metrics such as KPIs and identify renewal and expansion opportunities.
- **Expansion:** Assist sales and account teams in identifying renewal and expansion opportunities.

Customer Success Management features

- **Account onboarding:** Create a structured onboarding experience while enabling collaboration and transparency with internal and external stakeholders during the onboarding process.
- **Customer success:** Track success objectives, outcomes, help mitigate risks, and identify opportunities for expansion and renewal.

Account onboarding

The account onboarding feature enables technology industry providers to define a structured, repeatable, onboarding experience. It enables collaboration, transparency, and insight for both internal staff members and external customers involved in the onboarding process.

The account onboarding feature includes a playbook, an account onboarding case type, and defined case tasks that support this important process. You can use the playbook as a template or as a starting point to build your onboarding experience.

Account onboarding includes the following:

- **Playbook:** A playbook that serves as a starting point that enables you to build a repeatable onboarding process that meets business requirements.
- **Onboarding cases and case tasks:** A central record for the onboarding team including dedicated tasks to assign work, automate, and capture data. Case tasks that can be used

by internal and external stakeholders to track actions, next steps, and risks needed for the onboarding workflow to be completed.

- Data import: Import, manage, and publish data gathered from internal and external stakeholders.

Account onboarding workflow

The account onboarding workflow involves the following stages:

- The Customer Service Management agent creates a customer account. This task automatically creates an account onboarding case.
- The account onboarding playbook is launched.
- The case is managed by the onboarding manager who uses the playbook to manage the end-to-end workflow.

Onboarding playbook

The onboarding playbook has preconfigured activities to help bootstrap the creation of the onboarding experience.

Within the playbook, there are five core activities that can be reused to create a number of actions across the whole workflow. The playbook serves as a template and can be configured by service providers to meet their business requirements.

The screenshot displays the ServiceNow Account Onboarding Playbook interface for case ALEONB0001007. The interface is divided into several sections:

- Top Navigation:** Includes tabs for Initial Setup, Data Capture & Validation, Development & Automation, Testing & Training, and Go-Live / Post Support.
- Left Sidebar (Activities):** Lists various activities such as 'Select account', 'Enter onboarding related info' (highlighted), 'Add customer team', 'Add customer team responsibilities', 'Send email to customer lead', 'Send email to customer team', 'Add account team', 'Send email to account team', and 'Add squad'.
- Main Content Area:** Titled 'Enter onboarding related info', it contains fields for:
 - Number: ALEONB0001007
 - Priority: 4 - Low
 - Type: Phased
 - Products: Remote Catalog
 - Service bridge integration: Remote Catalog
 - Short description: (empty)
 - Description: (empty)
- Right Sidebar (Activity Stream):** Shows a list of system-generated tasks, including 'Case Task ALTASK0001016 has been created', 'Case Task ALTASK0001015 has been created', and several 'Case Task ALTASK0001014 has been created' entries.

The playbook visualizes a workflow in a simple, task-oriented view. The workflow for the account onboarding playbook is created using the Process Automation Designer and can be configured

based on your requirements. See the [Configure the onboarding playbook activities](#) for details. The playbook is divided into multiple stages or lanes.

As you mark an activity complete in a stage, you move to the next activity. You can save an activity at any time and return to the playbook later. After you complete all the activities in a lane, you move to the next lane. As you complete activities and lanes, the status is reflected in the contextual side panel. An Activity log in the contextual side panel shows all the data that you've entered for each activity.

Related topics

[Configure the onboarding playbook activities](#)

Onboarding case and case tasks

The onboarding case is a central record that manages new customer account setup, activation, and subsequent updates like product additions, account modifications, and data maintenance.

By tracking each step of the onboarding and expansion process, customer success teams can guide customers through setup requirements and key milestones.

Customer success managers can use the onboarding case record to:

- Outline the specific tasks and milestones in the customer onboarding process.
- Track progress and record the completion of critical activities.
- Trigger key events during the onboarding phase.
- Help transition the account to the next stage in the customer success journey.
- Manage new products and services.

Onboarding case tasks are used to capture and track specific tasks associated with the customer account during each stage of the onboarding process. Customer success managers can track task progress across accounts and verify that important items haven't been missed. See [Create an account onboarding case](#) for more details.

Data import and validation

Use this feature to streamline the migration and onboarding of customer data into the ServiceNow AI Platform.

The data import option enables you to organize and track tasks required for importing data and verify that the data is complete and accurate. It plays a critical role in onboarding new accounts and facilitating updates to existing ones, helps reduce manual effort, and improves data integrity.

The Data Validation Assist feature streamlines the manual data entry process by verifying that required fields are completed and potential errors are flagged. This option is useful in scenarios where automated or large-scale integrations may not be available or practical.

The data import flow involves the following steps:

1. The customer uploads an Excel file as an attachment to the account onboarding data import task.
2. The data is loaded to the staging table and validated to verify that only the correct data can be published and moved to the target table. Several pre-defined validations are available with the base system. You can create additional validations or use a custom script if necessary. See [Configure data validation](#) for details.
3. When the validation has been completed, the data is moved to one of the following categories:

4. ○ Ready to publish: The data meets all the validation conditions and can be published.
 - Needs attention: Review the records that are in the **Needs attention** state, resolve the errors, and select **Save**. These updated records are moved into the **Yet to validate** state.
 - Yet to validate: The record hasn't been validated yet, including records updated from the Needs attention state.

Customer success

Learn how your organization can use the customer success solution to engage customers, run success plays to mitigate risks, and identify expansion opportunities.

With the customer success solution, service providers can create a relationship-focused strategy that helps maximize achievements, drives engagements, and delivers actionable results. Customer success managers can define and track success objectives, and use documented success plans to ensure that value is being delivered. By driving achievements in both value and success, customer success teams can:

- Inspire customer loyalty and retention, by not only ensuring adoption, but also customer mastery of its products.
- Increase the chance of renewals by providing sales and account teams information from various gathered signals.
- Decrease customer churn by identifying and mitigating risks and issues.
- Boost lifetime customer value and annual recurring revenue.

Customer success workflow

The customer success workflow includes the following:

- Customer success data model and records
- Customer success portfolio overview
- Health and risk framework
- Risk portfolio overview
- Engagement workspace pages
- Process-based experience with playbooks
- Success play launcher that can be used to create automated or manual activities
- Customer success playbooks
- Success blueprint
- Scheduled touchpoints and touchpoint planner

The following diagram shows the different stages involved in the customer success journey.

Engagement

Engagements can document and track interactions between the service provider and customer accounts throughout the customer success journey.

An engagement provides a centralized view of items associated with the engagement, including health trends, touchpoints, meetings, objectives, and outcomes.

The engagement record is used to:

- Track customer history and capture past interactions enabling the customer success teams to monitor the account journey.
- Make informed decisions: Set reminders for future events and maintain consistent follow-ups as required.
- Create automated triggers: Configure automatic actions based on engagement conditions or related data using health, risk, outcome, and usage frameworks with AI capabilities.
- Provide enhanced reporting and analytics: Generates reports and insights related to account health, satisfaction levels, and engagement frequency.

For more details on the engagement record and its features, see [Engagement home page](#).

Health framework

Define key business and operational indicators and their impact on the overall health of an engagement.

Customer success managers can use the health score to assess the status of an engagement, whether it's stable or in decline. They can use key business and operational indicators—sourced from internal data, external data lakes, or integrated via Workflow Data Fabric—to define and measure performance. Performance can be measured at a global level or for specific engagements based on contractual needs. Any available or reachable data can contribute to deriving this score, providing flexible insights. The health score of an engagement can provide insights and help customer success managers to identify trends and act if necessary.

The health score can be calculated using different metrics like CSAT score and product usage. For example, you can calculate the health score for an engagement using the following metrics:

Metric	Weight
CSAT score	20%
Product usage	30%
License utilization	10%
Number of promoters (NPS score)	20%
Number of orders created for product X	20%

The health score for the engagement is the total weight of all these metrics. See [Calculate the engagement health score](#) for details on how to configure the metrics to calculate the health score.

You can view the health score for a specific engagement or all engagements on the [Success portfolio dashboard](#).

Risk framework

Centralize, track, and monitor relational risks and reduce customer churn. Identify risk signals and create repeatable remediation plans.

Risks can affect the health of an engagement and jeopardize the chances of expansion or renewal. Customer success managers can use the risk signals to record and manage risks tied to an engagement and take appropriate actions. Risk signals can provide insights and help customer success managers identify trends and evaluate them.

Risk signals can be:

- Created manually. See [Create a risk signal](#).
- Generated automatically when a threshold value is breached or a specific condition is met. See [Define risk criteria](#).

The following list shows a few sample use cases when risk signals are generated:

- Customer satisfaction (CSAT) survey results declined by X% for a product
- NPS dropped to 7
- License utilization is less than 50%
- The number of P1 cases for a product / account increased by x%
- Success outcome deadline missed
- The Net ACV for the opportunity is reduced by X%

Customer success agents can monitor risk signals on the Active risk signals page. See the [Risk portfolio dashboard](#) for details.

Touchpoints

Customer success agents can schedule regular touchpoints during the life cycle of an engagement to evaluate progress, provide feedback, and offer guidance.

Touchpoints support conversations between providers and enterprise customers throughout the engagement life cycle. Touchpoints help capture and organize both internal and external

meeting notes, and ensure that all communication and action items are efficiently tracked and easily accessible for future reference.

Touchpoint user roles

User role	Description
Success Agent	Can create, read, and update touchpoints and meeting records.
Success Customer	Can create and update touchpoints, meeting records, and schedule meetings.

See [Touchpoint home page](#) for more details.

Meetings on the touchpoint page

When a touchpoint has a related meeting record, a **Meeting Record** link is displayed on the touchpoint page. Select  to open the meeting record and access the meeting page.

Product adoption and capability usage

Product adoption and capability usage measure how effectively customers are adopting or engaging with a product.

It provides insights into how a product is used and integrated into customer workflows. Product adoption and capability scores are calculated based on product usage metrics. These metrics include licenses used, tasks completed, and number of active users. Higher product adoption is associated with greater customer satisfaction, retention, and potential for expansion.

You can use this feature to:

- Identify active and power users who fully leverage the product.
- Highlight areas where customers need training or support.
- Predict churn risk by pinpointing users with low engagement or low adoption levels.
- Demonstrate value realization by ensuring that users can achieve their desired outcomes.

You can calculate product adoption and capability scores for any sold product associated with an engagement. Before calculating the scores, you must create product capability records and associate them with one or more capability usage records. You can associate a primary capability directly with a specific product. You can also associate multiple secondary capabilities that belong to a single primary capability. See [Create a product capability record](#) for details.

For example:

- Sold product: ITSM
- Primary capability: Incident management
- Secondary capabilities: Incident logging, incident prioritization.

You can configure how the product adoption and capability scores are derived and displayed on the Engagement home page and the Product Capability page. See [Configure DCE Visualizations](#) for details.

Related topics

[Product adoption](#)

[View product usage and capability data](#)

Product adoption roadmap

Guide customers through product adoption with roadmaps that define phased approaches, sequence capabilities, and track progress.

Use the product adoption roadmap to create structured plans on how customers can adopt and gain value from purchased products over time. The roadmap displays as a visual board that organizes products and capabilities into lanes with clear sequencing, making it easy to visualize the adoption path. Success Managers can apply standardized templates across customer engagements or create custom roadmaps tailored to specific needs.

Each lane represents a stage (for example, critical, high, or moderate), and each card displays adoption score, priority, usage plan, objectives, and expected outcomes. You can use the roadmap to track customer value, promote complete product adoption, and identify expansion opportunities.

With the product adoption roadmap, you can:

- Create roadmaps from standardized templates or build custom ones tailored to specific needs.
- Organize products into lanes to show the optimal sequence for implementation and maximum value.
- Track adoption status through Draft, Published, Canceled, or Retired states.
- Link products to success objectives and business value metrics.
- Filter by adoption priority or status to manage complex scenarios with many products.
- Duplicate roadmaps to create copies for similar customer engagements.
- Capture an immutable snapshot of the roadmap each time it is published, preserving the full version history.
- Revert the roadmap to any previous published version with a single action.

Related topics

[Create a product adoption roadmap](#)

[Define a product adoption roadmap template](#)

[View a product adoption roadmap](#)

[Product adoption roadmap versioning](#)

Data Context Engine

The Data Context Engine aggregates data from multiple sources—both internal and external—collecting it in one place to support configuration decisions based on aggregated data .

The insights gained from analyzing operational data can be used to deliver proactive service, mitigate risks, trigger configured customer plays, and enhance overall engagement strategies. With the Data Context Engine, you can:

- **Collect Data:** Gather information from multiple sources including Performance Analytics (PA) indicators and external systems.
- **Analyze Information:** Process and categorize data using customizable breakdowns and associations, and generate insights.
- **Visualize Results:** Present findings through comprehensive dashboards and reports.

Data collected by the Data Context Engine is used to calculate and maintain:

- Health scores: Calculate health scores for customer engagements.
- Product usage and adoption scores: Generate scores to measure product usage and adoption.
- Risk signals: Identify and generate risk signals.
- Success outcomes: Create success outcomes based on the collected data

To collect and use data, you must set up a data source and link it to the appropriate context table (engagement, success outcome, or product usage). The Context Engine Data table stores this information and updates health scores, adoption metrics, risk signals, and success outcomes when scheduled jobs run. For more details, see [Configure the Data context engine](#).

Data Context Engine (DCE) Insights

DCE Insights is a Data Context Engine feature that enables the visualization of identified metrics for product and capability usage records.

Configure DCE Insights to display contextually using relevant attributes of an engagement, product, and more to determine the correct metrics, threshold, and values to display. You can configure visualizations and associate them with a DCE Insight entity. DCE Insight entities used to track usage data are defined in the DCE Insights table. Each entity in the DCE Insights table is associated with entities present in the DCE Insight Items table. DCE Insights are configured to display on DCE entities where the associated DCE Insight items are shown. The following entities and insight items are included as part of the base system:

- Product usage: Enables you to track usage data at the product level. It includes the following DCE Insight Items:
 - Adoption score
 - Satisfaction score
 - Monthly active users
 - Monthly license utilization
 - Monthly transactions
 - Auxiliary metrics
- Product capability usage: Enables you to track usage data at the capability level for a product. It includes the following DCE Insight Items:
 - Adoption score
 - Auxiliary metrics

For more information on configuring DCE Insights, see [Configure DCE Visualizations](#).

Success blueprint

A success blueprint captures what success looks like for a customer, how it is measured, and which activities drive it. It organizes objectives, outcomes, and initiatives that a customer success team tracks for a single engagement.

The success blueprint provides a structured way to capture what success looks like for the customer, how it will be measured, and which activities will drive it. Each blueprint is tied to an engagement and is built around the products purchased by the customer.

You can create a success blueprint in two ways:

- From a template: Use a published success blueprint template that already defines a set of objectives and outcomes for a specific product. Required objectives are selected automatically, and the customer success manager can add optional objectives during creation. For details, see [Create a success blueprint from a template](#).
- Manually: Add a success objective, then add the primary success outcomes that measure it, and then add the success initiatives that complete it. Use this path when no template is available for the product, or when an engagement requires objectives that aren't covered by an existing template. For details, see [Create a success blueprint manually](#).

Success blueprint template

A success blueprint template defines a reusable set of objectives and outcomes for a specific product. Templates streamline the process of associating objectives and outcomes with an engagement, and provide a standardized starting point that reduces manual overhead. Templates also give customer success managers a starting point for conversations with the customer about which objectives matter most.

With success blueprint templates, the customer success managers can:

- Create common success objectives and outcomes, and tailor them to meet customer needs.
- Verify that the appropriate objectives and outcomes are tracked for every engagement in their portfolio.

Related topics

[Create a success blueprint](#)

[Define a success blueprint template](#)

Customer success playbooks

Customer success agents can use playbooks to define planned and unplanned activities, success case tasks, and renewal processes.

Playbooks provide step-by-step guidance and include multiple stages and activities that must be included. Customer success agents can:

- View the playbook stages and activities.
- Select an activity and perform the work necessary to complete that activity.
- Mark an activity as complete and move to the next activity or stage.
- Complete the stages and activities and close the playbook.

The following playbooks are available:

- [Customer play](#)
- [Internal play](#)
- [Renewal play](#)

Customer play

Use the customer play as the starting point to define the customer play processes in your organization. This playbook can contain one or more success case tasks with predefined activities.

The customer play consists of three stages:

- **Initiate:** Create a customer play record for an engagement and enter the core information.
- **Assist:** Create tasks related to the customer play. In this stage, you can define the intended outcome, action plan, and create meetings.
- **Close:** Close the playbook when all the tasks have been completed.

For instructions on how to create the customer play playbook, see [Create a customer play](#).

Internal play

Create an internal play to define planned or unplanned activities that you don't want to include the customer in during an engagement lifecycle. An internal play can contain one or more play tasks with predefined activities.

The internal play consists of three stages:

- **Initiate:** Create an internal play record for an engagement and enter the core information.
- **Define the Action Plan:** Specify the steps and tasks for this internal play.
- **Review & Close:** Review and close the playbook when all the internal play tasks have been completed.

For instructions on how to create the internal play playbook, see [Create an internal play](#).

Renewal play

Use the renewal play to define the account renewal processes in your organization. This playbook is used to drive contract renewals and improve customer retention.

The renewal play consists of the following stages:

- **Initiate**
- **Assess Opportunity**
- **Communicate**
- **Track Opportunity**
- **Review & Close**

For instructions on how to create the renewal play, see [Create a renewal play](#).

Implementation record

Implementation records track the progress of a partner or customer implementing a product or service.

Implementation records capture the planned work items associated with an engagement such as owner, start and end dates, state, and progress. Technology service providers can monitor the various aspects of an engagement, the different parties involved, and any associated risks.

Without a structured system for tracking implementation progress, businesses face several challenges:

- Lack of visibility
- Inefficient communication
- Delayed issue resolution
- Customer churn risk
- Inconsistent onboarding

Implementation records provide a centralized view of the implementation status and any issues encountered during the deployment process. They provide visibility into the deployment activities that affect customer success and delivery outcomes.

The account onboarding manager or the customer success manager can create implementation records manually. See the [Create an implementation record](#) for instructions on creating an implementation record.

Customer Discovery Hub

Use the Customer Discovery Hub to capture customer business context during pre-sales and carry that context forward to customer success teams at the post-sale handoff.

Note: This feature is available only if the Customer Discovery Hub (com.sn_cust_disc_hb) plugin is installed.

When a deal closes, customer success managers (CSMs) receive an engagement record with product information. They have no insight into why the customer purchased, what problems they face, or what success looks like to them. Context about customer needs, challenges, and expectations is typically scattered across work notes, opportunity records, and documents with no structured path to the post-sale team.

Customer Discovery Hub provides a structured set of records for capturing business needs, challenges, and expectations during pre-sales. Those records transfer automatically to the engagement record, giving customer success managers immediate access to the full customer context.

Key concepts

Customer context in Customer Discovery Hub is structured into four related objects.

- **Customer business need:** The strategic problem a customer must solve. A business need is the core reason a customer purchases or uses a product. It can exist independently or be supported by one or more customer business challenges. Business needs are captured in both pre-sales and post-sales contexts.
- **Customer business challenge:** A specific pain point, gap, or enhancement request that surfaces a business need. A challenge describes a symptom or frustration the customer experiences. When qualified, a challenge is linked to a parent business need. A challenge requires a parent business need to be actionable.

- **Customer business expectation:** A measurable success outcome tied to a specific business need. Expectations define what success looks like for the customer, including target values, success criteria, and target dates. Each expectation is a child record of a business need.
- **Customer use case:** A scenario-level description of how a product addresses a business need. Customer use cases document the customer's current process flow and their alignment to supported use cases — default, extended, or custom. Each customer use case is linked to a parent business need. The alignment value defines the relationship between the customer use case and the product's supported use cases and capabilities.

Pre-sales to post-sales flow

Customer Discovery Hub is used by pre-sales personas (account executives, solution consultants) and post-sales personas (customer success agents). During pre-sales, account executives and solution consultants create customer business needs and challenges against lead or opportunity records. They document customer use cases to describe the customer's current process. When a deal closes and an engagement is created, the business needs, challenges, expectations, and use cases linked to the opportunity carry forward to the engagement record. The customer success manager can then continue capturing new business needs and challenges directly against the engagement throughout the customer lifecycle.

i Note: Customer Discovery Hub does not include automated flows. The tables and forms are available for manual data entry and are accessible as related list items from the engagement record.

To view the Customer Discovery Hub tables, navigate to **All > CRM Workspace**, open an engagement, and select the **Related Items** related list.

Related Items		
Success Objectives	7	▼
Success Outcomes	16	▼
Success Initiatives	13	▼
Success Initiative Tasks	12	▼
Touchpoints	0	▼
Internal Plays	3	▼
Internal Play Tasks	0	▼
Customer Plays	6	▼
Success Tasks	0	▼
Risk Signal and Issues	2	▼
Implementation Records	0	▼
Customer Business Needs	4	▼
Customer Business Challenges	10	▼
Business Expectations	8	▼
Customer Use Cases	8	▼
Applicable Contracts	2	▼

Expand the table you want to review and select the Number or Account link to view the record page.

Customer Business Needs

4

Refresh

+ Create View all

Customer Business Need

Number

CBNE0001001

Short Description

test bn

Priority

Low

Account

Genixify

Drivers

Growth

State

Draft

Customer Business Need

Number

CBNE0000003

Short Description

Strengthen Security and C...

Priority

Critical

Account

Genixify

Drivers

Risk, Growth

State

Draft

Customer Business Need

Number

CBNE0000001

Short Description

Reduce IT Incident Resolu...

Priority

High

Account

Genixify

Drivers

Cost, Risk

State

Qualified

Customer Business Need

Number

CBNE0000002

Short Description

Improve Employee Self-S...

Priority

Medium

Account

Genixify

Drivers

Growth, Cost

State

Qualified

Customer Business Challenges

10

Product Capability Core integration

Customer Discovery Hub requires the Product Capability Core plugin. Customer use cases can be aligned with supported use cases from the product catalog.

When you create a customer use case, you specify an alignment value: default, extended, or custom. For default and extended alignments, link at least one supported use case from the product catalog to the customer use case.

For more information, see [Product use case catalog](#).

Related topics

[Customer Discovery Hub tables](#)

[Manage engagements](#)

Product use case catalog

Define how a product solves a problem by creating use cases in the product use case catalog. Document process flow, ownership, complexity, audience, and industry context, then map use cases to product models.

Product use case catalog overview

The product use case catalog provides a structured, reusable way to define how a product addresses customer issues. Without a shared use case catalog, each team builds its own records in inconsistent formats, resulting in duplicated data, inconsistent lifecycle management, and no cross-product adoption insight.

The product use case catalog includes a supported use case catalog that product teams maintain. Supported use cases are associated with product models to show which products support each use case. This enables customer success teams to reference the catalog when documenting customer-specific implementations.

Note: This feature requires the Product Capability Core plugin (com.sn_prod_cap_core). The Supported use case table is available when this plugin is installed.

How supported use cases work

The Product Use Case catalog contains supported use cases that define the standard ways a product solves customer problems. Customer-facing teams reference these supported use cases when documenting customer use cases in the Customer Discovery Hub. Each customer use case is linked to a business need and aligned to one or more supported use cases using an alignment value: default (the product's standard approach), extended (a supported variation), or custom (a customer-specific implementation).

Use cases are associated with one or more product models, enabling traceability between use cases and product solutions. A use case can be associated with an entire product or with a specific capability within that product. These associations can be edited only while the use case is in **Draft** state.

The Industry and Audience type fields define which customer segments and verticals the use case targets. This helps customer success teams identify the most relevant use cases for a given customer context. Records follow a managed publication lifecycle (Draft, Published, Retired, or Cancelled) controlled by UI actions.

Relationship with Customer Discovery Hub

The Customer Discovery Hub depends on the product use case catalog. When customer success teams create customer use cases, they specify an alignment to supported use cases from this catalog. This alignment determines whether and how many Supported Use Cases must be linked.

For more information on customer use cases and how they align to supported use cases, see [Customer Discovery Hub](#).

Related topics

[Customer Discovery Hub tables](#)

[Supported use case table](#)

AI in Customer Success Management

Use ServiceNow Otto to automate customer success work across engagements, touchpoints, risk signals, and playbooks in Customer Success Management.

ServiceNow Otto brings generative AI skills and agentic workflows to Customer Success Management. Customer success managers, customer success agents, and squad members can spend less time on manual summarization and status tracking, and more time on the account relationship.

Within Customer Success Management, ServiceNow Otto capabilities fall into two categories:

- **Agentic workflows:** Multi-step, autonomous processes that act on engagement, risk, touchpoint, renewal, and resourcing data with minimal user intervention. For an overview of each workflow, see [ServiceNow Otto agentic workflows](#).
- **Skills:** Individual generative AI capabilities that act on customer success records, such as summarizing an engagement or drafting risk closure notes. For the full list, see [ServiceNow Otto skills](#).

Most skills and workflows are available directly on the relevant record page, and can also be started conversationally from the ServiceNow Otto panel. For more information about the panel, see [ServiceNow Otto panel](#) [↗](#). To activate the panel, see [Activate the ServiceNow Otto panel standard chat](#) [↗](#).

Most skills are inactive by default. To activate a skill in the AI Admin Hub, follow the general procedure in [Activate an AI skill](#) [↗](#), selecting the **TMT** workflow group. To customize a skill's prompt directly in AI Skill Kit, see [Clone and edit a ServiceNow skill](#) [↗](#). For input data and prompt customization sub-steps, see . For the specific tables and fields these skills rely on, see [Skill inputs for ServiceNow Otto for Customer Success Management](#). To configure an agentic workflow, see [ServiceNow Otto agentic workflows](#).

Related topics

[ServiceNow Otto skills](#)

[ServiceNow Otto agentic workflows](#)

[Skill inputs for ServiceNow Otto for Customer Success Management](#)

[Activate an AI skill](#) [↗](#)

[Clone and edit a ServiceNow skill](#) [↗](#)

ServiceNow Otto skills

Review the generative AI skills available for Customer Success Management, what each one does, and where to use it.

The following skills are available for Customer Success Management. Skills are generated on the record page and, where activated, in the ServiceNow Otto panel.

Otto skills for Customer Success Management

Skill	What it does
Account onboarding case summarization	Summarizes an account onboarding case. See Summarize an account onboarding case using ServiceNow Otto for Telecommunications, Media, and Technology (TMT) .
Engagement summarization	Summarizes an engagement, including success initiatives, outcomes, risks, and internal plays. See Summarize an engagement using ServiceNow Otto for Telecommunications, Media, and Technology (TMT) .
Executive Insight Generator	Generates an AI brief of recent risk, adoption, and market signals on the engagement record. See Engagement brief .
Event-Context Candidate Recommender	Recommends success plays in Technology Account 360 and engagement records based on account context. See View and execute recommended actions for an engagement .
Success initiative summarization	Summarizes a success initiative and its associated success tasks. See Summarize a success initiative using ServiceNow Otto for Telecommunications, Media, and Technology (TMT) .
Renewal insight engine	Analyzes renewal likelihood and expansion potential for an engagement or contract and recommends actions. See Renewal insight engine skill in ServiceNow Otto for Telecommunications, Media, and Technology (TMT) .
Risk signal and issues summarization	Summarizes a risk signal and issue record and its associated tasks. See Summarize a risk signal using ServiceNow Otto for Telecommunications, Media, and Technology (TMT) .
Draft risk closure notes summarization	Automatically drafts closure notes and closes eligible risk signals at the end of each day. See Draft close notes for a risk signal using ServiceNow Otto for Telecommunications, Media, and Technology (TMT) .
Touchpoint summarization	Summarizes all meetings and emails associated with a touchpoint. See Summarize a touchpoint using ServiceNow Otto for Telecommunications, Media, and Technology (TMT) .
Touchpoint and meeting record creation	Creates touchpoint and meeting records directly from an inbound email. See Create touchpoints and meeting records using ServiceNow Otto for Telecommunications, Media, and Technology (TMT) .
Touchpoint meeting skills (Prep Brief Data Generator, Transcript Analysis, Next Steps Task Description)	Generates a meeting preparation guide, participant insights, and drafted follow-up tasks for touchpoint meetings. See Use touchpoint meeting skills in ServiceNow Otto for Telecommunications, Media, and Technology (TMT) .
Internal play summarization	Summarizes an internal play and its associated tasks. See Summarize an internal play using ServiceNow Otto for Telecommunications, Media, and Technology (TMT) .
Customer play summarization	Summarizes a customer success play and its associated tasks. See Summarize a customer play using ServiceNow Otto for Telecommunications, Media, and Technology (TMT) .
Product adoption roadmap generation	Generates a product adoption roadmap organized into lanes, based on engagement data and insights from similar

Otto skills for Customer Success Management (continued)

Skill	What it does
	engagements. See Generate a product adoption roadmap using ServiceNow Otto for Telecommunications, Media, and Technology (TMT) .
Engagement health metric trend analysis	Retrieves and analyzes health metric data trends for an engagement. See Analyze metric data trend using ServiceNow Otto for Telecommunications, Media, and Technology (TMT) .
Adaptive desktop actions	Tests prompt-driven models against Customer Success Management workflows for experimentation. See ServiceNow Otto for Telecommunications, Media, and Technology (TMT) adaptive desktop actions for customer experimentation .

To activate a skill, see [Activate an AI skill](#) , selecting the **TMT** workflow group. For the table and field inputs each skill relies on, see [Skill inputs for ServiceNow Otto for Customer Success Management](#).

Related topics

[ServiceNow Otto agentic workflows](#)

[Activate an AI skill](#) 

[Skill inputs for ServiceNow Otto for Customer Success Management](#)

ServiceNow Otto agentic workflows

Customer Success Management agentic workflows collect health data, monitor engagement health scores, analyze and resolve risks, support renewals, schedule touchpoint meetings, identify squad resources, and summarize full account context.

The following agentic workflows are available for Customer Success Management. Each workflow's full overview is documented in the Using section, next to the record and skill it pairs with.

Monitor engagement health

Monitors the health score of active engagements and generates risk signals when a decline is detected. See [Dashboards](#).

Recommend risk signal solutions

Analyzes unaddressed risk signals and recommends solutions with minimal user intervention. See [Risk and issues page](#).

Draft and schedule touchpoint meetings

Creates and schedules a touchpoint meeting automatically when a risk signal's probability is high. See [Touchpoints](#).

Support renewals and expansion

Assesses engagement and contract health, value, and adoption, and recommends renewal and expansion plays. See [Manage engagements](#).

Squad resource identifier

Identifies and recommends internal experts to support success plays, initiatives, or escalations, based on skill set, region, and availability. See [Manage engagements](#).

Product release email communication

Drafts, refines, and distributes product release announcement emails to customers when a Digital Product Release record is completed. See [Touchpoints](#).

Agentic workflows included with the base system are read-only. Before you use one, you must duplicate it and adjust the settings for your instance. See [Duplicate an agentic workflow](#) [↗](#).

To activate and configure these workflows, see [Configure agentic workflows for Customer Success Management](#).

Related topics

[Dashboards](#)

[Manage engagements](#)

[Touchpoints](#)

[Configure agentic workflows for Customer Success Management](#)

Configure Customer Success Management

Configure Customer Success Management to support your customer success journey. Use this reference to find configuration tasks for installation, account onboarding, and customer success capabilities.

Customer Success Management configuration

Task	Description
Getting started with Customer Success Management	Installs Customer Success Management and related plugins.
Configure the account onboarding playbook	Configure the account onboarding playbook including its activities, tasks, data validation rules, and data import behavior.
Configure customer success	Configure the customer success capabilities to track engagements, identify risks, and support retention goals for your organization.

Getting started with Customer Success Management

Learn how to activate Customer Success Management and review the plugins that are activated with it.

Activate Customer Success Management

The Customer Success Management (com.sn_acct_lc) plugin is available as a separate subscription. Activating this plugin also activates the related plugins required to use the application.

Before you begin

Role required: sn_customerservice.customer_admin

About this task

If the related plugins aren't already active, the Customer Success Management plugin activates them. For more information, see [Plugins activated with Customer Success Management](#).

Procedure

1. Navigate to **All > Application Manager**.
2. Find the plugin using the filter criteria and search bar.
You can search for the plugin by its name or ID. If you can't find a plugin, you might have to request it from ServiceNow personnel.
3. Select **Install**, and then in the Activate Plugin dialog box, select **Activate**.

Note: When domain separation and delegated admin are enabled in an instance, you must be in the **global** domain. Otherwise, the following error message appears:

```
Application installation is unavailable because another
operation is running: Plugin Activation for <plugin name>
```

What to do next

After activating the application, complete the following steps:

- To enable account onboarding, configure the onboarding playbook. See [Configure the account onboarding playbook](#).
- To enable customer success, create the choice and definition records. See [Getting started with Customer Success](#).

Plugins activated with Customer Success Management

Activating Customer Success Management installs the following related plugins, if they aren't already active.

Plugins for Customer Success Management

Plugin	Description
Customer Service Install Base Management [com.snc.install_base]	Enables users to capture the current state of their install base and establish the relationship to any downstream entities that might impact their functioning.
Playbook Experience [com.playbook_experience]	Enables you to customize the default playbook user experience to create your desired business process workflow.
Record Related Items Connected [com.snc.sn_record_related_items_connected]	Enables record related items.
Playbooks for Customer Service Management [com.sn_csm_playbook]	Guides customer service agents through the various tasks to resolve customer issues, and visualizes the entire lifecycle across diverse and siloed processes.
Technology core [com.sn_ti_core]	Technology industry vertical Customer Service Management extensions.
Guided Decisions Experience [com.snc.guided_decisions_playbook_experience]	Enables activity types, definitions, and components for the display of guided decisions in a playbook on Workspace.

Plugins for Customer Success Management (continued)

Plugin	Description
Customer Service Case Types [com.snc.csm_case_types]	Activating this plugin enables the administrator to create and manage case types.
Record lookup [com.snc.sn_record_lookup]	Provides the record lookup component used to search and link a record from a table.
Data Context Engine [com.sn_data_ctx_engine]	Enables for the creation and measuring of metrics and resolving them to specific context (such as success engagements) within the platform.
Touchpoint meetings [com.sn_meeting_mgmt]	Enables creation and management of single or recurring meetings with customers within the Touchpoint record.
Document management [com.snc.platform_document_management]	Enables customer success managers to store complex documents that can be saved as attachments or in the Knowledge Base.
Roadmap [sn_roadmap]	Enables customer success manager to see and plan the roadmap of success initiatives tied to success objectives and outcomes.
Product capability core [com.sn_prod_cap_core]	Enables organizations to define, manage, and assess capabilities across product models within the ServiceNow platform.
Customer central [app-customer-central]	Enables customer service agents to view complete information on the customer contacting support.
Seismic component for customer activity [devsnc-sn-customer-activity]	Shows all activities related to a contact, account, or consumer to an agent. This information can be used by an agent to assist the customer. This component accepts facets and activity feed items in JSON format along with a few other properties and renders given activities and facets.
Customer Success Advanced (app-cust-succ-adv)	New pro plus plugin for customer success. Used for product adoption roadmap.

Additional Plugins

Plugin ID	Description
Technology Account Management Experiences [sn_tech_exp]	Proactive Service Experience Workflows. Contains Technology Account 360, Executive Portfolio, and the recommendation framework. Install this plugin to enable all three capabilities.

Additional Plugins (continued)

Plugin ID	Description
AI Agents for Meetings [sn_meeting_ai_ag]	Automates meeting preparation by reading relevant records, proposing agendas, and coordinating logistics for review and confirmation.
AI Agents for Customer Success Management [sn_cust_succ_ai_ag]	Enables the AI agents behind Customer Success Management agentic workflows, such as product release email communication.
Meeting Scheduler Plus [com.sn_sch_plus]	Adds meeting agenda items and meeting next steps to touchpoint meetings.

Related topics

[Activate Customer Success Management](#)

Read-only field enhancements

Read-only field protections have been moved from the client side to the server side. This prevents users from manipulating data through client-side methods.

Starting with Customer Success Management 5.3.11, the following plugins have security enhancements for read-only fields:

- Customer Success Management [com.sn_acct_lc]
- Touchpoint Meetings [com.sn_meeting_mgmt]
- Technology Core [com.sn_ti_core]
- Data Context Engine [com.sn_data_ctx_engine]
- Telecom Core [com.sn_ind_tsm_core]
- Product Capability Core [com.sn_prod_cap_core]

Configure the account onboarding playbook

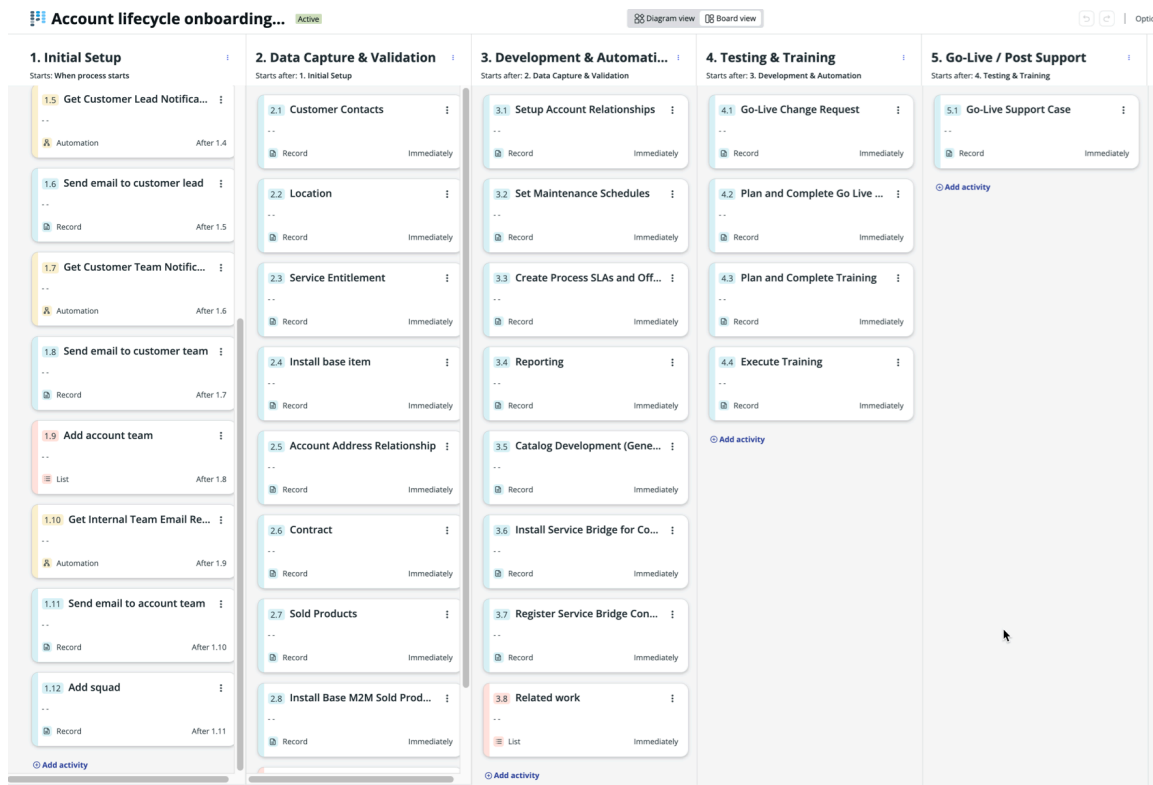
Customize the account onboarding playbook to your organization's onboarding process by configuring its activities, tasks, data validation rules, and data import behavior.

The account onboarding playbook includes default activities, tasks, and data validation rules in the base system. Customize the playbook to match your organization's onboarding process by configuring its activities, tasks, data validation rules, and data import behavior.

Configure the onboarding playbook activities

Use Playbooks in Workflow Studio to configure the account onboarding playbook activities.

In Playbooks, an activity represents one step in your overall business process. You can sequence many activities together in the stages of your process. A stage is made up of many sequenced activities that are grouped in a logical way. You can add or create your own activity definitions, or delete an activity that is not required. For more details, see [Playbook builder](#) .



Related topics

[Onboarding playbook](#)

Configure onboarding tasks in playbook

You can configure customer success onboarding tasks in a playbook using the Process Automation Designer.

Before you begin

Role required:

- sn_acct_lc.agent
- One or more Playbooks roles. See [Playbooks roles](#) for details.

About this task

You can add, modify, and delete any tasks for the Customer success onboarding tasks in a playbook using the Process Automation Designer. For example, if you want to configure one of the tasks in the Development & Automation lane, perform the following steps.

Procedure

1. Navigate to **All > Process Automation Designer > Playbook Designer**.
2. Select the **Account lifecycle onboarding process**.
3. Navigate to the Development & Automation lane and select the Setup Account Relationships activity.
4. In the Activity properties window, select **View all properties** and select **Advanced**.
5. In the General tab, enter the label name and description.
6. In the When to start field, select **With Previous**.
This option enables you to execute all activities in the task in parallel.
7. Select the Automation tab and select **Onboarding Task** table.

8. Add all required fields and any other fields that must be populated for this task in the Customer success onboarding in the onboarding playbook.
9. Select **Done** and then **Activate**.

Configure data validation

Create field and record level validations in the Data validation assist table.

Before you begin

Role required: admin

About this task

Several pre-defined validations are available with the base system. When data is imported during the account onboarding process, these validations are used to validate the data. But you can define additional validations based on your requirement.

Procedure

1. Navigate to **All > Customer Success Management > Data Validation Assist Support > Data Validation Assist** table.
2. Select **New** to open the Data Validation Assist record.
3. Select the Validation type that can be Field level or Record level.
4. For Field level validation type, you can select one of the following Validation sub types:
 - Reference: Select the Reference table, Reference table field, Staging table, and Staging table field. Specify the reference fields in the staging table. A reference field stores a reference to a field on another table. When you define a reference field, a relationship is created between the two tables.
 - Choice: Select the Target table, Target table field, Staging table, and Staging table field. Used to validate if the value specified in the Excel is present.
 - Date: Select the date format, Staging table, and Staging table field.
 - Datetime: Select the date and time format, Staging table, and Staging table field.
 - Boolean: Select the Staging table and Staging table field. Checks for a true or false result.
 - String character limits: Specify the Max length, Staging table, and Staging table field. Used to validate if the string length doesn't exceed the limit specified.
 - Integer or decimal: Specify the Staging table and Staging table field. Used to validate if the field is an integer or a decimal number.
5. Select the **Mandatory** check box to specify if a validation condition is required.
6. For Record level validation type, you can define custom scripts to validate the staging table records.

The following is an example of a sample validation script.

```
(function executeCondition( /* glide record */ stagingTableGr)
{
    var obj = {
        validationPassed: true,
        message: ''
    }; /* validationPassed : return true if validation
    passed else return false message : populate error message
    if validationPassed is false else return empty string */
    if (global.JSUtil.notNull(stagingTableGr.task) &&
        global.JSUtil.notNull(stagingTableGr.u_company)) {
```

```

        if (stagingTableGr.task.company.name !=
stagingTableGr.u_company) {
            obj.validationPassed = false;
            obj.message = 'The Account is not matching with the
Case Account.';
        }
    }
    return obj;
})(stagingTableGr);

```

7. Select **Submit** to create a validation assist table.

Result

A new validation record is created. When data is imported with the account onboarding playbook, this validation runs against the staging table.

Configure the account onboarding data import task

Use the Import Builder to configure the account onboarding data import task.

Before you begin

- Role required: sn_acct_lc_agent
- One or more Playbooks roles. See [Playbooks roles](#)  for details.
- Confirm that you're in the same application scope in which the target table is present.

Procedure

1. Navigate to **All > Customer Success Management > Data Validation Assist Support > Import builder**.
2. Select **New**.
3. In the **Create template** tab, enter the name and select the *Target table* from the drop-down list.
4. Select the Attachments icon, upload an Excel template, and select **Continue**.

 **Note:** The label names in the attached template must match the field names in the target table.

5. In the Data source step, you can modify the default *Import set table name* and select **Continue**.
The data source is created and is displayed in the Data Source tab in the related list. Select the *Name* link to view the data source. Note that the Name field shows the data source name with the prefix *Customer Success DS* followed by the name of the Import set table name. The internal name of the Import set table is also displayed.
6. In the Transform map step, you can modify the default *Transform map name* and select **Continue**.
The transform map is created and displayed in the Transform Map tab in the related list. Select the *Name* link to navigate to the transform map and view the following:
 - Source table: This is the Import set table that contains the staging data.
 - Target table: The table in which the staging data is stored.
 - Field maps: Shows the mapping between the fields in the source and target tables.

The Data validation assist list view with the different types of validations is displayed.

7. Select **New** (optional step) to create a field level or record level validation or navigate back to the Import Builder page.
8. In the Playbook activity step, navigate to the UI Views tab in the related list.
Note the two list views that have been created. These lists appear in the Data Import step of the account onboarding playbook.
9. Select **Continue** and navigate to the Activity Definition tab in the related list.
Note that a new activity definition has been created and the Import Builder process is now complete.

What to do next

Add this newly created activity definition in the Process Automation Designer and follow the instructions in [Add the data import task](#) section to create an onboarding playbook task.

Add the data import task

Add the data import task that you've configured to the **Account lifecycle onboarding process** defined in the Process Automation Designer.

1. Navigate to **All > Process Automation > Playbook Designer**.
2. Select the **Account lifecycle onboarding process**.
3. Navigate to the Data Capture & Validation lane and select **Add an activity**.
4. Select **Customer Success Management** and select the **Create & View ALE Record**.
5. Select **Show additional options** and select **Advanced**.
6. In the Details tab, enter the label name and description.
7. In the *Start rule when stage starts* field, select **With Previous**. This option enables you to execute all the activities in the task in parallel.
8. Select the **Automation** tab. In the Inputs section, enter the following:
 - Table: The table for which the record is being created. Select **Data Import Task (sn_ti_core_imp_task)**.
 - Canceled Conditions: Specify the conditions that must be met before the task moves into the canceled state.
 - Closed Conditions: Specify the conditions that must be met before the task moves into the Closed state.
 - Onboarding Case: Select the Account Onboarding Case Record trigger to associate this record with the account onboarding case.
 - Record View: The name of the Form View that is to be displayed in the Customer Success Management playbook. Enter *tech_pad_imp_task_view* where.
 - Responsibility Name: Select the ServiceNow Developer/Admin user role from the list. This role is assigned to the internal team members (defined in the Assign internal team responsibilities task of the **Initiate** stage of the playbook. See [Initial setup](#) for details). Users with this role can perform the data import task.
9. Select **Add Field** and enter data in the following fields from the Customer Success Management Import Task table.
 - Source Table: Add the internal name of the staging table. For example, *sn_acct_lc_account_onb_import_locations*.
 - Target Table: Add the internal name of the target table. For example, *cmn_location*.

- Data Source: Select the data source. For example, `cmn_location_template.xlsx`.
 - Data Import State: The default value is set to 1 (Data not loaded yet).
 - State: The default state is set to 1 (Open).
 - Type: Select `data_capture`.
 - Account: Select the account onboarding case associated with the case task.
 - Parent: Select the parent record associated with the account onboarding case.
 - Visible to customer: Set this **False**.
- Enter the Subject and Description as required and select **Done**

10. Test the configuration and then select **Activate** to activate the playbook.

After the data import task has been configured, the Customer Success Management playbook can be used to onboard customers. See [Account onboarding playbook](#) for details.

Set up recommended actions for account onboarding

Set up recommended actions to display relevant recommendations in the account onboarding playbook.

Before you begin

Role required: `sn_acct_lc.agent`

Procedure

1. Create a rule in Recommended Actions for Customer Success Management.
For more information, see [Create a rule in Recommended Actions](#) .
2. Create a recommendation.
For more information, see [Create a recommendation in Recommended Actions](#) .
3. Create a resource generator.
For more information, see [Create a resource generator in Recommended Actions](#) .
4. Create guidance and field recommendations.
For more information, see [Creating guidance and field recommendation in Recommended Actions](#) .

Run scheduled job to back up staging table

You can take a backup of the data on the staging table at periodic intervals.

Before you begin

Role required: `admin`

About this task

Data present in the staging table backed up if:

- Import tasks are in an **Active** state.
- The data creation date is earlier than the current date.

 **Note:** Import tasks that are in a **Canceled** or **Closed** state aren't backed up.

Procedure

1. Navigate to **All > System Definition > Scheduled Jobs**.
2. Find the **Scheduled Staging Data Backup Job** scheduled job.

Note: The job is inactive by default. Select the **Active** check box to run the scheduled job at the scheduled time.

3. Select **Execute Now**.

To configure the backup period, specify a number in the Value field for the `sn_acct_lc.BackupDays` system property. For example, if the Value field is set to 2, data that is more than two days old is included in the backup.

Result

A CSV file is created and attached to the import task. The file name includes the name of the staging file and the creation date in the format `stagingTable-dateCreated.csv`.

Configure customer success

Customer success capabilities help you monitor and manage the health of customer accounts throughout their lifecycle. Configure these capabilities to track engagements, identify risks, and support retention goals.

Getting started with Customer Success

Define the basic customer success components

Create a customer success definition record

Define categories and subcategories for success play workflows.

Before you begin

- Define and configure the subflow that triggers the success workflow before starting.
- Role required: `sn_acct_lc.ale_success_play_admin`

About this task

The customer success definition table controls what appears in the success play workflow. The category and sub-categories that appear in the success play correspond to a customer success definition record that matches the selected category. When you select a success play, the selected linked flow runs. The flow creates a record in the target table, triggers a playbook, or performs another action as specified in the subflow.

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Navigate to the **Customer Success > Customer Success Definition** and select **New**.
3. On the form, fill in the fields.

Field	Description
Flow	Subflow triggered by this Customer Success definition record. Must be defined and configured in Flow Designer.
Category	Category that groups related plays in the success play workflow launcher. Available categories: <ul style="list-style-type: none"> ○ Onboarding ○ Risk Management

Field	Description
	<ul style="list-style-type: none"> ○ Success Planning ○ Success Support
Sub category	Subcategory filtered by the selected category.
State	State of this Customer Success definition record: <ul style="list-style-type: none"> ○ Draft ○ Published ○ Closed ○ Canceled
Order	Order in which categories appear in the workflow launcher pages.
Title	Title of the workflow launcher item.
Description	Purpose of this workflow launcher item.

4. Set the state of this record to **Published** and select **Save**.

The success play is available when the **Create success play** option is selected. See [Create a success play](#) for details.

Create a customer success choice record

Create a Customer Success Choice record to define a value for a dropdown or lookup field in the Customer Success Management application.

Before you begin

Role required: sn_ti_core.write

About this task

The customer success choice record defines the set of values that appear in the drop-down and lookup fields. Each choice record specifies a name and a category. The category determines the field in which the values are displayed.

For example, if you select the Category as **Service Bridge Integration**, and you create the following customer success choice records:

- Onboarding
- Foundation data sync
- Remote catalog
- Remote task

These will appear as choices in the Service bridge integration field on the Account Onboarding Case form.

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the List icon.
2. Navigate to the **Customer Success > Customer Success Choice** and select **New**.
3. Fill in the fields on the form.

Field	Description
Name	Name of the choice, displayed in the consuming field on the target record.
Order	Order in which this choice appears relative to other choices in the same category.
Category	Category that determines which field consumes this choice. <ul style="list-style-type: none"> ○ Driver ○ Service Bridge Integration ○ Customer Success Definition ○ Risk Signal and Issue ○ Color Banding
Description	Description of the choice.

4. Select **Save**.

The choice record is available as a value in the field associated with the selected category.

Configure the Data context engine

Configure the Data context engine to collect data from different data sources and associate it with a relevant context table.

Task	Description
Define the data source	Specify whether data is being collected from PA indicators, external sources, or calculated metrics.
Configure the Context Engine Mapper	Associate the data source with an engagement, success outcome, or product usage table, and specify the record in the context table for which the data is applicable.
Configure DCE Visualizations	Configure and display metrics based on context and product usage patterns.

Define the data source

Before calculating the health, product adoption, or product usage score, you must specify the source from which data is to be collected. Data can be collected either through key performance metrics and external sources, or can be calculated.

To define the data source, follow these steps:

1. Login as a user with the `sn_acct_lc.customer_success_application_admin` role.
2. Navigate to **All > Data Context Engine > Data Sources > Create New**.
3. Enter the following details:

Field	Description
Name	Enter a name for the data source.

Field	Description
Source	<p>Select the source from which the data is to be collected from the list.</p> <ul style="list-style-type: none"> ○ PA indicator: Select this option to use a PA indicator to collect performance analytics data at regular intervals and create records in the Context Engine Data table. ○ External: Specify the external data source from which the data is to be collected. You must define how this data can be retrieved from the external source or use the Table API to save this information in the Context Engine data table. ○ Calculated: Select this option to calculate the metric values dynamically using formulas based on a combination of existing base metrics. For more details, see Define a calculated metric data source. ○ Table: Select this data source type to retrieve and analyze data from internal and external tables. To retrieve data from external sources, you must install the Workflow Data Fabric Hub application and create data fabric tables. For more details, see Define a table data source. <p>Note: The sequence in which the metrics are calculated is based on the Execution order that defines which metrics are evaluated first. The Execution order is defined as follows:</p> <ul style="list-style-type: none"> ○ PA Indicator and External: 0 (Metrics from these data sources are calculated first). ○ Calculated metrics: 1 + Max(The child or dependent metrics associated with the parent metric are calculated first followed by the parent metric).
Frequency	<p>Select the frequency at which the data should be collected from the list.</p> <ul style="list-style-type: none"> ○ Daily ○ Weekly ○ Monthly ○ Quarterly <p>Note: If you select PA Indicator as your data source, you must select a frequency equal to or greater than the PA Indicator collection frequency. For example, if the PA Indicator is collecting data once a week, you can't select a frequency that is lower than Weekly here.</p>
PA indicator	Select the metric for which the data is being collected.
Breakdown	Select the attribute or category by which the health or risk score is to be grouped. This can be account, product, and so on.
Breakdown table	Select the source table against which the score is calculated.

Field	Description
	<p>Note: This field is applicable only if the Source type is Calculated. See Define a calculated metric data source for details.</p>
Target table mapping	<p>(Optional) If the Source type is Calculated, you can optionally specify the Target table, Target field, and Target query field. After data collection, the calculated score is written into the matching records where the context aligns with the Target query field. See Define a calculated metric data source for more details.</p>
Unit of measurement	<p>Select the unit of measurement for the PA indicator that can be minutes, hours, days, months, and so on.</p>
Aggregate	<p>Select how the aggregate score should be calculated from the list.</p> <ul style="list-style-type: none"> ○ Average ○ Sum ○ Max ○ Min ○ Count (This is applicable only if the Source type is Table). See Define a table data source for details. <p>The Aggregate score is useful if you select a Frequency that is different from the collection frequency of the PA indicator. For example, suppose the PA indicator collection frequency is set to Daily, and the Frequency is set to Weekly, and you want to calculate the aggregate score for the week. In this case, you can use the average or sum option to calculate the score.</p>
The following fields are applicable only if you select the Source as Table .	
Source table	<p>Select the table from which the source data is to be retrieved. This can be an internal ServiceNow table or an external table.</p>
Group by fields	<p>If you select the Table type data source, you must specify the fields by which the data should be grouped.</p> <p>Note: You can use up to two fields for grouping.</p>
Conditions	<p>Specify the conditions or filters that will be used while retrieving the data. For example, you can choose to retrieve records for a specified period of time.</p>
Source value	<p>Select the field on which the aggregation is to be performed.</p>
Source reference	<p>The source record used to resolve the Group by fields. This field is automatically populated if you selected a single reference type field in the Group by fields option.</p> <p>You must update the Source reference resolver script and specify the fields that are to be mapped if the Group by fields contains:</p> <ul style="list-style-type: none"> ○ Two fields (maximum allowed) ○ A non-reference field. ○ An external field.

4. Select **Submit** to create this data source.
5. Navigate to the **Contexts** related list and select **New**.
6. In the Context page, select the table for which this data source is applicable. This relationship enables the Data Content Engine to collect data from the specified table. Depending on the type of score being calculated, select the table as follows:
 - Health score: Select the Engagement table.
 - Success outcome: Select the Success Outcome table.
 - Product adoption: Select the Sold Products table.
 - Product capability: Select the Product Capability Usage table.

Note: You can define multiple context tables for a single data source.

7. Enable the **Active** check box and select **Submit** to create the data source. You can associate the data source with one or more context tables.
8. Define color bands as necessary. See the [Set up the color banding table](#) for details. The color banding is applied to the health metric data displayed in the **Health** tab on the Engagement home page.

After setting up the data source and the context, the next step is to configure the context engine mapper. See the [Configure the Context Engine Mapper](#) for details.

Define a calculated metric data source

Define dynamic metrics using formulas based on other metrics.

Before you begin

- Role required: sn_acct_lc.customer_success_application_admin
- Configuration guidelines:
 - Select at least one Context table that matches the Breakdown table.
 - Configure calculated metrics with appropriate segment configurations and data sources. Include at least one active filter in each data source that matches the Breakdown table.
 - Use one data source per calculation to avoid duplicate scores for a single product. When multiple data sources are necessary for the same metric, make segment conditions mutually exclusive.

Procedure

1. Navigate to **All > Data Context Engine > Data Sources > Create New**.
2. Enter a name for the data source and select **Calculated** from the Source drop down list.
3. In the **Breakdown table** field, select the source table against which the score is to be calculated.
For example, if you're calculating the health score for an engagement, select the Engagement table here. If you're calculating the product adoption score, select the Sold Products table here.
4. **Optional:** In the **Target table** field, select the table where the calculated score is written. Select a **Target field** and **Query field** in the Target table. The calculated score is written into the records in the Target table that match the context specified in the Query field.

For example: If you have configured the Product Adoption Score data source as follows:

- Data source: Product adoption
- Target table: Product Usage
- Target field: Adoption score
- Target query field: Sold product

If the calculated score for Sold product SP1 is 90.0, then in the Product Usage table, the Adoption score for all SP1 records is set to 90.0.

5. Select **Submit** to create this data source.

6. Navigate to the **Contexts** related list.

7. In the Context page, select the table for which this data source is applicable.

Note: You can define multiple context tables for a single data source. At least one context table must be the same as the Data source and Context defined in the newly created data source.

8. Navigate to the **Segments** related list.

9. Select **New**.

10. Enter a name for the segment and specify the **Rank**.

The Rank field is used to specify the priority of the Segment.

11. The Breakdown table as specified in the Data Source is displayed.

12. Select **Add Filter Condition** and specify one of more conditions.

You can define multiple condition-based variations for a single metric.

13. Select **Submit**.

14. Navigate to the **Segment Configurations** related list and select **New**.

Each Segment can have one or more segment configurations. A Segment configuration is used to define how the metric data is derived in different contexts.

15. In the Segment Configuration page, enter the following details:

- Metric: Select a PA Indicator, External, or Calculated metric from the list.

Note:

- You can't select a metric that has already been defined for the parent Segment.
- Only published data sources are available for selection. If a published data source that is part of a segment configuration is later moved to a non-published state, you will see the following message:

This data source is referenced by at least one other published data source's segment configuration. Moving into non-published state may impact those references.

The calculated metric will not work as expected as the data source is no longer in a published state.

- Weight: The weight or percentage assigned to this metric in calculating the overall score. If you're defining two or more data sources for the health definition, the total weight across all the data sources should be equal to 100. For example, for these data sources, you can specify the Weight as follows:

- Daily collection of CSAT: 40
- Weekly cases: 40
- Daily cases: 20
- Target: You can select:
 - Maximize: The higher the target, the better the score.

CSAT score: A higher value indicates a better score.

 - Minimize: The lower the target, the better the score.

Number of P1 cases: Fewer cases indicate a better performance.
- Direction: If multiple data records are returned for a data source, select how the aggregate score should be calculated:
 - Average
 - Sum

16. Select **Submit to create this segment configuration.**

Example:

To calculate the product adoption score for two or more products, you can configure your data source as follows:

- Select **Sold Product** in the **Breakdown table** field.
- Create a segment for Sold Product A and define segment configurations with the following values:
 - Segment Configuration 1: Metric = NPS, Weight = 60%
 - Segment Configuration 2: Metric = Clicks, Weight = 40%
- Create a segment for Sold Product B and define segment configurations with the following values:
 - Segment Configuration 1: Metric = CSAT, Weight = 50%
 - Segment Configuration 2: Metric = Time Spent, Weight = 40%

What to do next

After defining the segments and segment configurations, the next step is to configure the context engine mapper. See [Configure the Context Engine Mapper](#) for details.

Define a table data source

Use the **Table** data source to retrieve data from internal ServiceNow tables or from external sources using Workflow Data Fabric.

Before you begin

- At least one context must be defined for each **Table** type data source with a valid mapping to the source reference table. See [Configure the Context Engine Mapper](#) for details.
- Role required: sn_acct_lc.customer_success_application_admin

About this task

By defining a **Table** data source, you can:

- Retrieve data from internal and external tables (See [Define a Workflow Data Fabric table data source](#) for details).
- Map Source IDs (for example, User, Asset, Transaction) to business entities such as Sold Products, Capabilities.
- Use conditions such as Start and End dates to analyze trend data.

Procedure

1. Navigate to **All > Data Context Engine > Data Sources**.
2. Select **> Create New**.
3. On the Data Source form, enter a name for the data source and fill in the following fields. See [Define the data source](#) for details on how to create a data source.

Field	Description
Source	Select Table from the drop down list. This option allows you to query data from internal and external tables.
Frequency	Select the frequency at which the data should be collected from the list. <ul style="list-style-type: none"> ○ Daily ○ Weekly ○ Monthly ○ Quarterly
Aggregate	Select how the aggregate score should be calculated from the list. <ul style="list-style-type: none"> ○ Average ○ Sum ○ Max ○ Min ○ Count: Use this option to get the total number of records in the Source table that match the filter conditions.
Source table	Select the table from which data is to be retrieved. <p>Note: For external tables, see Define a Workflow Data Fabric table data source</p>
Group by fields	Select one or two fields or dimensions by which the data in the Source table is to be grouped.
Conditions	Specify the filter conditions to be applied to the Source table while retrieving data. <p>Note: A Timestamp or a Date field must be present in external Workflow Data Fabric tables to ensure that incremental data can be retrieved.</p>
Source value	Select the field that should be used to calculate the aggregate score. <p>Note: This is not applicable if the Aggregate type is Count.</p>

Field	Description
Source reference	Select the source record used to resolve the Group by fields . This field is automatically populated if you selected a single reference type field in the Group by fields option.
Source reference resolver	You must update the Source reference resolver script and specify the fields that are to be mapped if the Group by fields contains: <ul style="list-style-type: none"> Two fields (maximum allowed) A non-reference field. An external field.

4. Select **Submit** to create this data source.

Example:

A few examples on how to configure the data source are given below:

- **Total number of P1 cases:** To calculate the total number of P1 customer cases on a monthly basis, specify the following:
 - Source table: customerservice_case
 - Conditions:
 - Priority: 1
 - Created between: Last month and current date
 - Group by: sold_product
 - Aggregation: Count
 - Source reference: Auto-populated to sold_product
- **Reassignment count sum:** To calculate the sum of reassignment count by Account and Product, select:
 - Source table: customerservice_case
 - Conditions: Reassignment count is not 0
 - Group by: Account, Product
 - Aggregation: Sum
 - Source value field: Reassignment count
 - Source reference: sold_product
 - Source reference resolver: Specify the mapping between the **Account** and **Product** combination and the **Sold Product** table in the script as follows:
 - `var account = groupByFieldValueMap[account]`
 - `var product = groupByFieldValueMap[product]`

What to do next

After defining the data source, the next step is to configure the context engine mapper. See [Configure the Context Engine Mapper](#) for details.

Define a Workflow Data Fabric table data source

Enable data collection and analysis from external tables by integrating the Data Context Engine with Workflow Data Fabric to generate actionable insights.

Before you begin

- Workflow Data Fabric plugin must be installed and configured. See [Activate Zero Copy Connector Hub](#)  for details.
- The Workflow Data Fabric table must have been created. See [Create a data fabric table](#)  for details.
- Role required: sn_acct_lc.customer_success_application_admin

About this task

Access external data through the Workflow Data Fabric tables and analyzed it using the Data Context Engine. This data is available in real-time using a zero-copy model and synced only when queried. See [Managing zero copy connections](#)  for details.

Procedure

1. Navigate to **All > Data Context Engine > Data Sources** and select **Create New**.
2. Select **Table** in the **Source** field.
3. In the **Source table** field, select a Workflow Data Fabric.
4. On the Data Source Form, fill in the remaining fields.
For a description of the field values, see [Define a table data source](#) page.
5. Select **Submit** to create the data source.

Example: Total licenses used quarterly

To get the total number of licenses used this quarter across accounts and products from a Workflow Data Fabric table, select:

- Source table: df_usage_information
- Conditions: Timestamp between last quarter and today
- Group by: Account, Product
- Aggregation: Sum
- Source Reference: sold_product
- Source reference resolver: Specify the mapping between the **Account** and **Product** combination and the **Sold Product** table in the script as follows:
 - `var account = groupByFieldValueMap[account]`
 - `var product = groupByFieldValueMap[product]`

 **Note:** You must update the **Source reference resolver** script to specify field mappings only when the **Group By** field contains:

- Two fields (maximum allowed).
- A non-reference field.
- An external field.

What to do next

After defining the data source, the next step is to configure the context engine mapper. See [Configure the Context Engine Mapper](#) for details.

Configure the Context Engine Mapper

After you have defined the data source, use the Context Engine Mapper to specify the record in the context table for which it is applicable.

The Context Engine Mapper is a framework that establishes mappings between source entities and their corresponding context entities. It enables the resolution of context-specific records based on given sources, such as resolving engagements from customer accounts.

You can use the Context Engine Mapper to determine which fields will be used to categorize data collected by the [Data Context Engine](#). This mapping ensures that data is organized and analyzed based on designated breakdown fields such as account type, engagement status, or sold products.

Note: You can set up the context engine to map the source and target tables using one of the following methods:

- **Related table:** Use the mapping rule `related table[query_field] = source table[source_field]`. In every record in the *Source table*, the *Source field* value is matched with the *Query field* in the Related table.
- **Script:** If a script is defined, it takes precedence over the table based mapping. The script checks the *Source Field* and the ID of the record to determine the appropriate context based on the resolving context table.
- **Metric based:** Mapping logic can vary depending on the data source used for metrics and measurements. Can be used for more granular and context specific mappings.

1. Login as a user with the `sn_acct_lc.customer_success_agent` role.
2. Navigate to **All > Data Context Engine > Context Engine Mappers > Create New**.
3. Enter the following details:

Field	Description
Type	<p>This can be:</p> <ul style="list-style-type: none"> ○ Global: For each record in the source table, the source field value is matched against the query field in the supporting related table. If a match is found, the associated values from the resolving context field are returned as mapped context records. ○ Metric based: This type is used to enable mapping specific to certain data sources or conditions. The mapping logic can vary depending on the data source used and provides enhanced filtering and flexibility.
Source table	Select the source table to which the data source is to be mapped. This table is related to the attribute selected in the Breakdown field in the Data Source table. For example, if you selected <i>Account</i> in the Breakdown field, select the Customer Account table here.
Source field	The specific field in the source table that contains the data to be mapped.
Supporting related table	The related table that will be used to connect the source and context tables.
Query field	Select the field that is used to query or dot walk the <i>Supporting related table</i> to map data from the <i>Source table</i> to the <i>Context table</i> .
Metric list	If Type is Metric based , select a data source from the list. If a data source listed here is used for a specific source or target table, this mapping takes precedence over the Global mapping.

Field	Description
Resolving context table	The target table where resolved context records are stored.
Resolving context field	The target field where the mapped data will be stored.
Resolving table conditions (Optional)	You can use additional conditions, such as field level filters, to narrow down the results from the resolving context table based on specific criteria.
Script	If you cannot query the context table through dot walking, you can define a script that uses the Source field and returns an array of possible context fields.

Note: If a script is defined for a **Metric based** mapper, it overrides:

- Supporting related table
- Resolving table conditions

The script returns an array of context record IDs based on the conditions defined.

4. Select **Submit** to save the context mapping.

5. Navigate to **All > Data Context Engine > Data Sources**.

The screenshot shows the 'Data Source' configuration page for 'Weekly Cases - Product'. The form includes the following fields:

- Number: DTSR0001002
- State: Draft
- Name: Weekly Cases - Product
- Source: PA Indicator
- Frequency: Daily
- PA Indicator: Number of new cases
- Breakdown: Product
- Unit of measurement: #
- Aggregate: Sum

Below the form, there is a table with one row:

Context	Active
sn_acct_ic_success_initiative	true

6. Open the data source you had created earlier and select **Publish**.

Data will now be collected according to the defined schedule and the context engine data record is created and stored in the **Context Engine Data** table.

The following examples show how to set up the different types of mapping:

Related table (Global)

Context Engine Mapper
Created 2024-11-01 11:15:56

Type: Global ☒ Active

* Source table: Company [core_company] ☐ Scripted

* Source field: Sys ID

* Supporting related table: Engagement [sn_acct_lc_engagement]

* Query field: Account

* Resolving context table: Engagement [sn_acct_lc_engagement]

* Resolving context field: Sys ID

[Update](#) [Delete](#)

Metric Based Type

Context Engine Mapper
Created 2025-05-30 11:12:24

Type: Metric Based ☒ Active

* Source table: Case [sn_customerservice_case]

* Source field: Sys ID ☐ Scripted

* Supporting related table: Account [customer_account]

* Query field: Sys ID

* Metric list: Monthly active users, Monthly license utilization, Monthly transactions

* Resolving context table: Sold Product [sn_install_base_sold_product]

* Resolving context field: Sys ID

Resolving table conditions: No. of records matching the condition: 15

[Add Filter Condition](#) [Add OR Clause](#)

Account is Genixify

[Update](#) [Delete](#)

Script

Context Engine Mapper
Created 2024-09-16 15:16:04

Type: Global ☒ Active

* Source table: Metric Result [asmt_metric_result] ☒ Scripted

* Source field: Source

* Resolving context table: Engagement [sn_acct_lc_engagement]

* Script: ☐ Turn on ECMAScript 2021 (ES12) mode

```

1 (function getContextIds( /* glide record */ current, /*resolve from*/ sourceId, /*resolved value*/ sourceFieldValue) {
2     var engList = [];
3     var gr = new GlideRecord('cmdb_ci_service');
4     gr.set(sourceFieldValue);
5     if(!gr.isValidRecord() || gr.nil().getValue('company')){
6         return engList;
7     }
8     var company = gr.getValue('company');
9     var eng = new GlideRecord('sn_acct_lc_engagement');
10    eng.addQuery('account', company);
11    eng.query();
12    while (eng.next()) {
13        engList.push(eng.getValue('sys_id'));
14    }
15    return engList;
16 })(current, sourceId, sourceFieldValue);
17

```

[Update](#) [Delete](#)

Configure DCE Visualizations

Use the DCE Visualizations option to configure data sources, define baselines and targets, and apply aggregation rules. You can also define specific conditions to customize the data displayed.

Before you begin

Role required: sn_acct_lc.customer_success_application_admin

Procedure

1. Navigate to **All > Data Context Engine > Insights > All DCE Visualizations**.
2. Select **New**.

3. Enter the following details on the form.

Field	Description
Data source	Select the data source that will be used to collect the data for visualization.
Resolving Context	Select the context table on which the visualization is to be applied. For usage data such as adoption score or satisfaction score, select the Sold Products table.
Conditions	Define additional conditions to customize how the data is displayed.
Baseline	Specify the standard or expected value for this metric.
Target	Specify the target or desired goal for this metric.
Aggregate	If multiple data records are returned for a data source, select how the aggregate score should be calculated: <ul style="list-style-type: none"> ○ Average ○ Sum
Direction	You can select: <ul style="list-style-type: none"> ○ Maximize: The higher the target, the better the score. For example, CSAT score: A higher value indicates a better score. ○ Minimize: The lower the target, the better the score. For example, Number of P1 cases: Fewer cases indicates a better performance.

4. Select **Submit**.

5. Navigate to the DCE Visualizations M2Ms Related list and select **New**.

6. Select a **DCE Insights Item** from the list.

The DCE Insights Item maps a specific visualization to a designated location on a layout, ensuring that insights are displayed in the right context within the user interface. The DCE Insights Item table contains the following fields.

7. Specify the Rank for this visualization and select **Submit**.

Navigate to [View product usage and capability data](#) to view the configured metrics.

Note: You can use the [Color banding table](#) to configure the colors that appear on the charts that appear on the product usage and capability pages.

DCE Insights tables

DCE Insights is a feature of the Data Context Engine that enhances how users view and interact with data directly on record pages and includes the following tables

DCE Visualization

DCE Visualization enables users to configure data sources, define baselines and targets, and apply aggregation rules. It also supports the setup of conditional logic, allowing visualizations to be tailored to specific scenarios, for example, displaying customer-specific data based on defined conditions. See [Configure DCE Visualizations](#) for detailed descriptions of all the fields in this table.

DCE Insights

The DCE Insights table is a central repository for all configured data visualizations. It contains the following fields.

- Name: Name of the entity.
- Entity: Table where the visualization items are to be displayed.

DCE Insights Item

Each DCE Item maps a specific visualization to a designated location on a layout, ensuring that insights are displayed in the right context within the user interface. It contains the following fields.

- Name: Name of the insight item.
- DCE Insight: References the DCE Insights entity.
- Visualization mode:
 - Single: If it is mapped to a single metric.
 - Multiple: If it is mapped to a group of metrics.

DCE Visualization M2Ms

This table maintains the relationship between DCE Visualization and DCE Insights Item. It contains the following fields.

- DCE insight item: References the DCE Insights item.
- Visualization: References the DCE Visualization item.
- Rank: The rank for the visualization.

Engagements

Configure engagement health scores, risk definitions, and the color banding table to monitor and visualize the health and risk of engagements.

Calculate the engagement health score

Use the **Calculated** metric data source to determine the health score of an engagement.

Before you begin

- Role required: `sn_acct_lc.customer_success_application_admin`
- Data source and data context engine mapping must be setup. See [Data Context Engine](#).

About this task

If you're upgrading from Customer Success Management 5.3.10 or earlier versions, you must run the `sn_acct_lc.MigrateHealthDataUtil().markHealthTablesDeprecated()` script. This script migrates data from the Engagement Health Definition and Health Metric Configuration tables to the **Calculated** metric data source. For more details, see [KB2668490](#).

Procedure

1. Navigate to **All > Data Context Engine > Data Sources > Create New**.
2. Enter a name for the data source and select **Calculated** from the Source drop down list.
3. In the **Breakdown table** field, select the source table that is used to calculate the score.
4. In the **Target table** field, select the table where the calculated score is written.

5. Select a **Target field** and **Target Query field** in the Target table.

The calculated score is written into the records in the Target table that match the context specified in the Query field. For calculating the health score of an engagement, you can configure the data source as follows:

- Breakdown table: Engagement
- Target table: Engagement
- Target field: Health score
- Target query field: sys_id

6. Select **Submit** to create the **Calculated** data source.

7. Select **New** in the Segments related list.

8. Enter a name for the segment and specify the **Rank**.

The Rank field is used to specify the priority of the Segment. The Breakdown table as specified in the Data Source is displayed.

9. Select **Add Filter Condition** and specify one or more conditions.

You can define multiple condition-based variations for a single metric.

10. Select **Submit**.

11. Navigate to the Segment Configurations related list and select **New**.

12. Select **Submit** to create this segment configuration.

13. Enter the following details.

Field name	Description
Data source	The Calculated data source that is used to determine the health score.
Target	This is the target or ideal health score for the engagement.
Weight	<p>The weight or percentage assigned to this metric in calculating the overall health score of the engagement. If you're defining two or more data sources for the health definition, the total weight across all the data sources should be equal to 100.</p> <p>For example, for these data sources, you can specify the Weight as follows:</p> <ul style="list-style-type: none"> ○ Daily collection of CSAT: 40 ○ Weekly cases: 40 ○ Daily cases: 20
Direction	<ul style="list-style-type: none"> ○ Maximize: The higher the target, the better the score. For example, CSAT score: A higher value indicates a better score. ○ Minimize: The lower the target, the better the score. For example, Number of P1 cases: Fewer cases indicates a better performance.
Aggregate	If multiple data records are returned for a data source, select how the aggregate score should be calculated:

Field name	Description
	<ul style="list-style-type: none"> ○ Average ○ Sum

14. Select **Submit** to create segment configuration.

What to do next

Create visualization using the newly created data source. See [Configure DCE Visualizations](#) for details. When the next data collection occurs, the health score is calculated and published on the Engagement page.

Define risk criteria

Use the engagement risk definition to configure the metrics required to define the risk signals for an engagement.

Before you begin

- Role required: sn_acct_lc.customer_success_agent
- Data source and data context engine mapping must be setup for metric based risk definitions. See [Data Context Engine](#) for details.
- For table based risk definitions, an active context engine mapping with source table as Engagement must be defined.

About this task

You can define the risk conditions, risk category, and threshold values for an engagement in two ways:

Metric based risk definition

Use this option to create or update risks if the specified threshold is breached. The context engine data records are generated after the last scheduled job is run. The context in this case is the engagement table. If the threshold specified in the risk definition is breached, a risk is generated.

Table based risk definition

Use this option to create or update risks for all records that match the condition in the selected table. When the scheduled job is run, if an active risk that matches the criteria is present, a new risk occurrence record is created. If no active risks are present for the source record+engagement+category combination, a new risk signal is generated for each record.

New risks are generated automatically when the Customer Success Risk Analyzer scheduled job is executed.

Procedure

1. Navigate to **All > Success Configuration > All Risk Definitions > New**.
2. Enter the following details:

Field	Description
Name	Enter a name for the risk definition.
Category	Select a category for the risk definition. The risk categories displayed here are defined in the Create a customer success choice record .

Field	Description
Type	Select the type of risk definition. This can be: <ul style="list-style-type: none"> ○ Metric ○ Table
Description	Enter a description for the risk definition.
<p><i>Metric based:</i> This option is used to create or update risks if a risk threshold is breached. If you're creating a metric based risk definition, select the metric, define the thresholds, set up the template, and specify conditions to define the list of applicable engagements.</p>	
Metric	Select the metric definition that has been configured in the Data Source table and mapped with the context engine mapper. See Data Context Engine for details.
Threshold condition	Specify the threshold condition for the risk definition. If this threshold condition is breached, a risk signal is generated. <p>For example, for the Daily collection of CSAT, the metric threshold condition is set to be less than 50. If the value falls below 50, a risk is generated.</p>
Threshold	Specify the base threshold for the metric definition.
Applicable engagements	If you select an applicable engagement, this risk definition will be evaluated for the engagements in the Applicable engagements list.
<p><i>Table based:</i> This option is used to create or update risks in all records in the matching table and the specified condition. When creating a table based risk definition, select the table and specify the condition. Set up the template with fields and values to generate risks in the specified format.</p>	
Source table	Select the source table for which the risk definition is to be created. <p>Note: A context mapper must have been defined that associates the source and the context tables. See Data Context Engine for details.</p> <p>For example, if you want to define risk signals for a contract and select Contract as your source table, verify that a context mapping exists. A Contract to Engagement association must have been defined.</p>
Conditions	Specify any conditions that are to be used for the risk definition for the selected source table. Risks are generated for the records in the source table that satisfy the specified conditions.
Template	Select the Template tab to define the fields for the risk definition. The following are mandatory fields: <ul style="list-style-type: none"> ○ Short description ○ Description ○ Reported by

3. Select **Submit** to create the risk definition.

4. If you want to define risk threshold overrides for a metric based definition, open the risk definition you have created, navigate to the *Risk Threshold Overrides* related list and select **New**.

Enter the following details:

- Engagement risk definition: This is the engagement risk definition for which you're creating an override condition.
- Threshold: Specify the override threshold value.
- Select **Add Filter Condition** or **Add Or Clause** to specify additional override conditions.
- Rank: Specify a rank for this override condition. 1 is highest rank. If an engagement matches multiple threshold overrides, the engagement with the highest rank is considered first.

5. Select **Submit** to create the override condition.

6. Select **Publish**.

When the next scheduled job is run, the risk signals are generated. Navigate to **Data Context Engine > Context Engine Data** to see the date and time the risk signals are generated.

Context Engine Data								
Data source								
All > Data source = Daily collection of % achieved incident SLA or: Data source = Daily collection of NPS								
8 total Context Engine Data								
	Data source	Source table	Source record	Context table	Context record	Value	Start date	End date
Data source: Daily collection of % achieved incident SLA (4)								
	Daily collection of % achieved incident SLA	core_company	Company: Genixify	Engagement [sn_acct_ic_engagement]	Engagement: AENG00000002	90	2024-11-16 20:57:27	2024-11-17 20:57:30
	Daily collection of % achieved incident SLA	core_company	Company: Genixify	Engagement [sn_acct_ic_engagement]	Engagement: AENG00000002	89	2024-11-17 20:57:27	2024-11-18 20:57:30
	Daily collection of % achieved incident SLA	core_company	Company: Genixify	Engagement [sn_acct_ic_engagement]	Engagement: AENG00000002	90	2024-11-18 20:57:27	2024-11-19 20:57:30
	Daily collection of % achieved incident SLA	core_company	Company: Genixify	Engagement [sn_acct_ic_engagement]	Engagement: AENG00000002	87	2024-11-19 20:57:27	2024-11-20 20:57:30
Data source: Daily collection of NPS (4)								
	Daily collection of NPS	cmdb_model	Product Model: Cloud X Product	Engagement [sn_acct_ic_engagement]	Engagement: AENG00000002	28	2024-11-16 20:51:44	2024-11-17 20:51:51
	Daily collection of NPS	cmdb_model	Product Model: Cloud X Product	Engagement [sn_acct_ic_engagement]	Engagement: AENG00000002	27	2024-11-17 20:53:03	2024-11-18 20:53:07
	Daily collection of NPS	cmdb_model	Product Model: Cloud X Product	Engagement [sn_acct_ic_engagement]	Engagement: AENG00000002	25	2024-11-18 20:51:44	2024-11-19 20:51:51
	Daily collection of NPS	cmdb_model	Product Model: Cloud X Product	Engagement [sn_acct_ic_engagement]	Engagement: AENG00000002	26	2024-11-19 20:51:44	2024-11-20 20:51:51

Sample risk definitions

These are sample risk definitions available with the base system and can configured based on your requirements.

Drop in NPS health

This is a metric based risk definition and generates a risk signal if the NPS score falls below a specified threshold. In this case, if the Daily collection of NPS metric score falls below 30, a risk signal is generated. Additionally, override conditions with different threshold values and ranking that can impact specific engagements are defined.

Engagement Risk Definition
Drop in NPS Health

Name

Drop in NPS Health

State

Published

Category

Reputational Risk

Last run

2025-01-10 04:00:02

Type

Metric

Description

Score is Yellow or Red (any number less than < Yellow)

Metric Based

Metric

Daily collection of NPS

Threshold condition

Less than

Threshold

30

Applicable engagements

No. of records matching the condition: 14

Add Filter Condition

Add OR Clause

Risk Threshold Overrides

Applicable engagement

Search

Engagement risk definition = Drop in NPS Health

Applicable engagements	State	Threshold	Rank
account=116f36df977482100858f6c11153a8b*EQ	Published	31	2
account=116f36df977482100858f6c11153a8b*EQ	Published	32	1

SLA achievement in less than 90%

This is a metric based risk definition and generates a risk signal if the SLA achievement score falls below a specified threshold. In this case, if the Daily collection of % achieved incident SLA metric falls below 90, a risk signal is generated. An override condition with a different threshold value that can impact specific engagements has been defined. Additionally, a filter condition has been defined in the Applicable engagements field. This filter condition is applied along with the override condition when the risk signal is generated.

The screenshot shows the 'Engagement Risk Definition' for 'SLA Achievement is less than 90%'. The form includes fields for Name, Category (Reputational Risk), Type (Metric), and Description (SLA target is 90%, current value is below that). The State is Published, and the Last run is 2025-01-10 04:00:01. Below the form, the 'Metric Based' template is shown with the Metric 'Daily collection of % achieved incident SLA', Threshold condition 'Less than', and Threshold '90'. The 'Applicable engagements' section shows a filter condition: 'Active is true'. At the bottom, the 'Risk Threshold Overrides' table is displayed with one row for 'account=116f36df977d82100858f6c11153af8b*EQ' with a State of Published, Threshold of 95, and Rank of 1.

Note: For metric based definitions, the data source and the context engine mapping must be defined. See [Data Context Engine](#) for details.

Missing renewal date in contract

This is a table based risk definition and generates a risk signal if the contract renewal date are missing. In this case, the Source table is the Contract table. This table must be mapped to the Engagement table. See [Configure the Context Engine Mapper](#) for details. If the renewal start and end dates are missing in the Contract table, a risk signal is generated.

The screenshot shows the 'Engagement Risk Definition' for 'Missing Renewal Dates in Contract'. The form includes fields for Name, Category (Low Adoption), Type (Table), and Description (Missing Renewal start or end Date in Contract). The State is Published, and the Last run is 2025-01-10 04:00:00. Below the form, the 'Condition Based' template is shown with the Source table 'Contract [ast_contract]'. The 'Conditions' section shows two conditions: 'Renewal start date is empty' and 'Renewal end date is empty', connected by an OR clause.

Set up the color banding table

Use the color banding table to set up how the engagement health score is visually represented in the Success Landing and Engagement pages.

Before you begin

Role required: sn_acct_lc.customer_success_agent

Procedure

1. Navigate to **All > Success Configurations > All Color Bandings**.
2. Select **New** to create color banding and enter the following details:

Field	Description
Type	Select the type of color banding being created. This can be: <ul style="list-style-type: none"> Global: Use this type to create color banding that is applicable to all engagements. Metric based: This type is used to create color banding that is applicable to all engagements associated with the selected data source.
Min	Enter the minimum value that will be applicable to the color banding being created.
Max	Enter the maximum value that will be applicable to the color banding being created.
Data source	For metric based type, select the data source for which the color banding is to be created. The color banding will be applicable to all engagements associated with the data source.
Color	Select the color for the color field to be used to show the health score. For example, you can create a color banding with the following parameters: <ul style="list-style-type: none"> Min: 70 Max: 100 Color: Green The green color is applied to all applicable engagements with a health score that falls between 70 and 100.
Highlighted color	This is the color used to highlight the health score and perceived health of an engagement.

Configure success blueprints

Configure success blueprint templates and the supporting elements that customer success managers use to define how success is measured for an engagement.

A success blueprint captures what success looks like for a customer, how it is measured, and the initiatives that will deliver it. Templates define a reusable set of success objectives and primary success outcomes for a specific product or solution. Customer success managers can apply these templates to engagements, or create blueprints manually when no template fits.

Define a success blueprint template

Create a success blueprint template with predefined success objectives and outcomes for a product model that helps your organization scale its customer success operations.

Before you begin

- Role required: `sn_acct_lc.success_template_owner`, `sn_acct_lc.success_template_approver`
- The `sn_acct_lc.enableApprovalForSuccessTemplate` system property must be set to **True**.

About this task

A success blueprint template defines a reusable set of objectives and outcomes for a specific product. After a template is published, customer success managers can apply it when creating success blueprints for an engagement. See [Create a success blueprint from a template](#) for details.

Procedure

1. Login as a user with the template owner (sn_acct_lc.success_template_owner) role.
2. Navigate to **All > Customer Success Management > Success Objective Templates** and select **New**.
3. Enter a title and description for the template.
4. In the Product drop down list, select the product for which this success objective will be applicable.
5. In the Objective Framework section, you can do the following:
 - Select the *Mandatory* check box to set this as a required objective for this product model.
 - Select the  icon next to the Driver field to add the key drivers for this template.

Note: If a success objective is marked as required, it's automatically be selected when you create an engagement for the associated product.
6. Select **Save**.
The next step is to create a success outcome template.
7. Navigate to the **Success Outcome Templates** related list and select **New**.
8. Enter a title and description for the outcome template.
9. In the Outcome Measurement section, you can specify the following:
 - Tracking method: Select *Metric* or *Manual* from the drop-down list.
 - Units: Select the measurement unit for this outcome.
 - Mandatory: Select the *Mandatory* check box to set this as a required outcome for your engagement.
10. Select **Save** the success outcome template.
 - You can modify the template and change if it is in a *Draft* state. After you have made the changes, select **Update** to update and save the changes.
 - You can follow this process to add multiple success outcome templates.
11. Select **Publish** to publish the success outcome template and select **Update**.
 - You can't modify a success outcome template that is in the *Published* State.
 - Select **Delete** to cancel a success outcome template that hasn't been approved. Select **Yes** if you no longer want to use this template.
12. After you have created and published all the success outcome templates, select **Request for approval**.

Success Objective Template
TEMSOBJ0001018

Number: TEMSOBJ0001018 * Product: Adobe Systems Acrobat X Pro

* Title: Success Objective Template 1

* Description: Success Objective Template 1

State: Draft Created: 2024-11-24 11:23:10

Priority: 1 - Critical Template owner: [Search]

Success rate: [Search]

Objective Framework Work Notes

Driver: [Icon] Cost, Risk Value Mandatory: ☒

Update Cancel Request for approval

Success Outcome Templates

Number	Title	State	Mandatory	Success rate	Tracking method	Created	Template owner	Unit	Description
TEMSOUT0001025	Success outcome template 1	Published	true		Report	2024-11-24 11:24:33	(empty)	Hours	Success outcome template 1
TEMSOUT0001026	Success outcome 2	Draft	false		Manual	2024-11-24 11:25:55	(empty)	Days	Success outcome 2
TEMSOUT0001027	Success outcome template 3	Draft	false		Report	2024-11-24 11:26:21	(empty)	Hours	Success outcome template 3

1 to 3 of 3

Note:

- The **Request for approval** option can be used to publish success objectives only if the `sn_acct_lc.enableApprovalForSuccessTemplate` property has been set to **True**.
- You must create at least one success outcome template for a success objective.
- You must publish all success outcome templates before you can request the success objective template to be approved.

The State field is updated to *Waiting for approval*.

What to do next

Approve a success blueprint template

To approve a success blueprint template request, follow these steps:

1. Login as a user with the template approver (`sn_acct_lc.success_template_approver`) role.
2. Navigate to **All > Customer Success > Success Objective Templates**.
3. Open the template with the *Waiting for approval* State.

Success Objective Template
TEMSOBJ0001003

Number: TEMSOBJ0001003 * Product: Adobe Systems Acrobat X Pro

* Title: Success Objective Template 1

* Description: Success Objective Template 1

State: Waiting for approval Created: 2025-01-14 10:11:47

Priority: 4 - Low Template owner: ALE Admin

Success rate: [Search]

Objective Framework Work Notes

Driver: [Icon] Cost Mandatory: ☐

Update Approve Cancel Reject Delete

Success Outcome Templates

Number	Title	State	Mandatory	Success rate	Tracking method	Created	Template owner	Unit	Description
TEMSOUT0001009	test-outcome	Published	false		Metric	2025-01-14 10:12:25	(empty)	Days	test-outcome

1 to 1 of 1

4. Select **Approve** to approve the template. The State is changed to *Approved*.

If you don't want to approve the template, you can select **Cancel** or **Reject** to cancel the process. The State is changed to *Draft* if canceled or rejected. The user with template approver role can only approve or reject the template.

5. After the template has been approved, select **Publish** to publish the template.

Note:

- After a template has been published, it can longer be modified.
- Select **Retire** to retire a template. A retired template can no longer be used to define objectives and outcomes for an engagement.

The Success outcome record page shows metric and tracking method.

In the decision table, success outcome template is mapped to success initiative creation subflow to automate the success initiative creation.

To configure the success initiatives decision table, follow these steps:

- Navigate to **All > Decision Management > Decision Builder**.
- Select the **Success Initiative Blueprints** decision table.
- In the Success initiative creation subflow column, add multiple subflows for the Success outcome template.

Conditions		Results
Rank	Success Outcome Template	Success Initiative Creation Subflow
1	# Cloud X Product Users	Assessment: Quarterly NPS Survey and Review
2	# Cloud X Product Users	Advisory Session: Optimize Architecture
3	# Cloud X Product Users	Advisory Session: Strategy Assessment

- Select **Save**.

Configure product capabilities

Configure product capabilities, adoption roadmap templates, and capability usage tracking to measure how customers use your products.

A product capability is the higher-level ability of a product to solve a problem or deliver value. By defining capabilities and tracking their usage, customer success teams can monitor adoption, identify expansion opportunities, and demonstrate the value customers receive from your products.

Create a product capability record

Create a product capability record and associate it with one or more capability usage records.

About this task

A product capability is the higher-level ability of a product to solve a problem or deliver value. Monitor the adoption and usage of specific product capabilities to understand how effectively those capabilities are being used.

Before you begin

- Role required: sn_acct_lc.customer_success_application_admin
- Product and capability usage records must already be present. See [Product and capability usage records](#).

Procedure

1. Navigate to **All > Capabilities & Usage > Capabilities** and select **New**.
2. On the form, complete these fields.

Field	Description
Name	Name for this capability.
Description	Description of this capability.
Type	Type of capability. Options: <ul style="list-style-type: none"> ○ Feature ○ Capability ○ Technical Service Select Capability from the list.
Category	Category or area to which the capability belongs.

3. Navigate to the Product Capability Maps related list.
4. Select **New** to associate this capability with a product model.
5. On the form, complete these fields.

Field	Description
State	State of the map. <ul style="list-style-type: none"> ○ Draft ○ Published ○ Archived ○ Canceled
Product model	Product to associate with this capability.
Product capability	The capability for which the product is being associated.
Active	Automatically set to True when the product capability map is published.
Release date	The release date for this capability.
Availability date	The availability date for this capability.

6. In the **State** field, set the state to **Published**.
7. Select **Submit**.
You can view the product and capability usage scores in the Engagement home page. See [View product usage and capability data](#)

Product and capability usage records

The product and capability usage records are automatically created and updated when changes occur in sold product configurations, capability mappings, or in the data context engine.

Product and capability usage records are created or updated when:

- A record is added or modified in the Applicable Sold Products table. If product capability records for the sold product exist, corresponding capability usage records are created.
- The Adoption score for a sold product is calculated. A Product Usage record is created for the sold product and the Adoption score field is updated.
- A new active record is added to the Product Capability table. A capability usage record is created and the Total Capabilities in Use field is updated in the corresponding Product Usage record.

Product Usage table

Product usage data provides insights into how customers interact with a product. This table contains the following fields:

Field	Description
Company	The name of the account associated with the sold product.
Customer priority	The customer priority for this product. <ul style="list-style-type: none"> • Critical • High • Moderate • Nice to have • Not required
Business criticality	The business criticality for this product. <ul style="list-style-type: none"> • Critical • High • Moderate • Nice to have • Not required
Asset	Asset related to this product.
Sold product	The sold product for which the product usage data is being calculated.
Install base item	The install base item for which the product usage data is being calculated.
Activation status	Indicates if the product is in use.
Usage plan	Usage plan for this product. <ul style="list-style-type: none"> • No plan • Planned

Field	Description
	<ul style="list-style-type: none"> • Activated • Deactivated
Total child products	The number of child products available.
Child products in use	Child products that are already being used.
Total capabilities	Total number of capabilities available.
Capabilities in use	The number of capabilities
Adoption score	Calculated adoption score for this product.
Perceived adoption score	Perceived adoption score for this product.
Breadth product score	Child products in use divided by the Total no of child products.
Monthly active users	Number of monthly active users.
Licenses used	Number licenses in use.
Transactions	Number of transactions for this product.

Product Capability Usage table

Product capabilities usage data provides insights into how a specific capability is being used. This table contains the following fields:

Field	Description
Company	The name of the account associated with the sold product.
Capability	The capability for the product.
Asset	Asset related to this record.
Sold product	The sold product for which the capability usage data is being calculated.
Install base item	The Install base item for which the product capability usage data is being calculated.
Activation status	Indicates if the capability is in use.
Usage plan	Usage plan for this capability. <ul style="list-style-type: none"> • No plan • Planned • Activated • Deactivated
Customer priority	The customer priority for this capability. <ul style="list-style-type: none"> • Critical • High • Moderate

Field	Description
	<ul style="list-style-type: none"> • Nice to have • Not required
Business criticality	<p>The business criticality for this capability.</p> <ul style="list-style-type: none"> • Critical • High • Moderate • Nice to have • Not required
Adoption score	Calculated adoption score for this capability.

To configure how this usage data is displayed in the workspace, see [Configure DCE Visualizations](#).

Define a product adoption roadmap template

Create a template that defines a pre-configured adoption strategy with products or capabilities organized into lanes, that can be customized as needed.

Before you begin

Role required: sn_acct_lc.customer_success_application_admin

About this task

Use templates to define recommended adoption strategies for specific product portfolios. Templates organize products or capabilities into lanes based on your chosen phase field, helping users quickly create roadmaps without planning the adoption approach from scratch. When you create a template, you organize items into lanes to establish the recommended adoption approach, providing a reusable starting point for creating roadmaps.

Procedure

1. Navigate to **All > Templates > > All Product Adoption Roadmap Templates** and select **New**.
2. Fill in the fields in the form.

Field	Description
Name	Enter a name for the template.
Type	<p>Select:</p> <ul style="list-style-type: none"> ○ Product: Organizes products you select in the List of products field. ○ Capability: Organizes capabilities within the selected products.
List of products	Select one or more sold products to be included in the template.
Phase table	Automatically set based on your selection in the Type field. Displays the table (Product Usage or Product Capability Usage) that contains the phase field options

Field	Description
Phase field	Select a choice field that defines the lanes for the roadmap. For example, selecting Business criticality creates lanes with choices like Critical, High, Low, and so on.
Description	Enter a description of the template's purpose and the adoption approach it represents.

3. Select **Submit**.

Template items are automatically created based on your Type and List of products selections.

4. In the PAR Template Items related list, define your adoption strategy by organizing items into priority lanes.

All items appear in the Unmapped lane.

5. To organize the items, follow these steps:

- Select the **Unmapped** link for an item to open up the record. In the Lane field, select the priority lane that reflects when this item should be adopted.
- In the Lane Order field, enter the number to set the item's position within the lane and select **Update**.

6. Repeat this step to define your adoption strategy by organizing all items into their recommended lanes and setting priorities.

The Item order maintains the order within the lane. When specifying the Item order, note the following:

- The Item order value starts at 0 and increments by 1 for each item.
- For capability roadmaps, the Item order is maintained per capability and per lane.
- For product roadmaps, the Item order is maintained per lane.

7. Select **Publish** to save the template and make it available for use.

Result

The template is created with items organized into lanes. When you create a roadmap from this template, the items are already arranged according to the template's organization, eliminating the need to organize them from scratch. You can customize the roadmap for your specific needs while maintaining the template's structure.

Related topics

[View a product adoption roadmap](#)

[Product adoption roadmap](#)

Configure Zoom and touchpoint integration

Integrate Zoom with touchpoint records to schedule virtual meetings and generate AI-powered meeting summaries.

This integration uses the Zoom spoke and a bi-directional webhook to connect Zoom meetings to touchpoint records. After the integration is set up, customer success managers can schedule Zoom meetings from a touchpoint and automatically generate summaries when meetings end.

Configure Zoom to create a touchpoint meeting summary

Set up the Zoom spoke integration and the bi-directional web hook to generate summaries for virtual touchpoint meetings.

Before you begin

Role required: `sn_acct_lc.customer_success_application_admin`

Procedure

1. To configure the Zoom spoke, follow the steps listed in [Set up the Zoom spoke](#) . A token is generated for Zoom connectivity.
2. Navigate to **All > System Properties**, edit the `sn_acct_lc.zoom_integration_user_id` property, and specify the Zoom account User ID in the Name field.
These steps enable you to generate a Zoom meeting link when you create a touchpoint meeting.
3. Navigate to **All > Zoom Spoke > Zoom Webhook Validations** and select **New**.
4. Enter the following details:
 - Name: A unique name to identify the webhook validation record. For example, Zoom spoke webhook validation.
 - Secret token: Secret token of the app in your Zoom account.
5. Log in to your Zoom marketplace, open the General app, select **Access > Event Subscriptions**.

Event Subscription Development

This feature allows you to subscribe to interested events and receive Webhook notifications.

Testing For multiple events

Choose a Method

☒ Webhook ⓘ

☐ WebSocket ⓘ

Subscription name
Name this particular event subscription. 27/50

Testing For multiple events

Events
Add events for your app to subscribe. Any corresponding scopes related to specific events will be automatically selected.

+ 1 events added

Event notification endpoint URL
Provide a URL to receive subscribed event notifications. This is for testing in your local environment.

6. Add the **Meeting summary has been completed event and specify the **Event notification endpoint URL**.**

The next step is to register a Zoom webhook in ServiceNow to track events occurring in Zoom.

7. In your ServiceNow instance, navigate to **All > Zoom Spoke > Zoom Webhook Registries.**

8. Select **New.**

9. On the form, fill in the fields.

Field	Description
Trigger Type	Type of the Zoom event that triggers the subflow. Select Summary Completed from the list.
Secret token	Secret token from your Zoom account used for validating event notification.
Subflow Name	Subflow that is to be triggered when the specified conditions are met. Select the Process Zoom Meeting subflow.
Input	Input for the webhook registry. Select the following fields from the list: <ul style="list-style-type: none"> ○ Account ID ○ Event ○ Event TS ○ Object
Trigger Object	Zoom object that is used to trigger the subflow. Select Meeting from the list.
Name	Name of the webhook registry.

For more details on configuring the webhook, see [Set up a bi-directional webhook for Zoom spoke](#).

Result

When these steps have been completed, you can generate the meeting summary for touchpoint meetings that have been created using Zoom.

Enable integration with Microsoft Dynamics CRM

Integrating your ServiceNow instance with the Microsoft Dynamics CRM platform enables seamless data exchange and process synchronization between the two platforms. This integration is done through the Microsoft Dynamics CRM spoke.

When the Microsoft Dynamics CRM integrated is enabled, customer success managers can track renewals, assess risks, and create renewal opportunities during the engagement lifecycle. The Microsoft Dynamics CRM integration is available with the Customer Success Management application and can be configured to work with other CRM platforms.

The following use cases are supported:

- Creating opportunity for renewals from renewal playbooks.
- Creating task from risk record when renewal date is missing in the account.
- Updating the ServiceNow records when any change is made to the CRM task table.

To set up the integration, follow these steps:

Note: Before you set the integration, you must configured the Recommended Actions application. See [Set up recommended actions for account onboarding](#) for details.

1. Set up the Microsoft Dynamics CRM spoke. See [Microsoft Dynamics CRM Spoke](#) for details.
2. On the Microsoft Dynamics CRM platform, you must do the following:

- Create an account with the same name as the account associated with your internal play task.

Before creating an opportunity from an internal play task, make a note of the account associated with the task.

Before creating a task from the risk signal, make a note of the account associated with Risk and Issue record as shown below.

In the Microsoft Dynamics CRM platform, you must create an account with the same account name (**Genixify**) associated with your internal play task as shown in the above examples. This account must be configured later in the mapping file.

- Create currencies that correspond to the currencies in the Customer contracts table. While creating currencies, you must add the name of the currency with the symbol in the TechOnbConstants script include as follows:

```
TechOnbConstants.MS_DYNAMICS_CRM_CURRENCY = {
  '£': 'CURRENCY_GBP',
  '$': 'CURRENCY_USD',
  '€': 'CURRENCY_EUR',
  '¥': 'CURRENCY_JPY',
  'CHF': 'CURRENCY_CHF'
};
```

Note: Use the *DynamicsCRMMappingConstants* script include to define mappings between ServiceNow Sys IDs and their corresponding GUIDs in Microsoft Dynamics CRM.

Sample mappings are shown in the following image.

```
1 var DynamicsCRMMappingConstants = class.create();
2
3 //Customer Account SysId Mapping with Account in Microsoft Dynamics CRM
4 DynamicsCRMMappingConstants.NOW_ACCOUNT_DYNAMICS_ACCOUNT = {
5   '116f36df97d82100858f6c11153af8b': '14802e22-ea86-ef11-ac21-0022480c59cf'
6 };
7
8 // Currency GUID Mapping for Microsoft Dynamics CRM
9 DynamicsCRMMappingConstants.NOW_CURRENCY_DYNAMICS_GUID = {
10   'CURRENCY_USD': '51302896-e65a-ea11-a812-000d3a30fcff',
11   'CURRENCY_GBP': 'e9824964-ce9d-ef11-8a6a-000d3a343095',
12   'CURRENCY_EUR': 'a71a1b3f-d19d-ef11-8a6a-000d3a343095',
13   'CURRENCY_JPY': '9cc6ce5a-d19d-ef11-8a6a-000d3a343095',
14   'CURRENCY_CHF': '8c86ca87-d19d-ef11-8a6a-000d3a343095'
15 };
16
17 DynamicsCRMMappingConstants.prototype = {
18   initialize: function() {},
19   type: 'DynamicsCRMMappingConstants'
20 };
```

3. Update the `getRiskSysIdFromCRMRequest()` function in the `DynamicsCRMTaskUpdateHandlerUtil00B` script include to handle the task updates

from Microsoft Dynamics CRM by processing the input parameters and updating the associated risk signal record.

The Process Task Update Event demo action can be further configured and added as part of a sub flow. Create the sub flow and add it to the decision table (Dynamics CRM Webhook Decision Policy) of Microsoft Dynamics CRM Spoke.

4. (Optional) You can optionally configure an UI action to create a CRM task in your ServiceNow instance.
5. Use the AleCRMUtilOOB script include to interact with CRM platforms like Microsoft Dynamics CRM.

Use The `executeAction` function perform actions like creating opportunities or tasks on the CRM platform.

```
executeAction(CRMPlatformName, action, recordData)
where
- CRMPlatformName is the name of the CRM platform on actions
  are to be performed.
- action is the action to be performed
- recordData is the SysID of the risk signal record that is
  updated when the action is performed.
```

The following examples show how you can create an opportunity or a task in Microsoft Dynamics CRM:

• **Creating an Opportunity in Microsoft Dynamics CRM:**

```
var aleCRMUtil = new AleCRMUtil();

var CRMPlatformName = 'MS_DYNAMICS';
var action = 'OpportunityCreationWithSpoke';
var recordData = { internalPlayTaskSysId:
  '02de3efaeb3d5a10ddd6f94fbad0cd16' };

var response = aleCRMUtil.executeAction(CRMPlatformName,
  action, recordData);

gs.info('Opportunity Creation Response: ' +
  JSON.stringify(response));
```

• **Creating a Task in Microsoft Dynamics CRM**

```
var aleCRMUtil = new AleCRMUtil();

var CRMPlatformName = 'MS_DYNAMICS';
var action = 'TaskCreationWithSpoke';
var recordData = { riskSignalIssuesSysId:
  'b07062b53ba29a10be57327aa5e45a0c' };

var response = aleCRMUtil.executeAction(CRMPlatformName,
  action, recordData);

gs.info('Task Creation Response: ' + JSON.stringify(response));
```

After you have setup the integration, you can do the following:

- Create an opportunity in Microsoft Dynamics CRM
- Create a task in Microsoft Dynamics CRM

Create an opportunity in Microsoft Dynamics CRM

Create a renewal opportunity in the Microsoft Dynamics CRM platform from your ServiceNow instance.

Before you begin

Role required: sn_acct_lc.customer_success_agent

About this task

Customer success managers can create renewal opportunities based on contract expiration dates and identify any potential risks.

Procedure

1. Navigate to **Workspaces > CRM Workspace** and select the **List** icon.
2. Navigate to **Customer Success > All Engagements** and open an engagement.
3. Select **Create Success Play**.
4. Select **Success Support** category and select the **Simple Renewal Play** card.
5. In the Create Success Play form, specify the Due Date, Assigned to, and Priority and select **Finish**.
You will see a message that an internal play has been created.
6. Navigate to **Customer Success > All Internal Plays** and open the renewal playbook that was created.

7. In the Enter core information page, select the contract for which the renewal opportunity is to be created, enter a description and select **Mark complete**.

8. **Optional:** In the Add squad page, select one or more squad members and select **Mark complete**.
9. **Optional:** In the Assess Opportunity stage, select **Mark read** in the View contract record page to proceed to the next step.
10. **Optional:** In the Assess engagement page, enter any actions or steps required and select **Send and continue** to proceed to the next stage.
11. **Optional:** In the Communicate stage, select **Send email** to go to the next stage.
12. In the Create opportunity page, select **Open record**.
You can see the recommended action for Microsoft Dynamics CRM displayed in the right panel. The details of the account associated with the engagement and the contract information is displayed. Select the **History** icon to see a log of previous recommended actions.

13. Select **Create**.
You will see a message indicating that the opportunity record has been created. You can login to the Microsoft Dynamics CRM platform to view this record.

Note: You can create the record only if you have defined the mappings in the *DynamicsCRMMappingConstants* script include. See [Enable integration with Microsoft Dynamics CRM](#) for details. If the mappings have not been configured, you will see the recommended action but the **Create** option will not work.

Create a task in Microsoft Dynamics CRM

Create a task in the Microsoft Dynamics CRM platform from your ServiceNow instance and receive updates to the task in your ServiceNow instance.

Before you begin

Role required: sn_acct_lc.customer_success_agent

Procedure

1. Navigate to **All > Customer Success > All Risks and Issues**.
2. Open the risk record for which you want to create a task.
3. If you have configured the **Create CRM task** option, you can see it on the Risk and Issue page. See [Enable integration with Microsoft Dynamics CRM](#) for details on configuring this option.
4. Select **Create CRM task**.

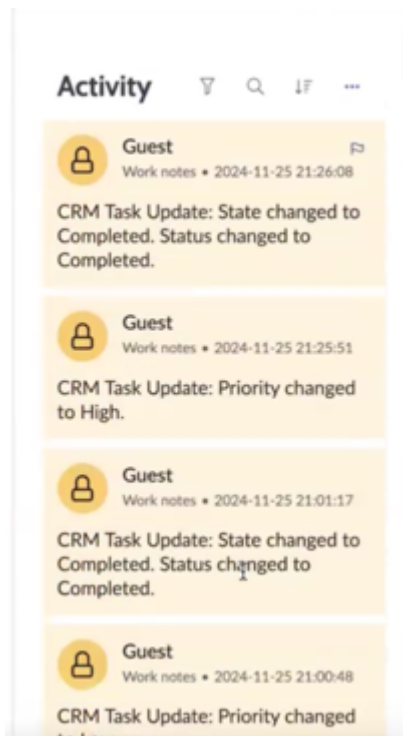
A new task is created in the Microsoft Dynamics CRM platform. The details of the account, engagement, and contracts associated with the risk record are displayed.

Note: If you modify or update Priority or Status fields in the task that was created, the updates are displayed as worknotes in your ServiceNow instance.

5. Navigate to **Workspaces > CRM Workspace** and select the **List** icon.

6. Navigate to **Customer Success > All Risks and Issues** and open a risk record.

You can see the worknotes that show how the task was updated.



Worknotes are displayed if you have configured:

- The Microsoft Dynamics CRM update mechanism (so that Microsoft Dynamics CRM can access the Microsoft Dynamics spoke webhook) when the configured event occurs in the task table. See [Set up Microsoft Dynamics CRM spoke](#) for details.
- Microsoft Dynamics CRM spoke (see [Microsoft Dynamics CRM Spoke](#)).
 - Decision table according to the requirement
 - Webhook (Dynamics Webhook Callbacks)
- Customer Success Management application has been configured for Microsoft Dynamics CRM integration. See [Enable integration with Microsoft Dynamics CRM](#) for details.

Configure ServiceNow Otto for TMT

If you have the admin role, you can configure the ServiceNow Otto for TMT application so that your agents can use the generative AI skills in CRM Workspace and in Core UI.

Install ServiceNow Otto for TMT

Install the ServiceNow Otto for TMT `sn_tmt_gen_ai` plugin to configure and use agentic workflows and skills in Customer Success Management.

Before you begin

Role required: admin

Procedure

1. Navigate to **Admin > AI Admin Hub > Settings**.
2. On the **Settings** page, select **Plugins**.
3. Select **Get plugins** on the card for the ServiceNow Otto for Telecommunications, Media, and Technology (TMT) (sn_tmt_gen_ai) plugin.
4. In the confirmation window, select **Install Plugin** to open the ServiceNow Store page for the plugin in a new browser tab.
5. Install the plugin from the ServiceNow Store page.
6. Return to the admin console.
7. In the dialog box, select **Refresh**.
8. Either close the dialog box to review all of your plugins, or select **View all <Plugin> Assists and Skills** to review the features of your new plugin.

Related topics

[Configure ServiceNow Otto for TMT](#)

[AI in Customer Success Management](#)

Configure agentic workflows for Customer Success Management

Duplicate and activate the Customer Success Management agentic workflows, and complete any additional setup a specific workflow requires.

Role required: admin

Agentic workflows included with the base system are read-only. Before you use one, duplicate it and activate it, along with any AI agents and triggers it depends on. See [Duplicate an agentic workflow](#) and [Activate an agentic workflow template](#). This applies to every workflow below; the sections that follow list only what's additionally required for that specific workflow.

Monitor engagement health

- Activate the Monitor engagement health flow so the workflow runs on its scheduled job. See [Activate a flow](#).
- The workflow only monitors engagements with the **AI Health Monitor** flag enabled (maximum 10 per customer success manager). See [Create an engagement](#).
- By default, each individual health metric is monitored. To monitor only the overall health score instead, set the `sn_cust_succ_ai_agent_enable_health_monitor_metrics` system property to **false**.
- For any health definition, specify the **Context** for the data source to control how color banding is applied. See [Set up the color banding table](#).

Recommend risk signal solutions

- Configure the Engagement risk solutions decision table to map risk categories to Customer Success definitions. See [Using decision tables](#) and [Create a customer success definition record](#).
- The solution subflow must accept a *Risk system ID* input and return a *Generated record* output (the table name and sys_id of the solution record). Additional inputs, such as a due date, can be added as needed.

Support renewals and expansion

- Activate the Renewal Insight Engine skill; it's inactive by default. See [Activate a skill](#).
- Configure the Renewal analysis AI agent's fields: engagement adoption source sysID, contract adoption source sysID, health source sysID, time period, and metric aggregation type.
- Set the source and context tables for each sysID in the Data Context Engine. See [Configure the Data context engine](#).

Draft and schedule touchpoint meetings

- Activate the meeting proposal generator skill on the AI Skills page to trigger this workflow. See [Activate a skill](#).
- Configure the generic prompt in the OneExtend Capability table: set **Default** to **True** for your LLM provider's Generic Prompt definition.

Squad resource identifier

- Assign customer success roles to the squad members this workflow recommends; they aren't granted automatically. See [Assign a role to a user](#).
- In the workflow's Edit trigger form, turn on **Active** so the AI agent can trigger autonomously.

Product release email communication

- Install the AI Agents for Customer Success Management plugin. See [Plugins activated with Customer Success Management](#).

Important: Source topics disagree on this plugin's ID (sn_cust_succ_ai_ag vs. com.sn_cust_succ_ai_agent) — confirm before publishing.

- Activate the product release content generator skill on the AI Skills page. See [Activate a skill](#).

Related topics

[ServiceNow Otto agentic workflows](#)

[Duplicate an agentic workflow](#)

Use Customer Success Management

Define and track objectives, outcomes, milestones, and plans to achieve shared goals.

Account onboarding

With the account onboarding solution, service providers can repeatedly define, measure, and collaborate with customers on the activities needed to onboard rapidly.

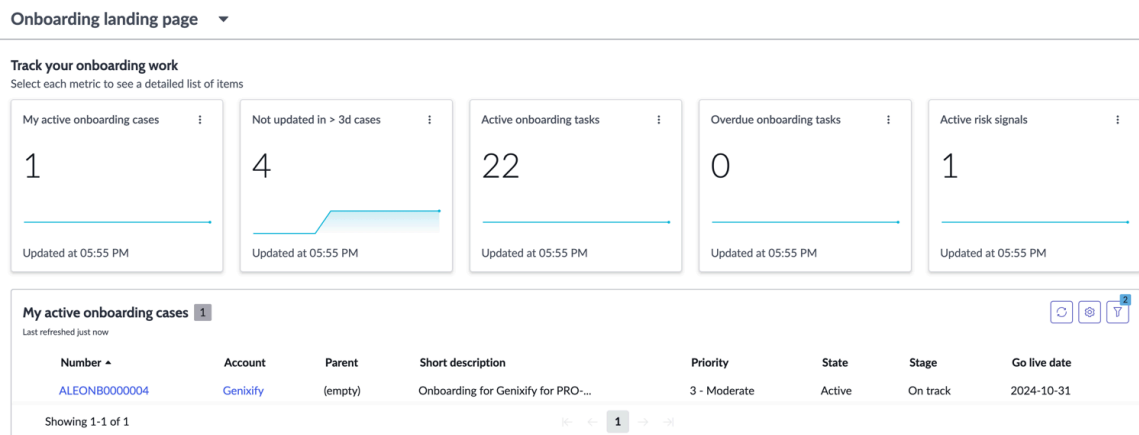
Account onboarding landing page

Get real-time visibility into your onboarding cases and track your onboarding tasks.

As a onboarding agent (sn_acct_lc_agent), you can use this page to quickly scan and prioritize their onboarding cases and tasks. The following score cards with real-time data are displayed:

- **My active onboarding cases:** Number of active onboarding cases assigned to you.
- **Not updated in >3d cases:** Active cases that have not been updated in more than 3 days and are not in a Closed or Canceled state.
- **Active onboarding tasks:** The total number of onboarding tasks across all active onboarding cases which are not in a Closed or Canceled state.
- **Overdue onboarding tasks:** Number of case tasks that are currently overdue and have passed the due date.
- **Active risk signals:** Risk signals associated with all active or new onboarding cases.

For each of the cards, historical data trend for the last 3 months is also displayed.



Select a score card to view a list of records that match the appropriate filter condition. You can drill down to the record page of the case, task, or risk signal to view additional details.

Manage account onboarding cases

Work through the activities in the account onboarding playbook to manage an account onboarding case from creation through go-live and post-support.

An account onboarding case is created in one of two ways:

- **Automatically:** When a new customer account is created, the Creation of account onboarding case flow is triggered, and an onboarding case is generated automatically. The trigger condition for this flow is configurable — automatic case creation is not mandatory when a new account is created.
- **Manually:** For existing customer accounts being onboarded in phases, create additional onboarding cases from the list view. See [Create an account onboarding case](#).

If an engagement covers more than one onboarding case, you can link the engagement to each case. See [Engagement onboarding links](#).

When you open an account onboarding case, you're directed to the first activity in the Initial setup stage. While working on the activities, you can view:

- The entire playbook process in the horizontal stage picker.
- The stage headings in the stacked playbook activity view. The activity steps within each stage are set to visible only after you arrive at that stage.
- Related items, activity stream, and recommended actions in the contextual side panel. Select a link in the **Related items** card to go to the record.

The account onboarding playbook includes the following stages:

- [Initial setup](#)
- [Data capture and validation](#)
- [Development and automation](#)
- [Testing, training](#)
- [Go-live and post support](#)

Create an account onboarding case

When the customer service agent creates an account, an account onboarding case is generated.

Before you begin

Role required: sn_acct_lc.agent

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Navigate to the **Account Onboarding Cases > All**.
3. Select **New**.
The account onboarding playbook is launched. You can configure the various activities and create the account onboarding case. See [Configure the account onboarding playbook](#) for details.

Account onboarding playbook

The account onboarding playbook guides account teams through the structured steps required to set up a new account, from initial configuration to activation. Use it to standardize onboarding and reduce setup errors across accounts.

Initial setup

This phase is meant to gather the initial information required onboard a customer. For example, gathering core information like onboarding manager name, key customer contact, internal and external stakeholders, their responsibilities, and so on.

Activity	Details
Select account	<p>When you select the customer account, a new account onboarding case is generated.</p> <p>Note: If the account onboarding case was generated from a case, this field is auto-populated.</p> <p>Select Continue to go to the next activity.</p>

Activity	Details
Enter onboarding related info	<p>The next activity in the playbook involves gathering onboarding related information. The required fields to be entered are:</p> <ul style="list-style-type: none"> • Assigned to: Select the provider agent who is working on this case. • Service Exchange integration: Select one of the following options: <ul style="list-style-type: none"> ◦ Not required: No Service Exchange integration is required. ◦ Remote catalog: A Service Exchange integration for the remote catalog feature is required. ◦ Remote task: A Service Exchange integration for the remote task feature is required. ◦ Foundation data sync: A Service Exchange integration for the foundation data sync feature is required. • Type: Select one of the following: <ul style="list-style-type: none"> ◦ Phased: A specific part of the onboarding process for this customer is managed through this Customer Success Management onboarding case. ◦ Full: The entire onboarding process for this customer is by this Customer Success Management onboarding case. • Specify the Go live date and select Mark complete to proceed with the next activity. <p>i Note: The State field is set to New for a new record. If this field is updated, the Stage field is automatically updated based on the predefined mapping. This mapping is also available for account onboarding case tasks between the Progress and State fields. See Field mapping for account onboarding cases and case tasks for details.</p>
Add customer team	<p>Add the customer contacts working on the account onboarding case.</p> <ul style="list-style-type: none"> • Enter the First name, Last name, Email address and select Add to create a customer contact. • Select Mark complete to move to the next step.
Add customer team responsibilities	<p>Assign responsibilities to each customer contact you added.</p>

Activity	Details
	<ul style="list-style-type: none"> In the Responsibility field, select one of the predefined user roles and select Add to assign responsibility for the customer contact. Select Mark complete to move to the next step. <p>After you complete this step, the system automatically generates an email to all contacts assigned the Customer On-Boarding Point of Contact responsibility.</p> <p>Note: At least one user must be set up as the customer onboarding point of contact. Only one responsibility can be assigned to each contact. Email text is defined and configured directly within the playbook.</p>
Add account team	<p>Add and assign responsibilities to the internal team members (service providers) working on the account onboarding case. This includes the ServiceNow administrator handling the case. An account member can be assigned up to two responsibilities. If more than one responsibility is selected, the tasks aren't automatically assigned.</p> <ul style="list-style-type: none"> Select a predefined user role in the Responsibility field. Select a user who is assigned this role and select Add to assign responsibility to the team member. Select Mark complete to move to the next activity. <p>After you complete this step, the system automatically generates an email to all other customer contacts participating in the onboarding process.</p> <p>Note: By default, all tasks in the playbook are assigned to the provider's ServiceNow administrator.</p>
Add squad	<p>Add the squad members who will be involved in completing the onboarding case and other activities. This is an optional activity.</p> <p>Select Mark complete to move to the next activity.</p>
Create engagement	<p>Specify the Customer success manager, Account manager, and Renewal date to create an engagement. This is an optional activity.</p> <p>Select Mark complete to move to the next stage.</p>

After the Initial Setup stage has been completed, the case information, account, customer, and squad team member information you have added is displayed in the left panel.

Field mapping for account onboarding cases and case tasks

For account onboarding cases, when the State field is updated, the Stage field is automatically updated based on the mapping as shown here:

Account onboarding case mapping between State and Stage fields

State	Stage
New	Not started
Unassigned	Not started
Active	On track
Blocked	Paused
Closed	Finished
Canceled	Finished

For account onboarding case tasks, when the State field is updated, the Progress field is automatically updated based on the mapping shown after this:

Account onboarding case task mapping between State and Progress fields

State	Progress
Open	Not started
Awaiting customer	Paused
Awaiting internal	Paused
In Progress	On track
Review	On track
Closed	Finished
Canceled	Finished

If you're using an earlier version of the Customer Success Management application, follow the instructions in [KB1651427](#) to correct the mapping between these fields.

Data capture and validation

This phase is meant to gather the necessary information about the account such as support contacts, locations, sold products, entitlements.

Stage	Activity
Data Capture & Validation	<p>Select the Data capture activity to import relevant data into the system and validate it before moving to the next stage.</p> <p>The following default tables are available with the base system:</p>

Stage	Activity
	<ul style="list-style-type: none"> • Customer contacts • Location • Service entitlement • Install base item • Account address relationship • Contract • Sold products • Install base M2M sold products <p>Custom conditions have been defined and field values in these tables like source table, target table, and data source are auto-populated in each of these tables. You can use these flows by directly importing data into these tables and publish them when they're ready. For details on importing data into these tables, see Import data into the account onboarding playbook.</p> <p>These tables have been configured with specific conditions and field values have been auto-populated. You can modify these tables, add new tables, and activities depending on your requirements using the Process Automation Designer. See Configure data validation for details.</p>

Review the data in the Summary activity and select **Mark Complete** to move to the next stage.

Import data into the account onboarding playbook

As part of the Customer Success Management process, you can import, configure, and publish data.

Before you begin

- Role required: sn_acct_lc.onb_agent

About this task

After completing the first stage in the Customer Success Management playbook, you can continue with the **Data Capture & Validation** stage. In the header section, you can see the account name, the person it's assigned to, days remaining, account status, and the data import status. Several default tables have been configured with the base system.

To import data into these default tables, follow these steps:

Procedure

1. In the *Upload & process files* tab, select **Upload files**.
2. In the Upload files window, select **Add file**, select the file and then select **Upload**.

Note: Verify that the XLSX or csv file contains the accurate data that passes all the pre-defined validation checks or any custom validations that have been defined.

The uploaded XLSX or csv file appears in the Upload & process file page.

You can upload multiple files. For each uploaded file, the name of the file, the date on which it was uploaded, the person who uploaded the file, and upload status (Unprocessed) is displayed.

3. Select one or more files to be uploaded, and select **Process files.**

If any of the files being uploaded contains validation errors, none of the files get uploaded to the staging table, and an error message is displayed. You must fix all the errors before uploading the files. If there are no validation errors, you'll see a message indicating that files are being uploaded and once the process is complete, the upload status changes to *Processed*.

4. Navigate to the *Validate records* tab.

5. When the Data has been successfully validated! Please check the staging table. message appears, the records are moved into one of the following states:

- Ready to publish: The records have no validation errors and can be published.
- Needs attention: Records in this state have some issues that must be addressed.
- Yet to validate: Records in this state haven't been validated.

6. Review the records in the *Needs attention* state, verify the information in the Comment column, and modify the record if necessary, and select **Save. All the errors must be fixed to move to yet to validate state.**

7. After editing the record, navigate to the *Yet to validate* list, and select *Validate*.

8. When all the records are in the *Ready to publish* list, select the records to be published, and select **Publish.**

i Note:

- If you're importing multiple files at a time, the data import process may slow down.
- While the data is being validated, select **Add more** to import more files and process them in parallel.
- If the imported data is corrupted or has several errors, select **Restart**. This action clears all the data in the staging table and restarts the process from the beginning. Data in the *Ready to publish* state is also cleared.
- Select the **View details** toggle icon to view the record details.
- Select **Close task**. Enter the Close notes and select **Close Task**. The State field is updated to *Closed* and the Progress field is updated to **Finished** and the data import task is closed.

9. Select **Close.**

10. Review the Data Import Summary, enter Close Notes for each task, and select **Mark complete to continue with the next stage in the playbook.**

What to do next

- Select **Discuss** to start a sidebar discussion about this data import task. In the pop-up window, select the participants for the discussion, enter a brief message, and select **Start discussion**. A window appears with a link to the record for this onboarding case. Select **Open record** to open the record and start the discussion. When the discussion has been completed, you can see the details in the Activity stream.

- Open the Activity stream and select **Email** from the More drop down list. Enter the required details and select **Send email**.

Note: You can send emails only to the team members associated with the account.

Development and automation

This phase is used to track and complete critical activities including account relationship management, maintenance scheduling, Service Level Agreement (SLA) definition, and Service Exchange installation (when required).

Stage	Activity	Details
Development & Automation		<p>The following activities are available with the base system:</p> <ul style="list-style-type: none"> • Setup account relationships • Set maintenance schedules • Create process SLAs and offerings • Reporting • Catalog development (general) • Related work <p>Note: If you have selected any of the Service Exchange integration options in the Initial Setup stage, the relevant activities are displayed and you can configure them as required.</p> <p>These activities can be configured according to your requirements. You can add or delete tasks, and modify them as required. In the Related work activity, you can create ad-hoc tasks if necessary. See Configure onboarding tasks in playbook for details on simple configuration tasks.</p>

Review the data and select **Mark Complete** to move to the next stage.

Testing, training

These phases are designed to involve customers in testing and confirm that they have received adequate training before the go-live date.

Stage	Activity	Details
Testing & Training		<p>The following tasks are available with the base system:</p>

Stage	Activity	Details
		<ul style="list-style-type: none"> Plan and complete go-live communications Plan and complete training Execute training <p>Select Mark Complete to go to the next stage.</p>

Go-live and post support

This phase addresses issues that arise at go-live and coordinates resolution across the relevant teams to complete the account onboarding process.

Go-live and post-go-live support stage

Stage	Activity	Details
Go-Live / Post Support	Change request for deployment	Creates a change request to manage and tracks the deployment activities required for go-live.
	Go-live support case	<p>Creates the main support case related to any onboarding issues that result from go-live. The onboarding team works with the appropriate teams to resolve any outstanding issues.</p> <p>Select Mark Complete to close this stage.</p>

After you create the account onboarding case, you can perform the following activities:

- Select **Discuss** to start a sidebar discussion about the onboarding case. In the pop-up window, select the participants for the discussion, enter a brief message, and select **Start discussion**. A window appears with a link to the record for this onboarding case. Select **Open record** to open the record and start the discussion. After the discussion is complete, the details appear in the Activity stream.
- Select **Create success play** to create automated actions to perform during an engagement lifecycle. See [Create a success play](#) for details.
- Open the Activity stream and select **Email** from the **More** list. Enter the required details and select **Send email**.

Note: You can send emails only to team members associated with the account.

Close or cancel an account onboarding case

You can close or cancel an account boarding case and all the related activities.

Before you begin

Role required: sn_acct_lc.agent

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Navigate to the **Customer Success > All Onboarding Cases** and open the onboarding case you want to cancel.
3. Select the **Record details** toggle button to view the account onboarding case form.
4. To cancel the account onboarding case, follow these steps:
 - Change the State to **Canceled**.
 - Verify that all the required fields are filled out and select **Save**.
 - A pop-up message asking to confirm the cancellation is displayed. Select **Yes** to confirm. The Resolution code is automatically updated to *Voided/Canceled* and the account onboarding case is canceled.
5. To close the account onboarding case, follow these steps:
 - Change the State to **Closed**.
 - Select the Resolution code from the drop-down list:
 - Successful - No issues
 - Successful - With issues
 - Unsuccessful - Unable to complete
 - Voided/Canceled
 - Confirm that the rest of the required fields are filled out and select **Save**. The account onboarding case is canceled.

Note: Before you close an account onboarding case, you must close or cancel or the related account onboarding case tasks. If an associated child task is still open, a warning message is displayed. You must first close or cancel the child tasks and then proceed with closing the account onboarding case.

Summarize an account onboarding case using ServiceNow Otto for Telecommunications, Media, and Technology (TMT)

Generate a summary from the fields that you selected on the account onboarding case record. Quickly understand the case context by using the account onboarding case summarization skill.

Before you begin

Role required: `sn_acct_lc.agent`

About this task

The account onboarding case summarization skill provides you with a concise summary including details about each stage in the account onboarding lifecycle. With this skill, you can:

- Generate an initial summary of an account onboarding case so that you can understand the onboarding case context.
- Summarize all the work that has been done on an account onboarding case.

The skill is available in CRM Workspace and in Core UI:

- In CRM Workspace, use the Account Onboarding Case summary by ServiceNow Otto component, which appears above the Activities card.
- In Core UI, select **Summarize** on the account onboarding case record.

- Note:** The skill requires a minimum 50 words in the case record to generate a summary. If the skill isn't active, summaries are generated using the out-of-box case summarization skill instead.

Procedure

1. Navigate to **Workspaces > CRM Workspace > Lists > Account Onboarding Case**.
2. Open an account onboarding case.
3. In the Account Onboarding Case summary by ServiceNow Otto component, select **Summarize**.
The component expands to display the summary. For longer summaries, select **View more** and scroll to see the rest of the content.
4. **Optional:** After you're finished, manage the results: view more/less detail, provide helpful/not-helpful feedback, copy the summary, or view summary info using the icons on the summary card.

View account onboarding cases in the CSM portal

View the account onboarding case records or case task records on the Customer Service Management (CSM) portal.

Before you begin

Role required:

- sn_acct_lc_agent
- sn_customerservice_customer.admin
- sn_customerservice_customer_manager
- sn_customerservice.customer

Procedure

1. Use the name and password that you created during the registration process to log in to the Customer Service Portal.
See [Using the Customer Service Portal](#) for details.
2. Select **My Lists** to view the account onboarding cases and case tasks.
Depending on your user role, you can view the following lists:
 - All Onboarding Cases: Available for users with sn_acct_lc_agent, sn_customerservice_customer.admin, and sn_customerservice_customer_manager roles. All onboarding cases related to the account are displayed under the My Lists section.
 - My Onboarding Cases: Available for users with sn_acct_lc_agent, sn_customerservice_customer.admin, sn_customerservice_customer_manager, and sn_customerservice.customer roles.
 - My Onboarding Case Tasks: Available for users with sn_acct_lc_agent, sn_customerservice_customer.admin, sn_customerservice_customer_manager, and sn_customerservice.customer roles.

Note:

When you search for something on the service portal, the search results are shown in separate **Sources**: Onboarding case and Onboarding Case Tasks.

3. Select the All Onboarding Cases list.
All the onboarding cases related to the selected account are displayed.

4. Select an onboarding case in the list.

Note: The Header section for the case and case tasks can be configured and you can add or remove fields as required.

The following details are displayed for each case.

- Header section that provides basic information about the case including account name, go-live date, number of days before go-live date, and status of the onboarding case.
- All the onboarding tasks related to the case. Select the task to view additional information such as status, activities, and any attachments.
- The left-hand section provides the following details:
 - General instructions: Provides a short description and a detailed case description. Select **View More** to view all the details related to the case.
 - Product information: Shows product information only if the *Customer visible* flag is set to True in the account onboarding case playbook.
 - Shared articles: Shows articles that have been shared with you. Select the article link to view details.

5. Select an onboarding case task in the list.

The following details are displayed for each case task:

- Header section that provides information about the case task including case number, parent, associated onboarding case, the account name, and status of the task.
- The left-hand section provides the following details:
 - General instructions: Provides a short description and a detailed case description. Select **View More** to view all the details related to the case.
 - Shared articles: Shows articles that have been shared with you. Select the article link to view details.
- All the activities related to the case task are displayed.

Recommended actions available with account onboarding

Use the predefined recommended actions that are available with the base system during the account onboarding process.

Recommended actions are available for the following account onboarding tasks:

- Install Service Exchange for Consumer.
- Service Exchange Consumer Registration & Configuration.
- Data import recommended actions.

Install Service Exchange for Consumer

The following recommendations are available:

- This recommendation guides you through the Service Exchange installation process. To view the instructions:
 - Open the record for this task.
 - Select the **Related Knowledge** tab and select the link to view the Knowledge Base article.
- Troubleshoot Service Exchange Failed Setup: This is a Guided Decision Tree that can assist you in troubleshooting issues that have occurred while setting up Service Exchange. Answer the queries and select **Next** to continue with the troubleshooting process.

- Select **Yes** to indicate that you're facing issues onboarding a consumer.
- Select the error message that appears from the drop down list.
- Specify whether your Service Exchange version is 1.0.4 or later. If you select **No**, the troubleshooting process ends and you must contact customer support for assistance. If you select **Yes**, you will see further information on how to troubleshoot the issue.
- Assigned to Field Recommendation: Select **Assign** to assign the recommended user and auto-populate the Assigned to field in the Service Exchange installation task.
- Contact Recommendation: Select **Assign** to assign the recommended contact and auto-populate the Contact field in the Service Exchange installation task.

Depending on your selection, you will see instructions on how to resolve the issue. Select the Knowledge Base article to view additional information about the error. After the error has been resolved, select **End Troubleshooting**.

Service Exchange consumer registration & configuration

The following recommendations are available:

- Register a Consumer: This recommendation provides instructions on how a consumer can register with a Service Exchange provider during the account onboarding process.
 - Select **Start Registration**.
 - Specify the Account Name (the consumer) being registered, and the customer contact.
 - Enter the URL for the consumer's ServiceNow instance.
 - Select **Register**. The consumer record is created in the registration table and the registration process is initiated. The registration process is seamless without any interruption to the account onboarding process.
- Troubleshoot Service Exchange Failed Setup: This is a Guided Decision Tree that can assist you in troubleshooting issues that have occurred while setting up Service Exchange. Answer the queries and select **Next** to continue with the troubleshooting process.
 - Select **Yes** to indicate that you're facing issues onboarding a consumer.
 - Select the error message that appears from the drop down list.
 - Specify whether your Service Exchange version is 1.0.4 or later. If you select **No**, the troubleshooting process ends and you must contact customer support for assistance. If you select **Yes**, you will see further information on how to troubleshoot the issue.

The following image shows the recommended actions and troubleshooting tips for the Service Exchange Consumer Registration & Configuration task. To initiate the registration process, select **Start Registration** and follow the guided flow to register the consumer.

- Assigned to Field Recommendation: Select **Assign** to assign the recommended user and auto-populate the Assigned to field in the Service Exchange Consumer Registration & Configuration task.

Depending on your selection, you will see instructions on how to resolve the issue. Select the Knowledge Base article to view additional information about the error. After the error has been resolved, select **End Troubleshooting**.

Data import recommended actions

The following recommended actions are available for the data import task:

- Data Import Task Guide: Provides step by step instructions on how to import and validate data.
- Assigned to Field Recommendation: Select **Assign** to assign the recommended user and auto-populate the Assigned to field in the Data Import task.
- Troubleshoot Data Import Failure: This is a Guided Decision Tree that can assist you in troubleshooting the data import process. Answer the queries and select **Next** to continue with the troubleshooting process.
 - Select **Yes** to indicate that you're facing issues while importing data.
 - Select the issue from the drop down list.

Depending on your selection, you will see instructions on how to resolve the issue. After the error has been resolved, select **End Troubleshooting**.

Create a success play for account onboarding

Use this option to create a success play for successfully completing an account onboarding journey.

Before you begin

Role required: sn_acct_lc.customer_success_agent

Procedure

1. Navigate to **Workspaces > CRM Workspace**.
2. Navigate to the **Account Onboarding Cases > All**.
3. Select **New**.

4. In the Create Account Onboarding Case page, select the customer account that is to be onboarded and select **Continue**.
5. Select **Create success play**.
6. Select **Onboarding** in the Category drop down field and select **Continue**
7. Select **Onboarding Case** subcategory and select the **Initiate a new onboarding journey** activity.
8. Select the customer account, enter a description and short description, select the products, and select **Finish**.
The success play is launched and new onboarding journey is initiated for this account.

View related items

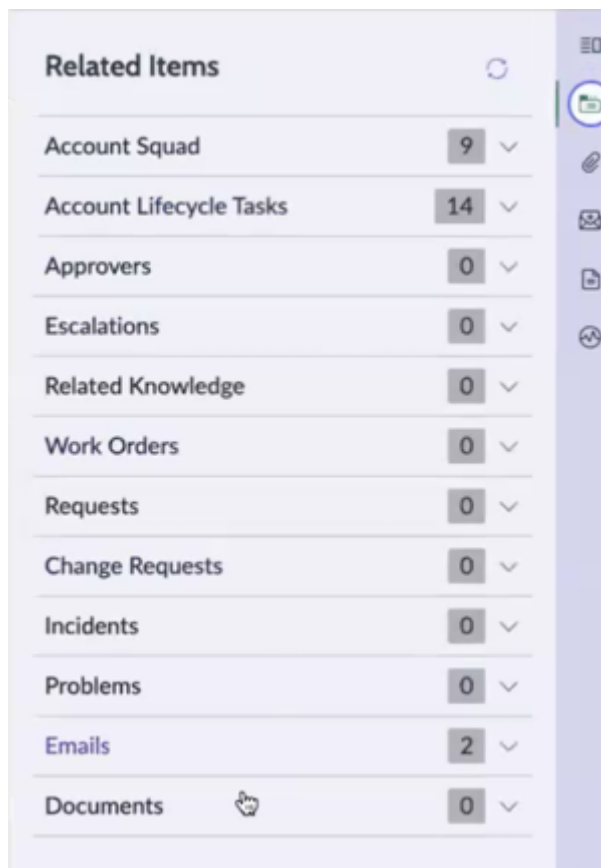
The Related Items component provides access to related list items associated with your account onboarding case.

The Related Items component uses an expandable accordion format. You can expand the desired lists to see the related items. This component also displays an icon with the number of items in a list.

Several related items including account squad, onboarding tasks, emails, documents, and projects are displayed. Related Items include the following actions:

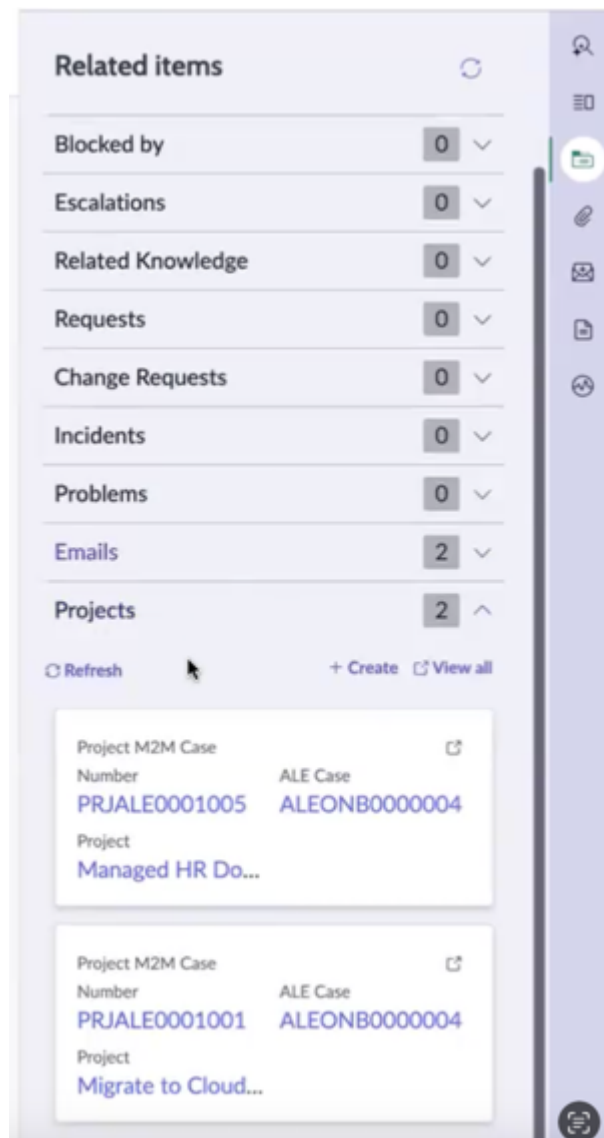
- **Create:** opens a empty record in a sub tab that you can use to create item.
- **View all:** opens a list of records in a sub tab.
- **Show more:** is displayed for lists that have more than five items.

Documents: This related item component allows you to create and manage documents efficiently. The Documents related item is displayed only if you have installed the `com.snc.platform_document_management` plugin.



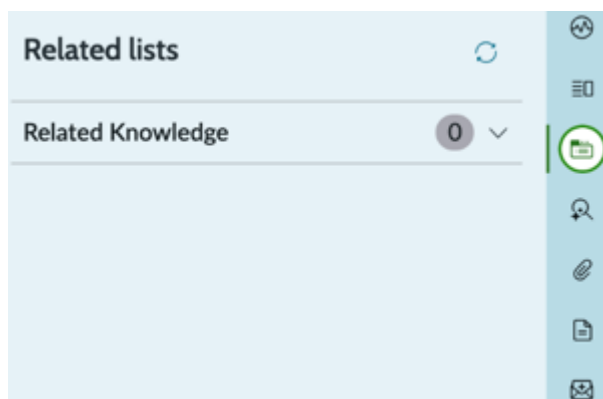
Related Items		
Account Squad	9	▼
Account Lifecycle Tasks	14	▼
Approvers	0	▼
Escalations	0	▼
Related Knowledge	0	▼
Work Orders	0	▼
Requests	0	▼
Change Requests	0	▼
Incidents	0	▼
Problems	0	▼
Emails	2	▼
Documents	0	▼

Projects: Strategic Portfolio Management enables you to use digital transformation to drive more customer value faster. If the Strategic Portfolio Management has been installed, you can see the Projects item on the Related Items list as shown below:



When you create a project for your account onboarding case, the case is mapped to the project table.

Related items of **Data import task**.



Account onboarding knowledge base

Several knowledge base articles are provided for account onboarding.

Navigate to **All > Knowledge > Administration > Knowledge Bases** and select **Customer Success Management**. The following knowledge base articles are available:

- **How to create a Data Validation Assist record:** This article provides instructions on how to create a Data Validation Assist record that can be used to automate the validation process during the Data import stage.
- **How to configure the trigger of the onboarding case & the playbook:** This article provides instructions on how to configure the trigger for the account onboarding case and the playbook.
- **How to create remote choice definition in Service Exchange for Providers:** This article describes how as a provider, you can define remote choice fields that allow consumers to retrieve choice data from their instances in real-time.
- **How to create remote records producer in a remote catalog in Service Exchange for Providers:** This article describes how to create remote record producers as part of creating a remote catalog in the Service Exchange for Providers application.
- **How to create a remote task to sync data:** This article describes how you can create remote tasks to sync data between different ServiceNow® instances.
- **How to create an Activity Definition:** This article describes lists the steps required to create an activity definition and add it to the account onboarding playbook.
- **How to attach KB to the related Knowledge tab of any Customer Success Management Task:** This article describes how to automatically attach a knowledge article to the Related Knowledge tab of any account onboarding task.
- **How to complete the Data Import Task:** This article provides step-by-step instructions on how to complete your data import task successfully.
- **Customer Success Management PAD Activities Overview:** This article provides an overview of the nine Playbooks activity definitions used to create the activities inside the Customer Success Management playbook.
- **A Consumer's Guide to Installing Service Bridge and Registering with Providers:** This article provides instructions on how to configure the Service Bridge application on the consumer instance and how consumers can register their instances with a provider.
- **How to configure Customer Success Management data import task:** This article describes the steps to configure the data import tasks. Agents can then gather and upload the information needed to onboard the account.

Note: All customers can view these knowledge base articles. If you want to restrict, access to an article, navigate to the article and in the Cannot Read field, select the user role who won't be able to access the article.

Customer success

Learn how your organization can use the customer success solution to engage with your customers, mitigate risks by running success plays, and identify opportunities for expansion and renewals.

Dashboards

Monitor engagement health, portfolio performance, and risk trends using the customer success dashboards.

Customer success dashboards provide visibility into your engagement portfolio. Use the available dashboards to track key metrics, identify accounts that need attention, and analyze trends across your customer base.

Success report dashboard overview

The success report dashboard helps customer success managers manage the overall customer portfolio.

Customer success managers can use this dashboard to monitor engagement metrics, enable their teams to achieve their goals, and manage their own workload. A user becomes a manager when the *manager* attribute is set on the user record. This field determines the user's position in the organizational hierarchy. Customer success managers can view engagement data for all users within their hierarchy. The engagements visible to each persona depend on their position in the hierarchy:

Each persona in the hierarchy can view engagements for all users who report to them. A customer success manager can view engagements for the agents in their team. A director of customer success can view engagements across all managers and agents in their organization.

Example: Engagement visibility across a hierarchy

In this example, a director manages two customer success managers, each of whom manages a team of agents:

- Manager 1 manages Abel Tuter (4 engagements), Abraham Lincoln (2 engagements), and Beth Anglin (1 engagement).
- Manager 2 handles 1 engagement directly and manages John Smith (4 engagements) and Jane Doe (2 engagements).

Based on this structure, each persona can view the following engagements on the dashboard:

- Abel Tuter, Abraham Lincoln, Beth Anglin, John Smith, and Jane Doe can each view only their own engagements.
- Manager 1 can view 7 engagements: the combined engagements of Abel Tuter, Abraham Lincoln, and Beth Anglin.
- Manager 2 can view 7 engagements: their own engagement and the engagements of John Smith and Jane Doe.
- The director can view all 14 engagements across both teams.

The success report dashboard provides a view of all engagements in the hierarchy and helps customer success managers make data-driven decisions. For more information, see [Success report dashboard](#).

Success report dashboard

Get an overall view of all your engagement and team status overview, risk indicators, onboarding and adoption insights, and expansion and renewal metrics.

To view this page, follow these steps:

1. Login as a user with either the `sn_acct_lc.success_manager` and `sn_acct_lc.customer_success_agent` roles.
2. Navigate to **Workspaces > CRM Workspace** to view the Success report page.

Note:

- The engagements listed on the success report dashboard are based on the hierarchy of the logged in user. Users with the *sn_acct_lc.success_manager* role can see an aggregate view of all engagements handled by all customer success managers in the hierarchy. Users with the *sn_acct_lc.customer_success_agent* role can see an aggregate view of all their assigned engagements. For more details, see [Success report dashboard overview](#).
- Select filters from the following drop down lists and select **Apply** to narrow the list of engagements displayed:
 - Contract values: Select one or more contract values from the drop down list. The local currency is automatically selected based on your system settings. The contract value ranges are defined in the following properties in the *TechOnbConstants* script include:
 - TechOnbConstants.CONTRACT_VALUES_ID
 - TechOnbConstants.CONTRACT_VALUES
 - Customer success managers: The list of users displayed here is based on the role of the logged in user.
 - Customer success agent: In this case, only the user who has logged in will be displayed.
 - Customer success manager: All the customer success agents in the hierarchy are displayed.
 - Industries: The list displayed is based on the customer accounts of all the engagements managed by customer success manager of the logged in user.

The Success report page contains the following tabs:

- **Overview**: Provides an overview of the team health and engagement metrics.
- **Risk**: Identifies potential issues that can impact engagement health.
- **Adoption**: Provides details on customer progress on onboarding and product adoption.
- **Renewal**: Lists key metrics related to revenue growth opportunities and contract renewals.

Overview (Success report)

This tab provides a high-level overview of the success portfolio. You can select any of the sections in this page to drill down to the Details page. It includes the following details:

- Total engagements: Total number of engagements managed by the customer success manager.
- YTD new engagements: The number of new engagements as of the current year.
- Average engagements per CSM: The average number of engagements per customer success manager in the success portfolio.
- Engagements with escalations: Shows a list of engagements with escalated accounts.
- Engagements with upcoming QBRs: Shows a list of engagements with upcoming QBRs.
- Engagement health by stage: Shows engagements grouped by the stage in the engagement lifecycle (onboarding, adoption, and so on).
- Success manager tasks: Shows the tasks handled by the success managers grouped by status (in progress, overdue, and so on).

Risk

This tab provides an identification of potential issues that could impact engagement metrics. It includes the following details:

- Total contract value at risk: Total value of contract that has been impacted for all active risk signals
- Red, yellow engagements: The number of engagements with a red or yellow perceived health score.
- Renewals due soon in poor health: The number of engagements with a poor health score that are due for renewal.
- Engagements with no touchpoints in 90 days: Engagements which have no upcoming touchpoints in the next 90 days.
- Active risk signals: Shows the number of risk signals.
- Top 5 Risk Signal Indicators: The top risk signal categories such as low adoption, poor health, and so on.
- Risk signals by scope: Risk signals grouped by scope or state of the engagement such as adoption, onboarding, and so on.
- Risk signals by probability: Risk signals grouped by probability such high, moderate, low, and so on.

Adoption

This tab shows the current customer adoption status. It includes the following details:

- Engagements with overdue go-live date: Engagements with overdue go-live dates.
- Engagements with active onboarding: List of engagements that are in the onboarding stage of the engagement life cycle.
- Engagements due to go-live in 30 days: List of all engagements that are due to go-live in 30 days.
- Engagements with no success objectives: Engagements for which no success objectives have been defined.
- Engagements with >80% objective completion: List of engagements for which more than 80% of the success objectives have been completed.
- Success objective progress: Success objectives grouped by state such as new, on-track, at risk, completed, and so on.
- Engagements with low adoption score products: List of products with a low adoption score and the associated customer and business priority. See [Product adoption and capability usage](#) for details.

Renewal

This tab shows the renewal details for all contracts associated with the engagements. It includes the following details:

- Engagements with renewals due in 90 days: List of engagements with contracts that are due for renewal in 90 days.
- Opened renewals: List of all active or expired contracts where state equals:

- Under review
- Awaiting review
- Active and extension approved
- Contracts on extension: Contracts where Extension is Approved and State is Active.
- Renewals by stages: Renewals grouped by stage which can be one of the following:
 - Awaiting review
 - Renewal approved
 - Renewal rejected
 - Under review
- YTD renewals and losses by month: Monthly breakdown of renewed and rejected contracts, year-to-date.

Note: The date used to plot the x-axis on the graph is based on one of the following:

- If Sales Customer Relationship Management is installed, an opportunity is created for each contract. For opportunities with type **Renew**, the stage of the contract is set to **Closed won** or **Closed lost** indicating whether the contract had been renewed. The Actual Closed Date in the Opportunity record is used to plot the X axis. For more details, see [Opportunity Management](#).
- Date specified in the **Renewal finalized on** field in the Contracts table. The Renewals won and Renewals lost bar charts show the month in which the renewal was either approved or rejected.
- Engagements with lost contracts: List of engagements with contracts that were rejected or not renewed.
- YTD total contract value by month: Monthly breakdown of total contract value, year-to-date.

Success portfolio overview

Get an overall view of your success portfolio including your engagements, account status, escalations, and risks.

Login as a user with the `sn_acct_lc.customer_success_agent` role and navigate to **Workspaces > CRM Workspace** to view the Success landing page. This page provides a high level overview of your success portfolio. The following score cards with real-time data are displayed:

- Total engagements: The total number of engagements with which you're associated. Select the link to drill down to the list of all your engagements.
- Overall engagement health: The average health of all your active engagements.
- Engagement health by stage: A graphical representation of all your engagements categorized by the engagement stage. Select a bar chart to drill down to the list of engagements that are in a specific stage.

Success portfolio overview



My active engagements

All (14) New (2) Poor health (9) Escalated (0) Renewals due in 90 days (2)

Engagement	Contract value	Health score	6 week health score	Perceived health	Active risk signals	Last touchpoint	Next renewal date
Engagement 3	\$0	100		Warning	0		2024-11-29
Geniify P..	\$28K	75		Healthy	5		2025-12-31
Engagement 10	\$0	90		Warning			2025-01-17
Engagement 2	\$0	90		Critical	0		
Engagement 4	\$0	85		Healthy	0		2025-10-24
Engagement 11	\$0	75		Unknown			2025-06-20
Engagement 9	\$0	70		Warning			2024-11-19

My Work

Sorted by priority and engagement's health score

Due today

Created this week

Risk and Issue

Drop in NPS Health
Drop in NPS Health Score is Yellow or Red (any number less than a Yellow).

Due: Priority: 2 - High

Risk and Issue

Drop in NPS Health
Drop in NPS Health Score is Yellow or Red (any number less than a Yellow).

Due: Priority: 2 - High

Risk and Issue

Risk2
Please add details for the description to this record and define next best actions or steps with your internal team.

Due: 2025-01-31 Priority: 4 - Low

Success Initiative

Adoption: Cloud X Product
Follow this Initiative to successfully adopt Cloud Product X and migrate off your

Note: The colors displayed in the Overall engagement health and Engagement health by stage cards are based on the global color banding defined in the color banding table. See [Set up the color banding table](#) for details.

In the My Active Engagements section, you can view the following:

- A list of all active engagements. You can filter this list to view engagements that meet a certain criteria such as:
 - New
 - Poor health
 - Escalated
 - Renewals due in 90 days
- For each engagement, you can view the following details:
 - Contract value
 - Health score
 - 6 week health score
 - Perceived health
 - Active risk signals
 - Last touchpoint
 - Next renewal date

Note: The colors used in the health score displayed for each engagement is derived from the metric based color banding defined in the Color Banding table. See [Set up the color banding table](#) for details.

Select an engagement to drill down to the detailed record page.

ServiceNow Otto for Telecommunications, Media, and Technology (TMT) monitor engagement health agentic workflow

Monitor engagement health scores and metric trends. The workflow generates risk signals when a decline is detected.

Monitor engagement health agentic workflow overview

Customer success managers can monitor the health score of up to 10 active engagements and summarize the health trend for the past 6 weeks. Each metric used to calculate the health score is monitored. If a declining pattern is detected, a risk signal or a risk occurrence is generated. A summary indicating the number of risk signals created and the health score range is generated. The Monitor engagement health agentic workflow is triggered weekly based on a predefined schedule and the results are displayed in the [ServiceNow Otto panel](#) .

You can view the risk signals and occurrences that have been created by navigating to the [Risk signals](#) page. For risks created using the agentic workflow, the following field values are displayed:

- Category: Health declined
- Creation method: AI generated

The agentic workflow only monitors engagements for which the **AI Health Monitor** flag has been enabled. To configure this workflow, see [Configure agentic workflows for Customer Success Management](#).

Analyze metric data trend using ServiceNow Otto for Telecommunications, Media, and Technology (TMT)

Retrieves and analyzes health metric data for an engagement.

Before you begin

Role required: `sn_acct_lc.customer_success_agent`

About this task

Collects and analyzes metric data for an engagement and determines whether a risk signal should be created. The skill uses metric data to monitor the health score and generates risk signals when the Poor and Neutral range thresholds are exceeded. You can view the status of the metric collection in the [ServiceNow Otto panel](#) .

Procedure

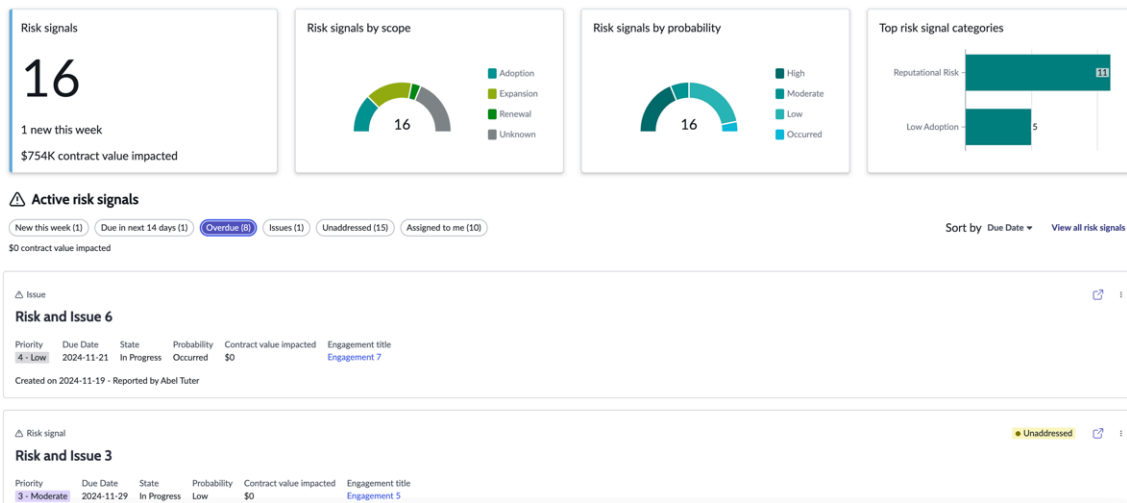
1. Navigate to **All > AI Admin Hub > AI Skills**.
2. Select **Activate** in the **Analyze metric data trend** card.
3. Select the user role that can use this skill and select **Save** to activate the skill.
The collected metric data is used by the Monitor engagement health agentic workflow. See [ServiceNow Otto for Telecommunications, Media, and Technology \(TMT\) monitor engagement health agentic workflow](#).

Risk portfolio dashboard

Get an overall view of all active risks, top risk categories, and the risk scope of all engagements with which you're associated.

Login as a user with the `sn_acct_lc.customer_success_agent` role and navigate to **Workspaces > CRM Workspace** and select the **Active risk signals** icon to view the Active risk portfolio overview page.

Active risk portfolio overview



The following score cards are displayed:

- Risk signals: The total number of active risk signals and impacted contract value. Select the link to drill down to the list of all risk signals.
- Risk signals by scope: Active risk signals categorized by scope or state of the engagement such as adoption, onboarding, and so on.
- Risk signals by probability: Active risk signals grouped by high, moderate, or low probability.
- Top risk signal categories: The top active risk signal categories based on the risk type defined in the Customer Success Choice record.

You can do the following:

- Hover over the charts to see the number of risk and the percentage by scope, probability, and category.
- Select a specific category in a chart to drill down to the list view of all the risks in that category.
- Select a chart to drill down to the list of total risks.
- Select **View all risk signals** to drill down to the list of all the risk signals.
- Select the  icon to Create a risk signal manually. See [Create a risk signal](#).

The list of active risk signals are displayed. You can sort this list by Due date, Priority, Probability, or Created on date. Select **View all risk signals** to view the All risk signals page.

In the Active risk signals section, you can view the following:

- A list of all active risk signals. You can filter this list to view risk signals that meet a certain criteria such as:
 - New this week
 - Due in 14 days
 - Overdue
 - Issues
 - Unaddressed
 - Assigned to me

The total contract value for each of these categories is displayed. You can also see the impacted contract value for each risk signal that matches the selected criteria.

• For each risk signal, you can view the following details:

- Priority
- Due date
- State
- Probability
- Contract value impacted
- Engagement title

Select the  icon to Create success play manually.

Select the  icon to drill down to the detailed record page.

Risk and issues page

This page provides detailed information about a risk signal including risk occurrences, threshold values, and risk solution.

To view this page, follow these steps:

1. Login as a user with the `sn_acct_lc.customer_success_agent` role.
2. Navigate to **Workspaces > CRM Workspace** and select the **List** icon.
3. Navigate to **Customer Success > All Risks and Issues** and select **Number** column to open the record. You can also navigate to this page from the [Risk portfolio dashboard](#).

*** to be updated ***

Drop in NPS Health

Drop in NPS Health.Score is Yellow or Red (any number less than < Yellow).

[Discuss](#) [Assign to me](#) [Cancel](#) [Close](#) [Create success play](#)


Genixify PRO-PLUS Engagement

Contract value
\$9K

Go live date
2024-10-31

Last active touchpoint
2024-05-10

Health
●

Stage
Adoption

Next renewal date
2025-12-31

Account
Genixify

Risk occurrence 3

Last refreshed 8m ago

Number	Start date	End date	Current value	Gap	Threshold
ROCC0001003	2025-01-06 14:14:48	2025-01-07 14:14:48	5	27	32
ROCC0001002	2025-01-05 14:14:48	2025-01-06 14:14:48	5	27	32
ROCC0001001	2025-01-04 14:14:48	2025-01-05 14:14:48	5	27	32

Showing 1-3 of 3

Risk signal details

Due date
No data

Priority
2 - High

Risk or issue
Risk

Assigned to
No data

Category
Reputational Risk

Created
2025-01-08 04:00:03

Tracking method
Automated

Probability
High

Reported by
System Administrator

State
Open

Engagement risk definition
Drop in NPS Health

Scope
Adoption

Risk solutions 0

Last refreshed 8m ago

Number	Risk signal and issue	Solution table	Solution record
No records to display.			

You can see the following details:

- **Engagement details:** This section shows the details of the engagement for which the risk signal has been generated. It includes the Contract value, Stage, Next Renewal date, Health, and so on.
- **Risk signal details:** The risk signal details including probability, tracking method, category, and so on. See [Create a risk signal](#) for details.
- **Risk occurrence:** List of risk occurrences based on the scheduled job. This includes the start and end dates on which the scheduled job was executed, the current value, threshold value, and the gap. Select the link to drill down to the Risk Occurrence page.

The following options are available:

- **Recommend solutions:** Recommends and executes success plays to address the risk signal. The Now Assist panel opens up and starts the workflow for the specific risk.

Note: This option is available only for unaddressed risks and requires the ServiceNow Otto for TMT to be installed.

- **Discuss:** Select this option to start a sidebar discussion about this risk signal. In the pop-up window, select the participants who must participate in the discussion, enter a brief message, and select **Start discussion**. A window appears with a link to the record. Select **Open record** and start the discussion. When the discussion has been completed, you can see the details in the Activity stream.
- **Create success play:** See [Create a success play](#)

The success play created from a risk signal is automatically tagged as a risk solution record.

- **Export:** Select **Export** to export the risk occurrences or solutions to an Excel file.

Recommend solutions

This option identifies and executes success plays that address an unaddressed risk.

1. Select **Recommend Solution**. The ServiceNow Otto opens and automatically starts the agentic workflow for that specific risk signal.
 2. The panel displays up to three solution options, each containing one or more success plays. The solutions are arrived at using the following approaches:
 3. ○ **Machine learning similarity model:** Identifies past risks similar to the current risk and recommends the success plays that resolved those risks. Navigate to **All > Predictive Intelligence > Similarity > Solution Definitions**. Select the **Risk similarity** solution definition that is available with the base system and do the following:
 - Select the **Active** check box to enable this similarity solution.
 - Select **Update & Retrain**. The similarity definition uses the short description and description of all closed risk signals to build a similarity index. Once trained, it identifies risks similar to the current risk signal and recommends the success plays that were used to resolve past risks.
 - **AI Search:** If AI Search is enabled, similar solutions are identified based on the risk details.
 - **Decision table:** Identifies the Customer Success definition mapped to the risk category and recommends the associated success plays.
- If none of these approaches return results, a link is provided to manually browse the catalog and run a success play.

4. The first solution option is the recommended one but you can select one of the three solution options. You're prompted to provide the required inputs for each success play within the selected option.

Note: Multiple success plays within the selected solution are run sequentially.

5. Provide the required inputs, such as the planned start date and planned end date, for each success play. Once all the inputs have been provided, the success plays are initiated and run in the background. Optionally, you can select additional plays from the success catalog.
6. After the plays have been completed, the solutions are automatically added to the Risk solutions related list on the risk signal record.
7. A scheduled job runs every day and automatically identifies risk signals that are eligible for closure and generates closure notes. See [Draft close notes for a risk signal using ServiceNow Otto for Telecommunications, Media, and Technology \(TMT\)](#) for details.
8. When the risk is closed, closure notes are automatically generated and are visible in the Activity stream and Closure Notes in the risk record.

Note: Closure notes are automatically generated only when the **Draft closure notes** skill is enabled, all associated risk solutions are closed, and no new risk occurrences exist for the risk signal.

Recommend risk signal solutions agentic workflow

Use the Analyze risk and recommend solutions agentic workflow to monitor and mitigate risks in customer engagements with minimal user intervention.

Recommend risk signal solutions agentic workflow overview

Note: Before you use this agentic workflow, you must activate the AI Agents for Customer Success Management plugin. See [Plugins activated with Customer Success Management](#).

Use the Recommend risk signal solutions agentic workflow to:

- Provide real-time risk analysis and generate detailed reports.
- Identify common solutions and provide proactive recommendations.

Customer success managers can collaborate with customer success squad members to monitor risks, perform real-time risk analysis, generate detailed reports with proactive recommendations. This helps prevent escalations, improve customer retention, and enhance service quality. The agentic workflow can be used to assess and offer solutions for a risk signal.

You can trigger this workflow in two ways:

1. Recommend solutions button

- a. Navigate to **All > CRM Workspace** and select the **List** icon.
- b. From the **Customer Success** menu, select **All Risks and issues** and open a risk signal record.
- c. Select the **Recommend solutions** button in the risk record.

2. Navigate to the [ServiceNow Otto panel](#)  panel in the **CRM Workspace** and specify a risk number to be resolved.

For information on how risks are generated, see [Define risk criteria](#). To configure this workflow, see [Configure agentic workflows for Customer Success Management](#).

Summarize a risk signal using ServiceNow Otto for Telecommunications, Media, and Technology (TMT)

Generate a summary from a risk signal and issues record and all associated tasks.

Before you begin

Role required: `sn_acct_lc.agent`

About this task

The risk signal and issues summary skill provides a summary of the risk signal and issues record and associated risk occurrences and solutions. The skill is available in CRM Workspace and in Core UI:

- In CRM Workspace, use the Risk signal and issues summary by ServiceNow Otto component, which appears above the Activities card.
- In Core UI, select **Summarize** on the risk signal and issues record.

Note: The skill requires a minimum 50 words in the record to generate a summary.

Procedure

1. Navigate to **Workspaces > CRM Workspace > Lists > All Risk Signal and Issues**.

2. Open a risk and select **Summarize**.

Based on the inputs from Engagement, Account, and Short Description, the summary includes:

- **Overview:** the primary goal, engagement, account, product, progress, and customer contact details.
- **Progress updates:** status of work notes, activities, and recent emails.
- **Next steps:** recommendations based on open Risk Solution records, or on the Risk Category if none are open.

3. **Optional:** After you're finished, manage the results: view more/less detail, provide helpful/not-helpful feedback, copy the summary, or view summary info using the icons on the summary card.

Associate risk signals

Use this option to associate a risk signal with an internal play or a success case.

Before you begin

- Role required: `sn_acct_lc.customer_success_agent`
- Risk signals, internal plays, and success cases must have been defined.

Procedure

1. Navigate to the **All** menu and enter

`sn_acct_lc_risk_signal_solution_relationship.list`

2. Select **New** in the Risk Signal to Solution Relationships page.

3. On the form, fill in the fields.

Success case form

Field	Description
Number	System generated unique number for the record.

Field	Description
Solution table	The solution you select here's associated with the risk signal. Select one of the following: <ul style="list-style-type: none"> Internal play Internal play task Success case Success case task
Solution record	Based on the solution you have selected, choose the internal play or success case for which the relationship is being defined.
Risk signal and issue	Select the risk signal for which the solution is being associated.

4. Select **Submit** to create the risk signal to solution relationship.

This enables you to track the risk and view the proposed solutions to address the risk.

Draft close notes for a risk signal using ServiceNow Otto for Telecommunications, Media, and Technology (TMT)

Automatically generate closure notes and close eligible risk signals at the end of each day based on the status of their associated risk solutions.

Before you begin

Role required: `sn_acct_lc.customer_success_agent`

About this task

A scheduled job runs every day and automatically drafts closure notes for all risk signals eligible to be closed that meet the following criteria:

- All associated risk solutions are in a closed or inactive state.
- No new risk occurrences have been created after the last runtime of the scheduled job.

Procedure

1. Navigate to **All > AI Admin Hub > AI Skills**.

2. Select **Activate** in the **Draft close notes** card.

3. Select the user role that can use this skill and select **Save** to activate the skill.

The daily scheduled job identifies all eligible risk signals, reviews the activity data from associated risk solutions, and generates closure notes. The Closure notes and State fields are updated on the risk signal record and visible in the Activity stream.

4. **Optional:** To use additional fields or tables when generating closure notes, add an activity context using the Customer Central guided setup. Navigate to **All > Customer Central > Activity Contexts**, select **Risk signal**, create an activity context group, and map it to the additional table you want to use. See [Configure activity groups for the Customer History view](#) for details.

Manage engagements

Create and manage customer engagements, success blueprints, touchpoints, risk signals, and success plays throughout the customer success journey.

An engagement centralizes the activities involved in a customer's success journey. Customer success managers use engagements to define success criteria with blueprints, track health and

risk, run success plays, and manage touchpoints with customers throughout the engagement lifecycle.

Engagement home page

This page provides detailed information of an engagement including internal and external stakeholders, upcoming touchpoints, initiatives, and blueprints.

To view this page, follow these steps:

1. Login as a user with the `sn_acct_lc.customer_success_agent` role.
2. Navigate to **All > Workspaces > CRM Workspace** and select the **List** icon.
3. Navigate to **Customer Success > All Engagements** and select **Number** column to open the engagement record. You can also navigate to this page from the [Success portfolio overview](#).

The following options are available:

- **Discuss:** Select **Discuss** to start a sidebar discussion about this engagement. In the pop-up window, select the participants who must participate in the discussion, enter a brief message, and select **Start discussion**. A window appears with a link to the record for this engagement. Select **Open record** and start the discussion. When the discussion has been completed, you can see the details in the **Activity stream**.
- **Refresh Health:** Select this option to update the health score for this engagement.
- **Customer play:** See [Create a customer play](#).
- **Internal play:** See [Create an internal play](#).
- **Risk signal:** See [Create a risk signal](#).
- **Success case:** See [Create a customer play](#).
- **Touchpoint:** See [Create a touchpoint](#).

The Engagement record page contains the following tabs:

- **Overview**
- **Health**
- **Success blueprint**
- **Product adoption**
- **Renewal and expansion**
- **Engagement hierarchy**

The screenshot displays the 'Genixify PRO-PLUS Engagement' overview page. At the top, there's a header with 'Last active touchpoint 2024-09-01' and buttons for 'Discuss', 'Refresh Health', and 'Create success play'. Below the header, the 'Overview' tab is selected, showing a summary of engagement updates. The updates are categorized into Risk, Declining Metrics, Opportunity, Team Activity Changes, and Upcoming Changes. To the right, a 'Recommendations' panel lists suggested actions like 'Get to Green Play (AI Agent)' and 'Setup next Quarterly Business Review'. At the bottom, a 'Touchpoints' section shows upcoming events like 'Quarterly Business Review' and 'Renewal Check-in'. A 'Risk signal and issues' filter is also present.

Overview (engagement)

This tab provides a high-level overview of the engagement. It includes the following details:

- **Header:** The header section shows the health score of the engagement over the last six weeks and the last active touchpoint.
- **Engagement details:** Shows the contract value, engagement stage, go-live date, account with which it's associated, and the renewal date. Select the Edit icon to modify the engagement details and select **Save**.
- **Customer team:** The key customer contacts for this engagement are available in the contextual side panel. Select the **Customer contacts** icon in the contextual side panel to view contact details.
- **Squad:** Shows the squad members associated with the engagement.
- **Account team:** The team members handling the account. This information is also displayed in the Related Items section under Applicable Account Teams.
- **Engagement updates:** An AI-generated brief that summarizes recent signals for this engagement, organized by category such as Risks, Declining metrics, and Opportunities. The brief loads automatically on page open and is cached for 15 days. Select the refresh icon to generate a new brief. For more information, see [Engagement brief](#).
- **Upcoming touchpoints:** Shows any upcoming touchpoints for this engagement. Select the link to drill down to the Touchpoint record page.
- **Risk signals and issues:** Shows any new, overdue, high priority, or unaddressed risks or issues.
- **Work items:** This section shows the activities and tasks associated with this engagement. You can sort the list by Priority or Due Date. You can view all the work items or view items belonging to a specific category by selecting one of the following filters from the **View** drop-down list:
 - Internal plays
 - Internal play tasks
 - Customer play
 - Success initiative
 - Success task

To filter this list further, select one of the work items filters like New, Blocked to view specific items in the list.

Health

In this tab, you can see the current health score and the health of the engagement over the last 12 weeks. This helps identify gaps and issues that need attention. Select **Refresh Health** to view the updated health score.



In the Indicators section, you see the metrics used to calculate the health score for this engagement. See [Calculate the engagement health score](#). For each metric, you'll see the target score, weight, and gap percentage. Select the **Sort by** option to sort the metrics listed by score, weight, and gap.

Success blueprint

In this tab, you can view the success objectives associated with this engagement. You can view the high-level details of each success objective including Due date, Start date, Key contact, Assigned to, and Products. If the success blueprint hasn't been defined, select **Create success blueprint**. See [Create a success blueprint](#) for instructions on creating a success blueprint. You can do the following:

- **Sort by:** You can sort the list by Due date of the objectives.
- **View by State:** Select one of the states from the drop-down list. This can be:
 - All
 - In Progress
 - Paused
 - Closed
 - New
 - Canceled
- Select the  icon to drill down to the [Success objective record page](#).
- **View initiative roadmap:** Select this link to view the success initiative roadmap, which shows the engagement details including the current health, stage, and the next renewal date for the engagement.

Overview	Health	Success blueprint	Product adoption	Renewal and expansion	Engagement hierarchy
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Success objectives
Monitor progress and provide support where needed. Ensure the customer is on track to achieve their goals.

View by State All Sort by Due Date View initiative roadmap 1

<p>Success objective</p> <p>Decommission Legacy Costs Lower costs spent annually on legacy systems that are nearing end of life by moving to the cloud.</p> <p>Due Date: 2024-10-31 05:24:31 Start date: 2024-05-03 05:24:28 Key contact: Jason Occhialini Assigned to: David Loo Products: Cloud X Product</p> <p>0% achieved - 0 out of 8 success initiatives completed</p>	
<p>Success objective</p> <p>Optimize Outage Response Effort (Fulfiller) Drastically reduce outage times when they occur to ensure maximum availability and lower downtime.</p> <p>Due Date: 2024-11-30 13:06:26 Start date: 2024-05-03 13:06:22 Key contact: - Assigned to: Abel Tuler Products: Cloud X Product</p> <p>0% achieved - 0 out of 1 success initiatives completed</p>	
<p>Success objective</p> <p>Customer Experience Digital Transformation Optimize digital technology products to fundamentally change how the business works and deliver value.</p> <p>Due Date: 2025-05-03 13:18:32 Start date: 2024-05-03 13:18:27 Key contact: - Assigned to: Abel Tuler Products: Cloud X Product</p> <p>0% achieved - 0 out of 1 success initiatives completed</p>	

Product adoption

In this tab, you can view the product adoption score for all applicable sold products associated with this engagement. The adoption score is determined using the calculated metrics that have been configured for the sold products. See [Define a calculated metric data source](#) for more details.

The following details are included:

- The chart displays product adoption scores across the past 12 weeks, broken down by week. By hovering over data points, you can view the quantity of products sold within each adoption category (Low, Medium, High, and None) for any given week.
- The pie chart shows a snapshot of current adoption score distribution as of today's date. Select Total products to drill down to view the Product Usage list. You can drill down to a specific product usage record.
- Sold products: The list of sold products associated with this engagement is displayed. Select  to drill down to the [Product usage record](#) page.
 - View by: You can filter the list displayed by:
 - All
 - Activated
 - Planned
 - No plan
 - Deactivated
 - Sort by: You can sort the list by:
 - Customer priority
 - Adoption score
 - Business criticality
 - Activation status
- Product adoption roadmaps: The list of product adoption roadmaps that have been created for this engagement. You can do the following:
 - Select the  icon to drill down to the Product adoption roadmap page. See [View a product adoption roadmap](#) for details.
 - Select **New product adoption roadmap** to create roadmap. See [Create a product adoption roadmap](#) for details.

Renewal and expansion

In this tab, you can view a list of all active contracts associated with this engagement. You can view the high-level details of each contract and select the link to drill down to the Contract page.

Overview Health Success blueprint Product adoption **Renewal and expansion** Engagement hierarchy

Active contracts
Monitor active contracts and take proactive action to ensure successful contract renewals.

Sort by Renewal date ▼

ID Contract

Genixify Pro-Plus Contract

Renewal date	Review date	End date	Contract value	Products
2025-12-31	2026-12-31	2026-12-31	\$1,007,189.861	

Risk Probability: High

Showing 1-1 of 1

Engagement hierarchy

Engagement hierarchy overview
Understand your customer's engagement health by tracking its progress with related engagements.

Total engagements

4

₹754K Total contract value

Risk signals by probability

2 Risk Signals

High Moderate

Squad work by status

Count

Unassigned Overdue In progress Blocked

Initiatives Touchpoints Internal Plays Customer Plays

Engagement hierarchy

Engagement	Contract value	Health score	6 week health score	Perceived health	Active risk signals	Last touchpoint	Next renewal date
1 Engagement	₹0	95		Healthy	0		2026-05-01
2 Engagement	₹754K	95		Healthy	0		2025-12-31
3 Engagement	₹0	95		Healthy	0		2026-05-01
4 Engagement	₹0	95		Healthy	0		2026-05-01

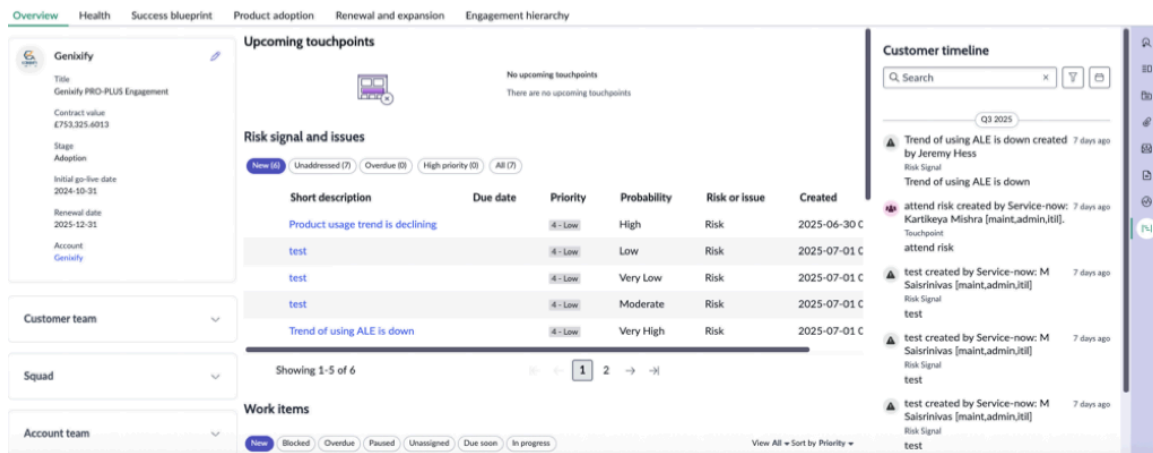
This tab provides an overview of customer's engagement health. This tab is a conditional tab by default isn't visible. To view this tab, one child engagement must be available in the related engagement. It includes the following details:

- **Total engagements:** Shows the total number of engagements and total contract value related to the account.
- **Risk signals by probability:** Shows the risks associated with this account.
- **Squad work by status:** Shows the work status of the team involved with this account.
- **Engagement hierarchy:** Shows the active engagements for this account. In the engagements, shows the parent and child relationship.

Any hierarchy that forms a cycle isn't a valid hierarchy.

Customer timeline

The customer timeline tracks and shows all the related activities of the engagement record. To support the application 23 activities are shipped out of box in the engagement record.



To configure the activities in the engagement record, see [Configure activity types for the Customer History view](#) .

Contextual side panel component

The contextual side panel component includes different tools that agents can use to research and resolve customer issues. The contextual side panel in the Engagement record page includes the following tabs.

Engagement record page tabs in the contextual side panel

Tab	Description
Recommendations	<p>The Recommended Actions tab includes AI search  functionality. Agents can use AI search to find relevant resources or resolutions for customer issues. The following options are available:</p> <ul style="list-style-type: none"> • Suggested actions: A list of recommended success plays available for the engagement are displayed. See View and execute recommended actions for an engagement for details. • Search: The search feature displays an initial set of search results based on the text in the case short description. This initial set of results includes knowledge articles. You can enter different search keywords and repeat the search and do the following: <ul style="list-style-type: none"> ○ Select a source to see search results of that type. ○ Filter and sort the list of search results. ○ Open the search results in full view in a record subtab. ○ Take the following actions: <ul style="list-style-type: none"> ▪ View and attach article ▪ Perform other actions such as reading articles in full view, flagging articles, or marking articles as helpful or unhelpful. ○ Actions History: Select the History icon to view actions that have been successfully completed.

Engagement record page tabs in the contextual side panel (continued)

Tab	Description
	<p>Note: Using Recommended Actions in the contextual side panel requires the Recommended Actions application (sn_cs_nb_action) which is included with the CSM Configurable Workspace application.</p>
Activity Stream	The activity stream component displays a list of the activities occurring on a case record.
Related Items	<p>The Related Items tab provides access the case-related lists.</p> <p>The Engagement record page incorporates related list functionality into the contextual side panel. These lists appear in an accordion format that agents can expand and collapse as needed.</p> <p>An indicator displays the number of records available in a related list. When expanded, the records in a related list are displayed in card format.</p>
Attachment	The Attachments tab provides access to case-related attachments. From this tab, agents can view and download attachments.
Email Templates	The Email Templates tab provides access to available email templates. These templates contain default values for fields that agents can add to email messages. Default values can include recipients (email addresses in the To, Cc, and Bcc fields), sender, subject, and message body text.
Template	The Templates tab provides access to available form templates that enable agents to automatically populate fields on new records. Agents can manually apply a template when creating a record such as an incident or change.
Record Information	The Record Information tab shows overview of the engagement record.
Customer timeline	The Customer timeline tab shows visual display of the Engagement records activities.

Engagement brief

The engagement brief summarizes recent signals across risk, adoption, and market activity for a specific engagement.

The [Executive Insight Generator skill](#) analyzes engagement metrics and generates actionable insights organized by category. The generated brief highlights important and recent changes in metrics, helping customer success agents identify risks and opportunities and take proactive actions.

The brief appears in the **Engagement updates** component at the top of the engagement record page. It loads automatically when the page opens and

displays a one-line overview followed by a category-wise breakdown of recent

Overview Health Success blueprint Product adoption Renewal and expansion

Engagement updates

Last refreshed on August 20, 2026. All team members see this summary

Focus on urgent risks as Cloud X AI product was deactivated and health scores have entered the red zone. Low product usage has persisted for days, with adoption scores stuck well below target and active users dropping sharply.

Risk

- Cloud X AI product was deactivated on 08-02-2026 (previously in use).
- Health score fell into the red zone, dropping from 50 to 35 on August 18, then from 48 to 30 on August 20.
- Meeting sentiment turned negative in the Executive Sync - Cloud X AI Rollout (attendees: Alex Rivera, Jordan Lee) on July 31.
- Value realization is at risk with a realization rate of 12; planned stop in 71 days for Enable Business Velocity.
- Get to Green play is overdue 12 days.

Declining Metrics

- Cloud X AI product adoption score stuck at 45 with 0 active users for 5 consecutive days, then dropped to 35 with 5 active users on August 18, 25 with 2 active users on August 20.
- Health score declined rapidly from 55 to 42 over 7 days.
- Red zone deterioration worsened, with scores dropping from 48 to 38 on August 18, then from 38 to 25 on August 20.

Opportunity

- Cloud X AI product crossed adoption threshold 60 for the first time with a score of 87 (critical business impact)....

Show more

signals.

Note:

- The engagement brief is displayed if the following plugins have been installed:
 - Technology Account Management Experiences (sn_tech_exp)
 - ServiceNow Otto for Telecommunications, Media, and Technology (TMT) (sn_tmt_gen_ai)
- The Executive Insight Generator skill has been activated. See [Activate the Executive Insight Generator skill](#) for details.

The Executive Insight Generator skill must be activated. See [Activate the Executive Insight Generator skill](#) for details.

Insight categories

The following categories are examples included in the base system. You can define your own categories when configuring custom triggers.

Risks

Signals that indicate active threats to engagement health, such as a health score entering the red zone or an overdue play.

Declining metrics

Signals that show a downward trend in key metrics, such as low product usage or a health score that has dropped significantly without entering the red zone.

Opportunities

Signals that indicate positive momentum or expansion potential, such as a critical product adoption threshold being crossed for the first time or a new product being activated.

Team activity changes

Signals related to personnel changes, such as a CSM reassignment or a champion job change.

Upcoming changes

Signals related to lifecycle transitions, such as an engagement stage change.

Market changes

External signals gathered through web search, such as leadership changes, mergers and acquisitions, funding events, or competitive activity related to the account.

Trigger types

The Executive Insight Generator uses two types of triggers to detect signals:

Data-driven triggers

Triggered when a field changes or a threshold is crossed. When a trigger condition is met, an activity record is created and is used to generate the engagement brief. Activity records are created by one of the following:

- **Business rules:** Detect event-based conditions as they happen, such as a case being reassigned or a product being deactivated.
- **Scheduled jobs:** Run on a daily basis to evaluate conditions that require comparing values over time, such as a health score that has declined within the specified time period.
- **Performance Analytics indicators:** Track metric trends over time, such as product adoption scores or health score trajectories.

The base system includes triggers that detect conditions such as low product usage, value realization at risk, and critical product adoption thresholds.

Prompt-driven triggers

Triggered when external signals are detected through daily AI-powered web searches, such as leadership changes, mergers, or competitive activity.

The base system includes triggers that detect changes such as executive leadership change, competitive threat detected, and strategic technology investment.

Note: You can also create custom triggers to capture additional signals that are relevant to your business. See [Configure a custom trigger](#) for details.

Related topics

[Activate the Executive Insight Generator skill](#) 

[Configure a custom trigger](#)

Refresh the engagement insights

Request a new AI-generated brief for an engagement to reflect signals that occurred since the brief was last generated.

Before you begin

Role required: `sn_acct_lc.agent`

About this task

The brief is generated when you first open the engagement record page. The same brief displays for 15 days. Consider refreshing when a significant change has occurred on the engagement since the brief was last generated. Examples include a risk signal, a health score change, or a completed milestone.

Procedure

1. Navigate to **All > Workspaces > CRM Workspace**.
2. Select the **List** menu, navigate to **Customer Success > All Engagements**, and open an engagement record.
3. In the **Engagement updates** section, select the **Refresh** icon.

Result

A new brief is generated based on signals from the last 7 days and replaces the previous cached brief. The **Last updated** timestamp updates to reflect the current date and time. The **Recommendations** panel also refreshes to reflect the updated brief.

Related topics

[Engagement brief](#)

[Activate the Executive Insight Generator skill](#) 

Configure a custom trigger

Create a custom trigger to capture a business signal that is specific to your organization and include it in the AI-generated engagement brief.

Before you begin

- Role required: admin
- The Executive Insight Generator skill must be activated. See [Activate the Executive Insight Generator skill](#)  for details.

About this task

To configure a custom trigger, complete two tasks: define the signal and create the automation that detects it. First, create an activity type record that defines what signal you want to track. Then, write the script (such as a business rule, scheduled job, or Performance Analytics indicator) that watches for the condition and records when it occurs. When the script detects the condition, it creates an activity record that the Executive Insight Generator skill uses when it generates the next brief.

Procedure

1. Navigate to **All > Activity Subscriptions > Activities Data > Activities** and create a new activity type record.

 **Note:** For more information about the Activity Subscription Framework, see the platform documentation for Activity Subscription.

2. In the **Source mapping** related list, create a source mapping record that identifies the source table and sets the target to the engagement record.
3. **Optional:** In the subscriber object fields, specify additional entities that should also receive this activity, such as the account.
You can configure up to three subscriber objects per activity type.
4. Create a business rule, scheduled job, or PA indicator that detects the condition you want to track.

- Use a business rule for event-based conditions, such as a field value changing on a record.
- Use a scheduled job for conditions that require comparing values over time, such as a health score that has declined over a 7-day window.
- Use a PA indicator for conditions derived from performance analytics metrics.

5. Configure your script to log the activity when the condition is met.

Result

When the condition is detected, an activity record is created. The [Executive Insight Generator](#) skill includes this signal in the engagement brief the next time the brief is generated or refreshed.

Related topics

[Engagement brief](#)

[Activate the Executive Insight Generator skill](#)

View and execute recommended actions for an engagement

Open the **Recommendations** panel from an engagement record to review AI-generated success play suggestions and execute or dismiss a recommended play without leaving the engagement context.

Before you begin

- Role required: `sn_acct_lc.customer_success_agent`
- The following plugins must be installed:
 - Technology Account Management Experiences (`sn_tech_exp`)
 - ServiceNow Otto for Telecommunications, Media, and Technology (TMT) (`sn_tmt_gen_ai`)
- The Event-Context Candidate Recommender skill must be activated. See [Activate the Event-Context Candidate Recommender](#) for details.

About this task

The Recommendations panel appears in the contextual side panel of an engagement record. Recommendations are specific to the account associated with the engagement. They are generated by matching the account's current context against the definitions specified in the Customer Success Definitions table. See [Create a customer success definition record](#) for details. You do not need to leave the engagement to review or act on a recommendation.

Procedure

1. Navigate to **All > Workspaces > CRM Workspace**.
2. Select the **List** menu.
3. Navigate to **Customer Success > All Engagements** and open an engagement record.
4. In the contextual side panel on the right side of the page, select the **Recommendations** icon.
5. The Recommendations panel opens on the **Suggested actions** tab.
The suggested actions are based on the success play definitions specified in the Customer success definition table. See [Create a customer success definition record](#) for details. These definitions correspond to subflows such as Scheduled a Follow-up, Get to Green, and Initiate a New Boarding Journey. The recommendation engine evaluates the account's current context against each definition to determine which actions to suggest.

Note: The actions available to you depend on your assigned role and how the underlying subflows are configured.

6. Review the list of recommended plays.

Each recommendation displays the play name, a reason the play was suggested, and available actions. If no matching definitions have been found, a **No active recommendations** message is displayed.

7. On the success play card, select one of the following actions.

Option	Action
Execute	Launches the subflow inputs for the associated customer success definition. After execution, the play is marked as executed across Account 360, Engagement records, and Executive Portfolio for this account. It does not reappear in the recommendations panel.
Dismiss	Removes the recommendation from the panel without executing the play.

What to do next

Recommendations for an account are cached after the first load. You don't need to refresh unless the account's context has changed significantly. Consider refreshing when:

- A significant change has occurred in the account, such as a new escalation, a health score change, or a completed milestone. You want recommendations that reflect the updated state.
- The Recommendations panel shows **No active recommendations** and you believe relevant plays exist for this account.
- You want to clear stale recommendations before a customer engagement.

To request fresh recommendations, select **Refresh** on the account overview to update the account insights.

Related topics

[Configuring Recommended Actions](#) 

[Engagement home page](#)

Summarize an engagement using ServiceNow Otto for Telecommunications, Media, and Technology (TMT)

Generate a summary from the fields you select on the engagement record. Get up to speed on success initiatives, outcomes, risks, and internal plays associated with an engagement.

Before you begin

Role required: admin

About this task

The engagement summary skill provides a concise summary of all activities and key points of information associated with an engagement. With this skill, you can generate an initial summary of the engagement, or summarize all the work associated with it.

The skill is available in CRM Workspace and in Core UI:

- In CRM Workspace, use the Engagement summary by ServiceNow Otto component, which appears above the Account details card.
- In Core UI, select **Summarize** on the engagement record.

 **Note:** The skill requires a minimum 50 words in the record to generate a summary.

Procedure

1. Navigate to **Workspaces > CRM Workspace > Lists > All Engagements**.
2. Open an engagement.
3. In the Engagement summary by ServiceNow Otto component, select **Summarize**.
The component expands to display the summary. For longer summaries, select **View more** and scroll to see the rest of the content.
4. **Optional:** After you're finished, manage the results: view more/less detail, provide helpful/not-helpful feedback, copy the summary, or view summary info using the icons on the summary card.

Create an engagement

Create an engagement record that centralizes all internal and external activities that are involved in the customer success journey.

Before you begin

Role required: sn_acct_lc.customer_success_agent

About this task

After the account onboarding has been completed, the next step is to create an engagement that will include the customer objectives and outcomes. An engagement acts as an umbrella record and provides internal and external stakeholders with a view of the current and historical state of the customer success journey. It also helps drive actions and workflows that are part of the customer success life cycle.

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Navigate to the **Customer Success > All Engagements** and select **New**.
3. On the form, fill in the fields.

Engagement form

Field	Description
Number	System generated unique number for the engagement.
Account	Select the account number of the enterprise customer from the list. This is a required field.
Parent	Relationship of parent and child between engagements.
Account manager	Main internal stakeholder responsible for the account.
Customer success manager	The primary internal stakeholder who is in charge of driving customer success for the account.
Key customer contact	Main external stakeholder responsible for the account.
Squad	The supporting team members handling the account.
State	State of the engagement record. This can be: <ul style="list-style-type: none"> ○ New ○ Define ○ In progress

Field	Description
	<ul style="list-style-type: none"> ○ Canceled ○ Closed
Stage	Current stage of the engagement life cycle. This can be: <ul style="list-style-type: none"> ○ Initial onboarding ○ Adoption ○ Expand ○ Renew ○ Lost
Perceived health	Perceived health of the engagement. This can be: <ul style="list-style-type: none"> ○ Unknown (this is the default) ○ Red ○ Yellow ○ Green
Initial onboarding	Select the initial account onboarding case associated with this account. This is a required field. To associate more onboarding cases with the engagement, see Link an engagement to an onboarding case .
Initial go-live	The customer's initial go-live date.
Renewal date	The renewal date for the customer contract.
Title	Enter a title for this engagement record. This is a required field.
Watch list	Select the users who should be notified of any updates to the engagement record.
Work notes list	Select the users who should be notified of any updates to the worknotes.
Description	Enter a description for this engagement record.
Work notes	Any internal notes regarding this engagement.

4. Select **Save** to create an engagement record.

What to do next

After you have created the engagement, you can create objectives, outcomes, touchpoints, and risk signals for the customer account associated with this engagement.

Engagement onboarding links

Link an engagement to more than one onboarding case to see all of the onboarding work for that engagement in one place.

An engagement can cover more than one onboarding workstream, such as a phased rollout for an existing customer account. An engagement onboarding link connects one engagement to one onboarding case. You can link an engagement to more than one onboarding case, and an onboarding case to more than one engagement.

The engagement and the onboarding case in a link must belong to the same account. When you select the second record, the list shows only active records on that account that aren't already linked to the record you started from.

The **Engagement Onboarding Links** related list shows the links on an engagement and on an onboarding case. On an onboarding case, the related list appears in the Account Onboarding Workspace view.

Note: Deleting a link removes only the link. The engagement and the onboarding case remain. Deleting an engagement or an onboarding case also deletes its links.

To link an engagement to an onboarding case, see [Link an engagement to an onboarding case](#). To create an engagement, see [Create an engagement](#). For onboarding cases that you create for an account in phases, see [Manage account onboarding cases](#).

Link an engagement to an onboarding case

Link an engagement to an additional onboarding case on the same account to track all onboarding work for the engagement in one place.

Before you begin

- The engagement and the onboarding case must already exist and belong to the same account.
- Role required: sn_acct_lc.agent

About this task

Use engagement onboarding links when one engagement covers more than one onboarding case. You can start from either record. For background, see [Engagement onboarding links](#).

Note: Users with the `sn_acct_lc.customer_success_viewer` role can view links but can't create them.

Procedure

1. Open the record to start from.
 - To start from an engagement, open the engagement record. See [Engagement home page](#) for details
 - To start from an onboarding case, open the onboarding case in the Account Onboarding Workspace view.
2. Find the **Engagement Onboarding Links** related list.

In the contextual side panel, select the **Related Items** tab and expand **Engagement Onboarding Links**.

3. Select **Create**.
4. On the form, select the other record to link.

The record that you started from is already filled in and is read-only.

- If you started from an engagement, select the onboarding case in the **Onboarding Case** field.
- If you started from an onboarding case, select the engagement in the **Engagement** field.

The list shows only active records on the same account that aren't already linked to the record you started from.

5. Save the record.

The link appears in the **Engagement Onboarding Links** related list on both the engagement and the onboarding case.

Create a touchpoint

Create a touchpoint to capture and support conversations between providers and customers during the engagement lifecycle.

Before you begin

Role required: sn_acct_lc.customer_success_agent

About this task

During the lifecycle of an engagement, providers and customers may have frequent conversations, synchronization-up meetings, reviews, and so on. A touchpoint is meant to capture and support these discussions and share information among the various stakeholders. Additionally, customers can raise touchpoints to their provider about any number of topics, ask for support, or request details about a given objective.

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Navigate to **Customer Success > All Engagements**.
3. Open the engagement for which you want to add touchpoints.
4. Select **Touchpoint** from the drop-down list.
5. On the form, fill in the fields.

Touchpoint form

Field	Description
Number	System generated unique number for the onboarding case record.
Account	The account number of the enterprise customer associated with the account.
Engagement	Select the engagement record to which the touchpoint is related. This is a required field.
Channel	The channel used for communication. This can be: <ul style="list-style-type: none"> ○ Web ○ Phone ○ Email ○ Chat ○ Social ○ Community ○ Alert ○ Virtual Agent
Contact	The key customer contact for this touchpoint.
Assigned to	The key internal team member handling this touchpoint.

Field	Description
Squad	The team supporting this account for achieving both value and success.
Category	The category associated with this touchpoint. This can be: <ul style="list-style-type: none"> ○ General conversation ○ Value and adoption ○ Expansion opportunities ○ Renewal support
State	State of the touchpoint. This can be: <ul style="list-style-type: none"> ○ New ○ In progress ○ Paused ○ Canceled ○ Closed
Progress	Current progress of this touchpoint. This can be: <ul style="list-style-type: none"> ○ Not Started ○ On-Track ○ At Risk ○ Paused ○ Completed ○ Canceled
Priority	Priority of this touchpoint in comparison to others. This can be: <ul style="list-style-type: none"> ○ Critical ○ High ○ Medium ○ Low ○ Very Low
Due date	Date by which the touchpoint should be completed.
Product	The product to which this touchpoint is related. Select the check box to indicate if the touchpoint is related to a specific product that has been sold.
Subject	Enter the subject for this touchpoint. This is a required field.
Watch list	Select the users who should be notified of any updates to the touchpoint.
Work notes list	Select the users who should be notified of any updates to the worknotes.
Description	Enter a description for this touchpoint. This is a required field.
Work notes	Any internal notes regarding this objective.
Additional comments	Any additional information that must be provided to the customer.

Field	Description
Needs attention	Clear the check box to make Blocked by capability work.

Note: The *Meeting date* and *Meeting type* fields have been deprecated from the Yokohama release.

6. Select **Save** to create touchpoint.

Create a risk signal

Create a risk signal to identify any risk or issues that can occur during the engagement lifecycle.

Before you begin

Role required: sn_acct_lc.customer_success_agent

About this task

Risk Signals and Issues are used to record and manage risks associated with an engagement so that appropriate actions can be taken. Risks may have different degrees of severity and must be evaluated before they're addressed. For example, an external system may flag missing information to the customer success manager who may address the issue using an internal play. If the risk is low in impact, the customer success manager may decide to accept the risk and proceed with the engagement. See [Define risk criteria](#) for details.

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Navigate to the **Customer Success > All Risk Signal and Issue Records** and select **New**.
3. On the form, fill in the fields.

Risk signal form

Field	Description
Number	System generated unique number for the onboarding case record.
Account	The account number of the enterprise customer associated with the account.
Engagement	Select the engagement record to which the risk signal is related. This is a required field.
Reported by	Automatically filled by the logged-in user name while creating the risk signal.
Assigned to	The key internal team member responsible for handling this risk signal.
Squad	The team supporting this account for achieving both value and success.
State	State of the risk signal. This can be: <ul style="list-style-type: none"> ○ New ○ Active ○ Canceled ○ Closed
Priority	Priority of this risk signal in comparison to others. This can be:

Field	Description
	<ul style="list-style-type: none"> ○ Critical ○ High ○ Medium ○ Low ○ Very Low
Due date	Date by which the risk signal should be addressed.
Risk or issue	Indicate whether this is a risk or an issue.
Short description	Enter a short description for this risk signal. This is a required field.
Watch list	Select the users who should be notified of any updates to the risk signal.
Watch notes list	Select the users who should be notified of any updates to the worknotes.
Description	Enter a description for this risk signal. This is a required field.
Work notes	Any internal notes regarding this risk signal.
Tracking method	The origin of the risk signal. This can be: <ul style="list-style-type: none"> ○ Manual ○ Automated ○ Integration
Table	Select the table used by the risk signal record.
Source record	Select the source record from which the risk signal originated.
Scope	Indicate whether this risk signal is related to customer success or onboarding. This can be: <ul style="list-style-type: none"> ○ Onboarding ○ Adoption ○ Expansion ○ Renewal
Probability	The probability that this risk may occur. This can be: <ul style="list-style-type: none"> ○ Very high ○ High ○ Moderate ○ Low ○ Very low This is a required field.
Contracts impacted	The contracts impacted by this risk or issue.
Products impacted	The products impacted by this risk or issue.

4. Select **Save** to create risk signal.

Create a success play

Use this option to create a success play to create automated actions.

Before you begin

Role required: `sn_acct_lc.customer_success_agent`

About this task

With success plays, you can use Flow Designer and playbooks to quickly create actions that need to be executed during the engagement lifecycle. These actions can be manual or completely automated. This section describes how to create a success play from the engagement record page. You can also launch the success play workflow from any of the following pages:

- Success initiative
- Success objective
- Touchpoints
- Success case
- Internal play
- Risk signal

Procedure

1. Navigate to **Workspaces > CRM Workspace**.
2. On the Success landing page, select **View engagement** and then select **Create success play**.
3. Select a category that aligns with your goal.
The sub categories displayed are filtered based on the category that you select here.
4. Select a sub category from the list and select the activity that must be completed to achieve your goal.
5. Select **Next** to continue.
Based on your previous selections, you're prompted for additional details in the next page.
6. Select **Finish**.
You'll see a notification indicating that the success play has been created. When the tasks are completed, the work notes are updated indicating that it's complete.

Note: When you start creating a success play, a success launcher notifier record is created to track the status of the success play. To view this record, navigate to the **All** menu and enter `sn_acct_lc_success_notifier_launcher.list` in the Search filter. You can view the status in the Success Launcher Notifiers page.

Define subflows for success plays

Before you create a success play, you must define a subflow and add it to the Definition Records table.

For instructions on creating a subflow, see [Create a flow, subflow, or action in Workflow Studio](#). After you have created the subflow, follow these steps to add it to the Definition Records table.

1. Navigate to **All** and enter `sn_acct_lc_definition_record.list` in the Search filter.
2. In the Definition Records page, select **New**.
3. In the form, fill the fields.

Definition record form

Field	Description
Flow	Select the subflow you have created.
Category	Select the category with which the subflow is to be associated.
State	The state of the definition record. This can be: <ul style="list-style-type: none"> ○ Draft ○ Published ○ Closed ○ Cancelled
Title	Enter a title for this definition record.
Description	Enter a description for this definition record.

4. Select **Submit.****Create a success blueprint**

Create a success blueprint to define the success objectives, primary success outcomes, and success initiatives for an engagement.

The procedure for creating a success blueprint depends on whether a published template is available for the product. For an overview of the success blueprint feature and guidance on choosing between the two paths, see [Success blueprint](#).

You can create a success blueprint in the following ways:

- [Create a success blueprint from a template](#)
- [Create a success blueprint manually](#)

Create a success blueprint from a template

Create a success blueprint from a template to add success objectives and outcomes to an engagement.

Before you begin

Role required: sn_acct_lc.customer_success_agent

Procedure

1. Navigate to **Workspaces > CRM Workspace**.
2. Navigate to the **Customer Success Management > All Engagements** and open an engagement record.
3. On the engagement page, navigate to the **Success blueprint** tab and select **Create success blueprint**.
Available success blueprint templates for this engagement are listed. Required objectives are automatically selected. Select from the list of optional objectives.
4. Select a product from the list.
This is the list of applicable sold products associated with the engagement at creation.
5. Review the list of objectives defined for the selected product.

- All objectives: All the success objectives defined in the template are displayed.
- Mandatory objectives: By default, all required objectives are automatically selected.
- Optional objectives: You can select one or more optional objectives for this engagement.

6. Filter the list of objectives using the following options:

- **Search:** Enter the title or description to display objectives that meet the criteria.
- **View by drivers:** Select an option from the list to view objectives that have the selected driver associated with them.

For each objective, you can see the key drivers, success outcomes defined, and the associated product.

7. Select **Next to continue.**

The selected objectives and their defined outcomes are displayed.

8. On this page, enter values in the following required fields:

- **Start date:** Date from which the outcome is effective.
- **End date:** Date until which the outcome is effective.
- **Objective owner:** The individual responsible for the objective from the provider side.
- **Sponsor:** External contact responsible for the objective.

9. Use the **Toggle button to select or deselect any of the optional outcomes.**

The required outcomes are selected by default and can't be deselected. Select the **Edit outcome values** option to add the Base and Target values for the selected outcome and select **Save**.

10. Select **Save Objective.**

** Note:**

- If you select the **Back** button or refresh the page after saving the objective, all changes are lost.
- If you're adding more than one objective, you must save the details for each objective before moving on to the next one.

11. Select **Create to create the success blueprint.**

The success blueprint appears on the Success blueprint page on the Engagement page. See [Success blueprint](#) for details.

12. Select the **View initiative roadmap.**

In the roadmap view:

- The initiatives are color-coded according to their progress and the color description is provided in the tooltip listed at the bottom of the page.
- The initiatives are grouped according to the status of the objectives and outcomes for better association.
- Information such as Assigned to, Priority, Category, Number of Tasks, and Days remaining are shown on the timeline.



13. Select the icon and select one of the following options:

- Add objectives: Select and add any optional objectives to add to your success blueprint. Select the objective to be added, select **Next**. Use the **Toggle** option to select any of the optional outcomes and enter other required details. Select **Save Objective** and then select **Create** to add the objective along with the outcome to the success blueprint.
- Add outcomes: Select any optional outcomes to add to your success blueprint.

14. Select the  icon to drill down to the [Success objective record page](#).

Create a success blueprint manually

Create a success blueprint by adding success objectives, primary success outcomes, and success initiatives directly, without using a template.

Use the manual path when no success blueprint template is available for the product, or when the engagement requires objectives that aren't covered by an existing template.

To create the blueprint, complete the following tasks in order from the engagement page:

1. Navigate to the **Success blueprint** tab and select **Create success blueprint**.
2. Add a success objective that represents the value the customer expects from the products they purchased. See [Add a success objective](#).
3. Add one or more primary success outcomes that measure the achievement of the objective. See [Add a primary success outcome](#).
4. Add a success initiative that captures the activities and tasks the provider and customer complete to achieve each outcome. See [Add a success initiative](#).

After you completed these tasks, the success blueprint is complete. From the engagement page, you can do the following:

- [Measure success rate](#)
- [Success initiative roadmap](#)

Add a success objective

Create a success objective that represents the value of the products sold to the customer.

Before you begin

Role required: sn_acct_lc.customer_success_agent

About this task

A success objective represents that value of one or more products purchased by the customer. Objectives are defined for a specific period and are tied to an engagement. An objective can be broken down into several success outcomes that measure its achievement.

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Navigate to the **Customer Success > All Objectives** and select **New**.
3. On the form, fill in the fields.

Success objective form

Field	Description
Number	System generated unique number for the onboarding case record.

Field	Description
Account	The account number of the enterprise customer associated with the account.
Engagement	Select the engagement record to which the objective is to be related. This is a required field.
Objective owner	The individual responsible for the objective from the provider side.
Sponsor	External contact responsible for the objective.
Products	The sold products that match the objective.
Driver	The driving category reason behind the objective.
State	State of the engagement record. <ul style="list-style-type: none"> ○ New ○ Define ○ In progress ○ Canceled ○ Closed
Progress	Current progress of this objective. <ul style="list-style-type: none"> ○ Not Started ○ On-Track ○ At Risk ○ Paused ○ Completed ○ Canceled
Priority	Priority of this objective in comparison to others. <ul style="list-style-type: none"> ○ Critical ○ High ○ Medium ○ Low ○ Very Low
Planned start	Date on which the work for this objective is scheduled to start.
Planned stop	Date on which the work for this objective is scheduled to stop.
Title	Enter a title for this objective. This is a required field.
Watch list	Select the users who should be notified of any updates to the objective.
Work notes list	Select the users who should be notified of any updates to the worknotes.
Description	Enter a description for this objective. This is a required field.
Work notes	Any internal notes regarding this objective.

4. Select **Save** to create a success objective.

What to do next

Add one or more success outcomes to measure the achievement of this objective. See [Add a primary success outcome](#).

Add a primary success outcome

Create a primary success outcome that can be used to measure the achievement of a success objective.

Before you begin

Role required: sn_acct_lc.customer_success_agent

About this task

Primary success outcomes are measurable components of success objectives. They're both measurable and actionable. Progress can be tracked automatically using data collected by the Data Context Engine, or manually for outcomes that aren't easily tracked through metrics.

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Navigate to the **Customer Success > All Outcomes** and select **New**.
3. On the form, fill in the fields.

Primary Success Outcome form

Field	Description
Number	System generated unique number for the onboarding case record.
Account	The account number of the enterprise customer associated with the account.
Success objective	Select the success objective with which this outcome should be associated. This is a required field.
Owner	The internal person responsible for tracking the achievement of this outcome.
State	State of the primary success outcome. <ul style="list-style-type: none"> ○ New ○ In progress ○ Paused ○ Canceled ○ Closed
Progress	Current progress of this outcome. <ul style="list-style-type: none"> ○ Not Started ○ On-Track ○ At Risk ○ Paused ○ Completed ○ Canceled
Priority	Priority of this outcome in comparison to others.

Field	Description
	<ul style="list-style-type: none"> ○ Critical ○ High ○ Medium ○ Low ○ Very Low
Planned start	Date on which the work for this outcome is scheduled to start.
Planned stop	Date on which the work for this outcome is scheduled to stop.
Title	Enter a title for this outcome. This is a required field.
Watch list	Select the users who should be notified of any updates to the outcome.
Work notes list	Select the users who should be notified of any updates to the worknotes.
Description	Enter a description for this outcome. This is a required field.
Work notes	Any internal notes regarding this outcome.
Unit	Unit of measurement of this success outcome.
Tracking method	<p>Tracking method for this outcome.</p> <ul style="list-style-type: none"> ○ Manual: Enter the measurement unit and values manually. ○ Metric: Select a metric from the list. The values are populated automatically if the data source and context engine mapping have been configured. <p>Note: The metric values are automatically populated if:</p> <ul style="list-style-type: none"> ▪ The context for the data source must be configured to reference the primary success outcome table. See Define the data source. ▪ The source and the resolving context tables must be correctly configured. See Configure the Context Engine Mapper.
Base value	Starting point or base value for this outcome.
Target value	Target value that is to be achieved.
Current value	Current value of the primary success outcome.

4. Select **Save** to create a primary success outcome.

What to do next

Add a success initiative to capture the activities required to achieve this outcome. See [Add a success initiative](#).

Add a success initiative

Create a success initiative with a planned set of internal or external tasks to support a primary success outcome.

Before you begin

Role required: role sn_acct_lc.customer_success_agent ,
sn_acct_lc.customer_success_customer

About this task

Success initiatives are a set of planned activities or tasks that a provider and a customer must complete achieving a primary success outcome. A success initiative can include one or more tasks that can be internal or external and can be defined with the Create Success Initiative playbook.

Note: The Create Success Initiative playbook has a set of predefined stages and fields. You can add or modify these stages using Playbooks. See [Playbook builder](#) for the details.

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Navigate to the **Customer Success > All Initiatives** and select **New** to launch the playbook.
3. In the Initial setup page, select the primary success outcome associated with this initiative.
4. Select **Continue** to move to the next tab.
The success initiative record is created.
5. In the Plan section, enter the core information for this initiative as follows.

Primary success outcome	The primary success outcome associated with this initiative. To create applicable success outcome, see Create an applicable success outcome .
Contact	The customer contact responsible for this initiative.
Assigned to	The internal team member responsible for this initiative.
Squad	The team supporting this account for achieving both value and success.
Category	The category associated with this initiative. <ul style="list-style-type: none"> ○ General ○ Strategic planning ○ Architecture and design ○ Adoption ○ Technical guidance
State	State of the initiative. <ul style="list-style-type: none"> ○ New ○ In progress ○ Paused ○ Canceled ○ Closed
Progress	Current progress of this initiative.

	<ul style="list-style-type: none"> ○ Not Started ○ On-Track ○ At Risk ○ Paused ○ Completed ○ Canceled
Priority	Priority of this initiative in comparison to others. <ul style="list-style-type: none"> ○ Critical ○ High ○ Medium ○ Low ○ Very Low
Due date	Date on which this initiative is due.
Subject	Enter a subject for this initiative.
Description	Enter a description for this initiative.
Product	Automatically populated from the success objective table when primary success outcome is selected.
Needs attention	Clear the check box to make Blocked by capability work.

6. Select **Mark Complete**.

7. In the Collab and Complete step, select **Create Task** to create a success task automatically, or select **Skip** to skip this step.

The **Create Task** and **Skip** buttons are visible to the user.

8. In the Summarize and Close step, enter the following details.

- Closure code: Select the reason for which the record is being closed.
 - Achieved
 - Partially achieved
 - Missed
 - Canceled
- Close notes: Provide a description on which this initiative is being closed.

9. Select **Mark Complete** to complete this task.

Note: You can use response templates to provide quick responses, or copy and paste relevant information from a case. Select the **Response template** icon and select the response template you want to use. For more details on response templates, see [Response templates](#).

What to do next

You can perform the following actions:

- Discuss: Select **Discuss** to start a sidebar discussion about this initiative. In the pop-up window, select the participants who must participate in the discussion, enter a brief message, and select **Start discussion**. A window appears with a link to the record for this initiative. Select

Open record and start the discussion. When the discussion has been completed, you can see the details in the **Activity stream**.

- **Assign to me:** Select this option to reassign this initiative to yourself.
- **Close initiative:** Once the initiative has been completed and the Closure code is set to **Achieved**, you can close this initiative.
- **Create success play:** Select this option to create a success play. See [Create a success play](#) for the details.
- **Email:** Open the **Activity stream** and select **Email** from the More drop down list. Enter the required details and select **Send email**.

Note: You can send emails only to the team members associated with the account.

Summarize a success initiative using ServiceNow Otto for Telecommunications, Media, and Technology (TMT)

Generate a summary from a success initiative record and all associated success tasks.

Before you begin

Role required: `sn_acct_lc.customer_success_agent`

About this task

The success initiative summary skill provides a summary of the success initiative record and associated success initiative tasks. The skill is available in CRM Workspace and in Core UI:

- In CRM Workspace, use the Success initiative summary by ServiceNow Otto component, which appears above the Activities card.
- In Core UI, select **Summarize** on the success initiative record.

Note: The skill requires a minimum 50 words in the record to generate a summary. If the skill isn't active, summaries are generated using the out-of-box case summarization skill instead.

Procedure

1. Navigate to **Workspaces > CRM Workspace > Lists > All Success initiatives**.

2. Open a success initiative and select **Summarize**.

Based on the inputs from Engagement, Account, and Short Description, the summary includes:

- **Overview:** the primary goal, engagement, account, product, progress, due date, squad, and customer contact details.
- **Progress updates:** current status, total task count, and open/closed task counts.
- **Next steps:** all open tasks, required agent actions, and tasks due in the next 7 days.

3. **Optional:** After you're finished, manage the results: view more/less detail, provide helpful/not-helpful feedback, copy the summary, or view summary info using the icons on the summary card.

Create an applicable success outcome

Create the applicable success outcomes to support the primary success outcome.

Before you begin

Role required: `sn_acct_lc.customer_success_agent`

Procedure

1. Navigate to **All > CRM Workspace > All > All Initiatives**.
2. Open the success initiative for which you want to add success outcome.
3. In the conceptual panel, open the **Related Items**.

Related Items

Appointments	0	▼
Emails	0	▼
Blocked by	0	▼
Change Tasks	0	▼
Requests	0	▼
Related Knowledge	0	▼
Risk Signal and Issues	2	▼
Implementation Records	0	▼
Applicable Success Outcomes	2	^

[Refresh](#) [+ Create](#) [View all](#)

Applicable Success Outcome

Success initiative: **SINIT0001003** Success outcome: **SOUT0000005**

Applicable Success Outcome

Success initiative: **SINIT0001003** Success outcome: **SOUT0000002**

4. In the Related Items, expand **Applicable Success Outcomes** card.
5. Select **Create**.
6. On the form, select the success outcomes.

A single initiative can be associate with the multiple success outcomes under the same success objective.

7. Select **Save**.

Close or cancel a success initiative

You can close or cancel a success initiative and all the related tasks.

Before you begin

Role required: admin

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Navigate to the **Customer Success > All Initiatives** and open the success initiatives you want to cancel.
3. Select the **Record details** to view the success initiative form.
4. Depending on your requirement, change the State to **Canceled** or **Closed**.
The Closure code is automatically updated to reflect the State change.
5. Ensure that all the required fields are filled out and select **Save**.
6. Select **Yes** in the confirmation window to continue.
The success initiative along with all associated child tasks will be canceled or closed and the Progress is set to **Finished**.

Note: Before you close a success initiative, you must close or cancel all the associated child tasks. If an associated child task is still open, a warning message is displayed. You must first close or cancel the child tasks and then proceed with closing the success initiative.

Success objective record page

This page provides a detailed view of the success objective and its related outcomes and initiatives as defined in the success blueprint.

To view this page, follow these steps:

1. Login as a user with the `sn_acct_lc.customer_success_agent` role.
2. Navigate to **Workspaces > CRM Workspace** and select the **List** icon.
3. Navigate to **Customer Success > All Engagements**, and open an engagement.
4. Select the **Success blueprint** tab and select the  icon to open the page.

This page includes the following sections:

- **Header:** This section shows the progress, priority, state, the driver category, the number of days left for this objective to be completed, and the planned end date.
- **Success outcomes:** The success outcomes associated with the objective. For each objective, you can see the status, value realized (the current value based on the percentage of the

target achieved), and the number of days left. Select a success outcome to view the success initiatives associated with it. Select **Edit** to drill down to the Success Outcome page.

- **Success initiatives:** The list of initiatives associated with the selected success outcome. The subject, progress, and the number of days remaining are displayed. Select the **Number** column to drill down to the Success Initiative record page.

Primary success outcome record page

A primary success outcome refers to the result or goal that is used to measure the achievement of a success objective.

When you create a success blueprint for an engagement, you can define success objectives and outcomes for each objective. See [Create a success blueprint](#) for details. You can view this page either by navigating from the Engagement record page or by following these steps:

1. Login as a user with the `sn_acct_lc.customer_success_agent` role.
2. Navigate to **Workspaces > CRM Workspace** and select the **List** icon.
3. Navigate to **Customer Success > All Outcomes** and select **Number** column to open the Primary success outcome record.

This page contains the following tabs:

- **Details:** See [Add a primary success outcome](#) for a detailed description of the fields.
- **Success Initiatives:** Shows the list of success initiatives associated with this outcome.
- **Approvers:** Shows the list of approvers for this outcome.
- **Risk Signals and Issues:** Lists any risk signals or issues associated with this outcome.

Measure success rate

Measure and track the effectiveness and completion of success objectives and outcomes within a project or engagement with success scores and success rates.

Calculate success rate of a success objective

When a success outcome has been completed, you can close the record, update the status, and verify the values in the success outcome template.

1. Navigate to the *Success blueprint* tab on the Engagement page.
2. Select an objective and then select the  icon to drill down to the Success Objective page.
3. Select a Success outcome from the list and select **Edit** to drill down to the Success Outcome page.
4. Update the State field to *Closed*.
5. Select the Closure code from the drop down list:
 - **Achieved:** If you select this option, it indicates that the outcome was successfully achieved and the success rate is set to 1.
 - **Missed:** This option indicates that the outcome was not met. The success rate is set to 0.
 - **Canceled:** If the Closure code to set Canceled, the success rate is skipped for this outcome.
 - **Partially achieved:** If the outcome is partially achieved, the success rate is set to 0.5
6. Enter the Close notes and select **Save**. Once an outcome has been closed, navigate back to the Success Objective page. You can see that the status of the success outcome is set to *Completed* and the value `realized percentage` has been updated.

7. Follow these steps to close all success outcomes for the selected objective.

Note: The success score of an objective is the average score of all closed and partially closed outcomes associated with that objective. Only outcomes generated from the success outcome templates are used to calculate the score. Manually created outcomes are not included.

For example, if an objective has three outcomes with following closure states:

- Outcome 1: Achieved
- Outcome 2: Partially Achieved
- Outcome 3: Canceled

In this case, the success rate is calculated as $(1+0.5)/2 = 0.75 * 100 = 75\%$

Calculate the success rate of a success objective template

The success objective template rate is the average of the scores of all the associated objectives that have been created from the success objective template. If success objectives created from a specific template have the following success rates:

- Success Objective 1: 50%
- Success Objective 2: 60%
- Success Objective 3: 70%

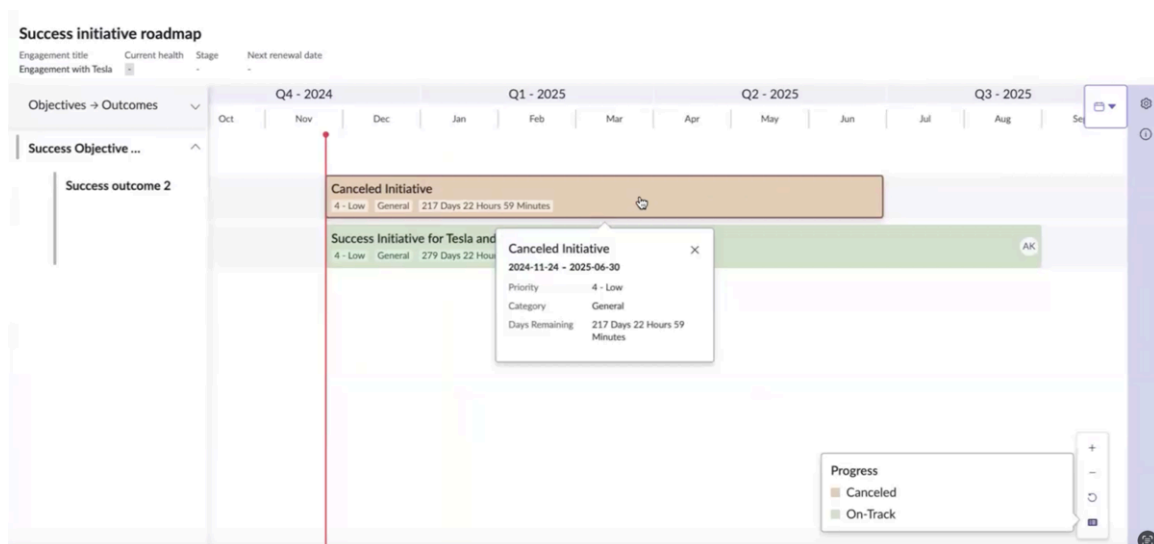
In this case, the success score or the average is 60%.

Success initiative roadmap

The success initiative roadmap displays success initiatives and their outcomes over time in a visual timeline. Use it to track initiative progress, filter by status, and adjust the view by timescale or grouping.

To view this page, follow these steps:

1. Navigate to the *Success blueprint* tab on the Engagement page.
2. Select the **View initiative roadmap** option. You can see a visual representation of the success initiatives and the outcomes based on the Due date.



The list of outcomes is displayed in the left panel. Select an outcome from the list to view the initiatives associated with it. You can hover over an initiative to see a quick snapshot. You can customize the roadmap view:

- Select the *Progress* option to select the types of initiatives (Canceled, On-Track, Completed) you want to view.
- Select the **Select timescale** icon to view the roadmap by year, month, or quarter.
- Select the **Gear** icon to personalize the view by grouping, color, metrics displayed, and so on.
- Select an initiative to view the initiative record in the side panel. You can do the following:
 - Modify the record if required and select **Save**.
 - Select the *Comments* tab to add any additional comments.
 - Select the *Attachments* tab to add one or more attachments to this initiative.
 make any changes if required and select **Save**.

Note: By default, you can view the roadmap for a ten year period. You can modify this value in the `sn_acct_lc.RoadmapTimelineYears.list` property.

Create an implementation record

Track the progress of a partner or customer implementing a product or a service.

Before you begin

Role required: `sn_acct_lc.customer_success_application_admin`, `sn_acct_lc.agent`, `sn_acct_lc.customer_success_agent`

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Navigate to the **Customer Success Management > All Implementation Records** and select **New**.
3. On the form, fill in the fields.

Field	Description
Number	System generated unique number for the implementation record.
Engagement	The engagement that is being tracked. This is a required field.
Account	The enterprise account associated with the engagement is automatically populated.
Type	Select the type of engagement from the list. This is a required field. <ul style="list-style-type: none"> ◦ Partner led ◦ Self led ◦ Professional services
Contact	The primary customer contact for this implementation.
Executive sponsor	The customer sponsor responsible for this implementation.
Partner	If it is a partner led implementation, select the contact name from the list.
Partner contact	The primary partner contact for this implementation.

Field	Description
Certified	Indicate if the partner is certified. You can select: <ul style="list-style-type: none"> ○ Certified ○ Not certified
Owner	The owner responsible for the implementation.
State	State of the implementation. This can be: <ul style="list-style-type: none"> ○ New ○ In progress ○ Paused ○ Canceled ○ Closed
Progress	Current progress of the implementation. This can be: <ul style="list-style-type: none"> ○ Not started ○ On-track ○ At risk ○ Paused ○ Completed ○ Canceled
Actual start date	The actual start date of the implementation.
Actual end date	The actual end date of the implementation.
Actual duration	The actual duration of this implementation.
Planned duration	The planned duration of this implementation.
Planned start date	The planned start date of this implementation.
Planned end date	The planned end date of this implementation.
Product scope	Select the Sold Product for which the implementation is being tracked.
Capability scope	Select the product capability for which the implementation is being tracked.
Squad	Select the squad members supporting the implementation.
Watch list	Select the users who should be notified of any updates to the implementation record.
Work notes list	Select the users who should be notified of any updates to the work notes field.
Work notes	Enter any internal notes related to the implementation.
Closure information	If the State is Closed or Canceled , select the Closure code from the list: <ul style="list-style-type: none"> ○ Successful ○ Unsuccessful ○ Canceled/voided

Field	Description
	Enter any additional information in the Close notes field.

4. Select **Save** to create the implementation record.
After the record has been created, you can view the implementation record under the Related Items list on the Engagement home page
5. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
6. Navigate to the **Customer Success > All Engagements** and open an engagement record.
7. Select the **Related Items** link on the Engagement home page.
8. Expand the Implementation Records item to view the list of implementation records associated with the engagement.

Related Items

Internal Plays	3	▼
Internal Play Tasks	0	▼
Customer Plays	6	▼
Success Tasks	0	▼
Risk Signal and Issues	16	▼
Implementation Records	2	^

 Refresh
 + Create  View all

Implementation Record 

Number
IMRC0001007

Type
Self Led

Planned duration
0 Seconds

Name
imp 2

Owner

Product scope
Genixify - Cloud X

Implementation Record 

Number
IMRC0001001

Type
Self Led

Planned duration
0 Seconds

Name
imp 1

Owner

Product scope
SP1

You can do the following:

- Select **Create** to create implementation record.
- Select **View all** to view all the implementation records associated with the engagement. The list of records is displayed on a separate page.
- Select the  to open and edit the implementation record.

ServiceNow Otto for Telecommunications, Media, and Technology (TMT) Support renewals and expansion

Assess engagements and contracts due for renewal, analyze trends, and recommend renewal strategies.

Support renewals and expansion agentic workflow overview

The Support renewals and expansion agentic workflow enables customer success agents to assess the health, value, and product adoption of an engagement or contract. It provides data-driven insights and renewal play recommendations and enables customer success agents to manage multiple customer engagements efficiently. The workflow uses the Renewal Insight Engine skill to evaluate individual product metrics, health score trends, usage trends, and value scores at both the engagement and contract level. See [Renewal insight engine skill in ServiceNow Otto for Telecommunications, Media, and Technology \(TMT\)](#) for details.

Customer success managers can use the Support renewals and expansion agentic workflow to:

- Track how much value has been delivered since onboarding.
- Measure progress against goals and service delivery metrics.
- Retrieve and calculate health and adoption scores.
- Analyze trends to support informed adoption and engagement decisions.
- Generate renewal likelihood assessments and expansion potential at the engagement and contract level.
- Receive up to three recommended actions, each with a specific play type, target product, priority, and reasoning.

When a contract is due to expire in 90 days, the customer success manager receives a notification and the workflow is automatically triggered. The customer success manager can monitor the progress in the [ServiceNow Otto panel](#)  and select one of the following scans: Value, Health, Usage, Value & Health, Health & Usage, Value & Usage, or Value & Usage & Health.

When the workflow is completed, two reports are generated for the engagement and the associated contract with the following details: renewal likelihood, expansion potential, recommended actions, adoption trend, health trend, and value score. You can then select the appropriate renewal play based on the report.

Agentic workflows included with the base system are read-only. To configure this workflow, see [Configure agentic workflows for Customer Success Management](#).

Renewal insight engine skill in ServiceNow Otto for Telecommunications, Media, and Technology (TMT)

Analyzes the renewal likelihood and expansion potential of an engagement or contract and generates recommended actions.

Before you begin

Role required: `sn_acct_lc.customer_success_agent`

About this task

The Renewal insight engine skill evaluates individual product metrics, health metrics, health score trends, usage trends, and value scores to generate renewal assessments. The skill provides a granular analysis by evaluating data at the product level rather than using aggregated scores. It's automatically triggered by the Support renewals and expansion workflow (see [ServiceNow Otto for Telecommunications, Media, and Technology \(TMT\) Support renewals and expansion](#)) and runs in two modes:

- **Engagement mode:** analyzes all products and health metrics for the overall engagement and generates renewal likelihood, expansion potential, and up to three recommended actions for the engagement.
- **Contract mode:** analyzes contract-specific products while also considering overall engagement health and non-contract products, generating the same outputs for the contract.

Procedure

1. Navigate to **All > AI Admin Hub > AI Skills**.

2. Select **Activate** in the Renewal Insight Engine card.

3. Select the user role that can use this skill and select **Save** to activate the skill.

The skill is automatically triggered when the Support renewals and expansion agentic workflow runs. When the workflow completes, it generates:

- **Renewal likelihood:** an assessment (Very High, High, Moderate Risk, At Risk, or Critical Risk) and the key factors that influenced it.
- **Expansion potential:** an assessment (Strong, Moderate, or Limited), the probability, and target products identified for expansion.
- **Recommended actions:** up to three actions as internal or customer plays, each with a target product, priority, and reasoning. The renewal assessment report is automatically added to the work notes of the generated internal play records.

Squad resource identifier agentic workflow

Use a squad resource identifier agentic workflow to identify and recommend internal experts based on record under consideration, skill set, region, and real-time availability.

Squad resource identifier agentic workflow overview

The agentic workflow assists customer success teams to quickly identify and connect with the right individuals to support success plays, initiatives, or critical escalations. This ensures faster and more effective collaboration across engagements.

The Squad resource identifier agentic workflow supports these tables: Touchpoint, Account Onboarding Case, Success Task, Engagement, Implementation Record, Customer Play, Success Initiative, Internal Play, Internal Play Task, Risk Signal and Issue, Onboarding Task, and Data Import Task.

Role required: `sn_acct_lc.customer_success_agent` and `sn_acct_lc.agent`

Agentic workflows included with the base system are read-only. To configure this workflow, see [Configure agentic workflows for Customer Success Management](#).

Manage customer success playbooks

Use the customer success playbooks to manage planned and unplanned activities during an engagement. Configure the structure of these playbooks, including their stages and activities, use the Playbook builder.

Related topics

[Playbook builder](#) 

Create an internal play

Create an internal play to define planned or unplanned activities that the customer does not have access to during the engagement lifecycle.

Before you begin

Role required: sn_acct_lc.customer_success_agent

About this task

An internal play is used to monitor internal activities that the customer does not have access to during the engagement lifecycle. For example, the renewal phase of a contract can be triggered 90-120 days before it is due to expire. This can launch a series of planned internal actions that can increase the chances of the contract being renewed or extended. An internal play can contain one or more sub-tasks and follows a playbook with predefined activities.

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Navigate to the **Customer Success Management > All Internal Plays** and select **New**.
3. In the *Initiate* phase, you can perform the following activities:
 - Select engagement: In the Number field, a unique number for the internal play is auto-populated. In the Engagement field, select the engagement for which the internal play is being created and select **Continue**.
 - Enter core information: In this page, enter the purpose of the internal play including the following details:
 - Assigned to: The key internal team member responsible for this internal play.
 - Priority: Priority of this internal play in comparison to others. This can be:
 - Critical
 - High
 - Medium
 - Low
 - Very Low
 - Category: The internal play category. This can be:
 - General
 - Account health
 - Adoption support
 - Expansion and renewal support
 - Governance and audits
 - Partner reviews
 - Due date: Date by which the internal play should be completed.
 - Short description: The short description for the internal play. This is a mandatory field.
 - Description: The description for the internal play. This is a mandatory field.

Select **Mark Complete** to move to the next activity.

- Add squad: Select one or more squad members who will involved in the internal play and the related activities and select **Mark Complete** to move to the next stage.

4. In the *Define the Action Plan* phase, you can perform the following activities:

- Formulate the action steps: Specify the action plan for this playbook. This will appear in the worknote. Select **Send and continue** to proceed to the next activity. The action plan will appear as work in the Activity stream section of the playbook.
- Related work: Select **Create task** to create an internal play task. See [Create an internal play task](#) for a detailed description of this form.

Note: Internal play tasks that are in New, In-progress, or Paused state are displayed in this page. To continue to the next activity, update the *State* to Complete or Canceled. After all the internal play tasks have been closed or canceled, select **Mark Complete** to continue with the next activity.

5. In the *Review & Close* phase, you can perform the following activities:

- Communicate the final outcome: Enter a comment to describe the final outcome for this playbook. Select **Send and continue** to proceed to the next activity.
- Close record: Select the Closure code from the drop down list and Close notes for this playbook and select **Mark Complete**.

6. Select **Close** after all the activities have been completed.

The internal play playbook State is set **Closed** and Progress is set to **Completed**.

Note: If after creating the internal play, you close or cancel the internal play record, all pending activities and lanes in the internal play record are automatically canceled and the State is set to Canceled.

What to do next

- Create internal play tasks to define tasks that should be performed when an internal play is launched. See [Create an internal play task](#).
- Select **Discuss** to start a sidebar discussion about this internal play. In the pop-up window, select the participants who need to participate in the discussion, enter a brief message, and select **Start discussion**. A window appears with a link to the record for this internal play. Select **Open record** and start the discussion. When the discussion has been completed, you can see the details in the Activity stream.
- Email: Open the Activity stream and select **Email** from the More drop down list. Enter the required details and select **Send email**.

Create an internal play task

Create an internal play task that must be performed when the internal play is launched. An internal play task must have a clear purpose and specifies the activity that must be performed. It is not visible to customers.

Before you begin

Role required: sn_acct_lc.customer_success_agent

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Navigate to the **Customer Success > All Internal Plays**.
3. Open an internal play, select the Related Items option in the contextual side panel, expand the Internal Play Tasks related item, and select **Create**.
4. On the form, fill in the fields.

Internal play form

Field	Description
Number	System generated unique number for the onboarding case record.
Account	The account number of the enterprise customer associated with the account.
Engagement	Select the engagement record to which the internal play task is related.
Internal play	The internal play with which this task is to be associated is displayed. You can select a different internal play from the drop down list.
Assigned to	The key internal team member responsible for this internal play task.
Squad	The team supporting this account for achieving both value and success.
State	State of the internal play task. This can be: <ul style="list-style-type: none"> ○ New ○ In progress ○ Paused ○ Canceled ○ Closed
Progress	Current progress of this internal play task. This can be: <ul style="list-style-type: none"> ○ Not Started ○ On-Track ○ At Risk ○ Paused ○ Completed ○ Canceled
Priority	Priority of this internal play task in comparison to others. This can be: <ul style="list-style-type: none"> ○ Critical ○ High ○ Medium ○ Low ○ Very Low

Field	Description
Due date	Date by which the internal play task should be completed.
Short description	Enter a short description for this internal play task. This is a mandatory field.
Watch list	Select the users who should be notified of any updates to the internal play task.
Work notes list	Select the users who should be notified of any updates to the worknotes.
Description	Enter a description for this internal play task. This is a mandatory field.
Work notes	Any notes to internal team members regarding this internal play.

5. Select **Save** to create internal play task.

What to do next

- Select **Discuss** to start a sidebar discussion about this internal play task. In the pop-up window, select the participants who need to participate in the discussion, enter a brief message, and select **Start discussion**. A window appears with a link to the record for this initiative. Select **Open record** and start the discussion. When the discussion has been completed, you can see the details in the Activity stream.
- Create success play: See [Create a success play](#).

Close or cancel an internal play

You can close or cancel an internal play and all the related tasks.

Before you begin

Role required: sn_acct_lc.customer_success_agent

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Navigate to the **Customer Success > All Internal Plays** and open the internal play you want to cancel.
3. Select the **Record details** to view the internal play record form.
4. Depending on your requirement, change the State to **Canceled** or **Closed**.
The Closure code is automatically updated to reflect the State change.
5. Ensure that all the mandatory fields are filled out and select **Save**.
6. Select **Yes** in the confirmation window to continue.
The internal play along with all associated child internal play tasks will be canceled or closed and the Progress is set to **Canceled** or **Closed**.

Note:

- Before you close an internal play, you must ensure that no associated child tasks are open. If an associated child task is still open, a warning message is displayed. You must first close or cancel the child tasks and then proceed with closing the internal play task.
- When you try to **Cancel** an internal play, you will see a confirmation message indicating that all child tasks will be canceled. Select **Yes** to continue and cancel the internal play.

Summarize an internal play using ServiceNow Otto for Telecommunications, Media, and Technology (TMT)

Generate a summary from an internal play record and all associated internal play tasks.

Before you begin

Role required: `sn_acct_lc.customer_success_agent`

About this task

The internal play summary skill provides a summary of the internal play record and associated internal play tasks. The skill is available in CRM Workspace and in Core UI:

- In CRM Workspace, use the Internal play summary by ServiceNow Otto component, which appears above the Activities card.
- In Core UI, select **Summarize** on the internal play record.

Note: The skill requires a minimum 50 words in the record to generate a summary.

Procedure

1. Navigate to **Workspaces > CRM Workspace > Lists > All Internal plays**.
2. Open an internal play and select **Summarize**.
Based on the inputs from Engagement, Account, and Short Description, the summary includes:
 - **Overview:** the primary goal, engagement, account, product, progress, due date, squad, and details of any contracts under consideration.
 - **Progress updates:** current status, total number of internal play tasks, and number of open/closed tasks.
 - **Next steps:** all open internal play tasks, required agent actions, and tasks due in the next 7 days.
3. **Optional:** After you're finished, manage the results: view more/less detail, provide helpful/not-helpful feedback, copy the summary, or view summary info using the icons on the summary card.

Create a customer play

Create a customer play in collaboration with customers to define planned and unplanned activities required to support an engagement.

Before you begin

Role required: `sn_acct_lc.customer_success_agent`

About this task

A customer play monitors external activities of unplanned actions that a provider may take to support a customer touchpoint, stakeholder request, or engagement activity. It may not be associated with an objective or outcome, but can be based on the nature of the customer play and why it was created. A customer play is a form of case type with its own case tasks.

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Navigate to the **Customer Success Management > All Customer Plays** and select **New**.
3. In the *Initiate* phase, you can perform the following activities:

- Select engagement: In the Number field, a unique number for the customer play is auto-populated. In the Engagement field, select the engagement for which the customer play is being created and select **Continue**. A customer play record is created.
- Enter core information: In this page, enter the purpose of the customer play including the following details:
 - Assigned to: The key internal team member responsible for this internal play.
 - Priority: Priority of this internal play in comparison to others. This can be:
 - Critical
 - High
 - Medium
 - Low
 - Very Low
 - The category associated with this internal play. This can be:
 - Guidance
 - Architecture review
 - Demos and POCs
 - Training
 - Due date: Date by which the customer play should be completed.
 - Short description: The short description for the customer play. This is a mandatory field.
 - Description: The description for the customer play. This is a mandatory field. Select **Mark Complete** to move to the next activity.
- Add squad: Select one or more squad members who will involved in the customer play and the related activities and select **Mark Complete** to move to the next stage.

4. In the *Assist* phase, you can perform the following activities:

- Communicate the intended outcome: Enter a comment to describe the expected outcome for this playbook. Select **Send and continue** to proceed to the next activity.
- Define the action plan: Specify the action plan for this playbook. This appears in the worknote. Select **Send and continue** to proceed to the next activity.
- Related meeting: Create a meeting for this customer play. See <Create meeting> for details.

Note: Meetings that are in a Draft or Scheduled state displayed in the Related meeting page. To continue to the next activity, update the State to Complete or Canceled. After all meetings have been closed or canceled, you can select **Mark Complete** to continue with the next activity.

- Related work: Select **Create Task** to create a customer play task. See [Create a customer play task](#) for a detailed description of this form.

Note: customer play tasks that are in a New, In-progress, or Paused state are displayed in the Related meeting page. To continue to the next activity, update the State to Complete or Canceled. After all customer play tasks have been closed or canceled, select **Mark Complete** to continue with the next activity.

5. In the Review & Close phase, you can perform the following activities:

- Communicate the final outcome: Enter a comment to describe the final outcome for this playbook. Select **Send and continue** to proceed to the next activity.
 - Close record: Select the Closure code from the drop-down list and Close notes for this playbook and select **Mark Complete**.
6. When all the activities have been completed, you can select **Close customer play**. The customer play record State is set **Closed** and Progress is set to **Completed**.

Note: If after creating the customer play record, you close or cancel the record, all pending activities and lanes of the playbook are automatically canceled, and the record State is set to Closed or Canceled.

What to do next

- Select **Discuss** to start a sidebar discussion about this customer play. In the pop-up window, select the participants who must participate in the discussion, enter a brief message, and select **Start discussion**. A window appears with a link to the record for this initiative. Select **Open record** and start the discussion. When the discussion has been completed, you can see the details in the **Activity stream**.
- Create success play: See [Create a success play](#).

Create a customer play task

Create a customer play task to define a planned action that a provider or customer must complete in support of a customer play. A customer play task must be clearly defined and can be visible to internal stakeholders or external customers.

Before you begin

Role required: sn_acct_lc.customer_success_agent

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Navigate to the **Customer Success > All Customer Plays**.
3. Open a customer play, select the Related Items option in the contextual side panel, expand the Customer Play Tasks related item, and select **Create**.
4. On the form, fill in the fields.

Customer play form

Field	Description
Number	System generated unique number for the onboarding case record.
Account	The account number of the enterprise customer associated with the account.
Parent	The parent customer play with which this task is to be associated is displayed. You can select a different customer play task from the drop-down list.
Contact	The key customer contact for this customer play task.
Assigned to	The key internal team member handling this customer play task.
Squad	The team supporting this account for achieving both value and success.
Category	The category associated with this customer play task. This can be:

Field	Description
	<ul style="list-style-type: none"> Workshops and meetings Design reviews Product training Professional services
State	<p>State of the customer play task. This can be:</p> <ul style="list-style-type: none"> New In progress Paused Canceled Closed
Progress	<p>Current progress of this customer play task. This can be:</p> <ul style="list-style-type: none"> Not Started On-Track At Risk Paused Completed Canceled
Priority	<p>Priority of this customer play task in comparison to others. This can be:</p> <ul style="list-style-type: none"> Critical High Medium Low Very Low
Due date	Date by which the customer play task should be completed.
Visible to customer	Select this check box if the customer play task should be visible to customers.
Subject	Enter the subject or the goal for this customer play task. This is a required field.
Watch list	Select the users who should be notified of any updates to the customer play.
Work notes list	Select the users who should be notified of any updates to the worknotes.
Description	Enter a description for this customer play. This is a required field.
Work notes	Any internal notes regarding this objective.
Additional comments	Any additional information that must be provided to the customer. This information is visible to the customer.

5. Select **Save** to create customer play.

What to do next

- Select **Discuss** to start a sidebar discussion about this customer play task. In the pop-up window, select the participants who must participate in the discussion, enter a brief message, and select **Start discussion**. A window appears with a link to the record for this initiative. Select **Open record** and start the discussion. When the discussion has been completed, you can see the details in the **Activity stream**.
- Create success play: See [Create a success play](#).

Close or cancel a customer play

You can close or cancel a customer play and all the related tasks.

Before you begin

Role required: `sn_acct_lc.customer_success_agent`

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Navigate to the **Customer Success > All Customer Plays** and open the customer play you want to cancel.
3. Select the **Record details** to view the customer play form.
4. Depending on your requirement, change the State to **Canceled** or **Closed**.
The Closure code is automatically updated to reflect the State change.
5. Confirm that all the required fields are filled out and select **Save**.
6. Select **Yes** in the confirmation window to continue.
The customer play along with all associated child customer play tasks will be canceled or closed and the Progress is set to **Canceled** or **Closed**.

Note: Before you close a customer play, you must close or cancel all the associated child tasks. If an associated child task is still open, a warning message is displayed. You must first close or cancel the child tasks and then proceed with closing the customer play.

Summarize a customer play using ServiceNow Otto for Telecommunications, Media, and Technology (TMT)

Generate a summary from a customer play record and all associated customer play tasks.

Before you begin

Role required: `sn_acct_lc.customer_success_agent`

About this task

The customer play summary skill provides a summary of the customer play record and associated customer play tasks. The skill is available in CRM Workspace and in Core UI:

- In CRM Workspace, use the Customer play summary by ServiceNow Otto component, which appears above the Activities card.
- In Core UI, select **Summarize** on the customer play record.

Note: The skill requires a minimum 50 words in the record to generate a summary. If the skill isn't active, summaries are generated using the out-of-box case summarization skill instead.

Procedure

1. Navigate to **Workspaces > CRM Workspace > Lists > All Customer plays**.
2. Open a customer play and select **Summarize**.
Based on the inputs from Engagement, Account, and Short Description, the summary includes:
 - **Overview:** the primary goal, engagement, account, product, progress, due date, squad, and customer contact details.
 - **Progress updates:** current status, meetings associated with the customer play, and total/open/closed task counts.
 - **Next steps:** all open customer play tasks, required agent actions, scheduled meetings, and tasks due in the next 7 days.
3. **Optional:** After you're finished, manage the results: view more/less detail, provide helpful/not-helpful feedback, copy the summary, or view summary info using the icons on the summary card.

Create a renewal play

Create a renewal playbook to define processes to simplify contract renewals and identify expansion opportunities.

Before you begin

Role required: sn_acct_lc.customer_success_agent

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Select **Customer Success > All Engagements** and select an engagement in the list.
3. Select **Create success play**.
4. Select **Success Support** from the Category drop down list.
5. In the subcategory section, select the **Internal play** and **Simple renewal play** and select **Next**.
6. Specify the Due Date and select the user in the Assigned to field and select **Finish**.
You see a confirmation message and the renewal playbook record is created.
7. Select **Customer Success > All Internal Plays** to view the newly created renewal playbook.
8. Select the renewal playbook that you have created to view the first stage of the playbook.
9. In the *Initiate* phase, you can perform the following activities:
 - Enter core information: Select the contract with which this renewal playbook is to be associated and select *Expansion and Renewal Support* in the Category field. Enter information in the other required fields and select **Mark Complete** to move to the next activity.
 - Add squad: Select one or more squad members who will involved in the renewal playbook activities and select **Mark Complete** to move to the next stage.
10. In the *Assess Opportunities* phase, you can perform the following activities:
 - View contract record: The details of the contract you have selected are displayed. Select **Open record** to verify the contract details. Select **Mark read** to proceed to the next activity.
 - Assess engagement: Enter any actions that must be performed as part of this playbook and select **Send and continue** to proceed to the next activity. The actions you specify will appear as worknotes in the Activity stream.
11. In the *Communicate* phase, you can perform the following activities:

- Communicate renewal opportunity: In this activity, you can send an email request to the contracts approver or business owner to renew the contract. A sample email template is provided. You can modify this as required and select **Send Email**.

Note:

- This activity creates an internal play task that is displayed as a worknote in the Activity stream. Select the internal play task link to view the record. When you select **Send Email**, the status of this task is set to *Closed*. The Closure code and Close notes fields are updated to indicate that the email has been sent.
- If you select **Skip email**, the status of the internal play task is set to *Canceled* and the internal play task is canceled.

- Create opportunity: In this activity, you can create opportunity for your contract. This activity creates an internal play task. Update the task details as required to move to the next stage. Select **Open record** to view the internal play task. Review the opportunity details, update the status to Closed or Canceled, and select **Close** this activity and move on to the next stage.

12. In the *Track Opportunity* phase, review the contract details.

Select **Open record** to change if necessary or select **Mark read** to proceed to the next stage.

13. In the Review & Close, you can perform the following activities:

- Communicate the final outcome of the renewal: Enter details to describe the final renewal outcome and select **Send and continue** to proceed to the next activity. The final outcome information is displayed as a worknote in the Activity stream.
- Close record: Select the Closure code from the drop-down list and Close notes for this playbook and select **Mark Complete**.

14. Select **Close** when all the activities have been completed.

The renewal playbook State is set Closed and Progress is set to Completed.

Note: If after creating the renewal playbook, you close or cancel the playbook, all pending activities, and lanes are automatically canceled and the playbook State is set to Canceled.

Product adoption

Track how customers use your products and plan their adoption journey using product capability records and adoption roadmaps.

Product adoption tracking captures how customers use your products and capabilities over time. Use the records and roadmaps in this section to measure adoption, identify expansion opportunities, and guide customers toward fuller use of their purchased products.

Create a product adoption roadmap

Create a product adoption roadmap that guides customers through optimal product adoption to achieve maximum business value.

Before you begin

- Product usage or capability records must already exist for the products to be included in the roadmap.
- To create a roadmap from a template, you must first create a product adoption roadmap template.
- Role required: sn_acct_lc.customer_success_agent

About this task

Use this task to create a visual roadmap that helps communicate product adoption priorities to users. The roadmap organizes products into lanes that reflect their business criticality, implementation timeline, or adoption priority. This makes it easy to show users which products to adopt first for maximum business value.

Procedure

1. Navigate to **Workspace > CRM Workspace** and navigate to the **Success portfolio overview** page.
 2. Select an engagement from the list and navigate to the **Product adoption** tab.
 3. In the Product adoption roadmaps section, select **New product adoption roadmap**.
 4. Enter a name and description from the roadmap and select **Next**.
 5. Select your product adoption implementation strategy:
 - By product: Organize entire products to create a high-level, strategic adoption plan. Use this as a guideline on how to implement products over time.
 - By capability: Organize specific capabilities within products for short term, tactical planning. Use this to focus on adopting features and functions.
 6. Specify how the roadmap is to be created:
 - From scratch: Manually configure all roadmap settings and add products or capabilities.
 - Template: Use a pre-configured template that includes lanes, items, and phase field settings. Select a template from the **Template** drop down list and select **Finish**. The roadmap is created based on the pre-configured values defined in the template. See [Define a product adoption roadmap template](#) for details.
 - ServiceNow Otto: Generate a roadmap using ServiceNow Otto. See [Generate a product adoption roadmap using ServiceNow Otto for Telecommunications, Media, and Technology \(TMT\)](#) for details.
- Note:** The ServiceNow Otto option is displayed only if:
- The ServiceNow Otto for TMT plugin has been installed.
 - The **Lookup similar engagements** skill has been enabled.
7. **From scratch:** Select a value from the Phase drop down list and select **Finish** to determine the lane headings for your roadmap.
 - The values listed in the Phase field are based on the list fields defined in the Product or Capability usage records. A list field has a pre-defined set of choices that are used to create the lane headings in the roadmap. For example, if you select the Business criticality in the Phase field, the lanes will be divided into Critical, High, Medium, Low, and Nice to have.
 - The roadmap is displayed with lanes based on the Phase field value you selected. All products or capabilities appear in the Unmapped lane.
 8. Drag cards between lanes to organize them according to your adoption strategy and select **Finalize roadmap**.

Note:

- The roadmap is in Draft state before it is finalized. When the roadmap is in this state, you can do the following:
 - Select **Cancel** to discard the roadmap without saving it.
 - Select **Edit name** to modify the name of the roadmap.
- Each time you finalize the roadmap, the system creates a version record that captures an immutable snapshot of the roadmap state. You can revert to any previous version at any time.

See [Product adoption roadmap versioning](#) for details.

9. After you finalize the roadmap, you can do the following:

- Edit: Select **Edit** to move the roadmap to the Draft state to make changes. After making changes, select **Finalize roadmap**.
- Sync: Select **Sync** to update the usage records with their roadmap lane values. This updates the Phase field in each product or capability usage record to match its current lane. For example, if the Phase field is **Customer priority** and an item is in the **Critical** lane, the corresponding field is updated to **Critical** in the usage record.
- Duplicate: Select **Duplicate map** to make a copy of the roadmap.
- Retire: Select **Retire** to archive the roadmap.

Related topics

[View a product adoption roadmap](#)

[Product adoption roadmap](#)

[Product adoption roadmap versioning](#)

Generate a product adoption roadmap using ServiceNow Otto for Telecommunications, Media, and Technology (TMT)

Generate a product adoption roadmap with products or capabilities organized into lanes based on engagement data and insights from similar engagements.

Before you begin

- The **Lookup similar engagements** skill must be activated.
- Role required: `sn_acct_ltc.customer_success_agent`

About this task

Use ServiceNow Otto to generate a roadmap by analyzing the engagement's details, including health, success blueprints, product adoption data, and renewal date. The AI agent identifies similar engagements in the system that have existing roadmaps and uses those patterns to organize items into lanes. After the roadmap is generated, you can further refine it as needed.

Procedure

1. Navigate to **Workspace > CRM Workspace** and navigate to the **Success portfolio overview** page.
2. Select an engagement from the list and navigate to the **Product adoption** tab.
3. In the Product adoption roadmaps section, select **New product adoption roadmap**.
4. Enter a name and description for the roadmap and select **Next**.

5. Select your product adoption implementation strategy: **By product** (a high-level, strategic plan) or **By capability** (short-term, tactical planning).
6. Select **ServiceNow Otto** to create a quick draft of your roadmap.
7. Select a value from the **Phase** drop-down field to determine the lanes for your roadmap.
8. Select **Generate roadmap**.
The Product adoption roadmap agent creates lanes based on the **Phase** field. It collects contextual data from the current engagement, identifies similar engagements with existing roadmaps, and arranges products or capabilities into lanes based on those patterns. You can view the steps in the ServiceNow Otto panel.
9. Review the generated roadmap in the panel: a link to the completed roadmap (in Draft state) and a summary of the rearrangement logic.
You can also request an explanation of the rearrangement logic in the ServiceNow Otto panel.
10. Review the generated roadmap, make any necessary adjustments by dragging items between lanes, and select **Finalize roadmap**.

Related topics

[Create a product adoption roadmap](#)

[View a product adoption roadmap](#)

View product usage and capability data

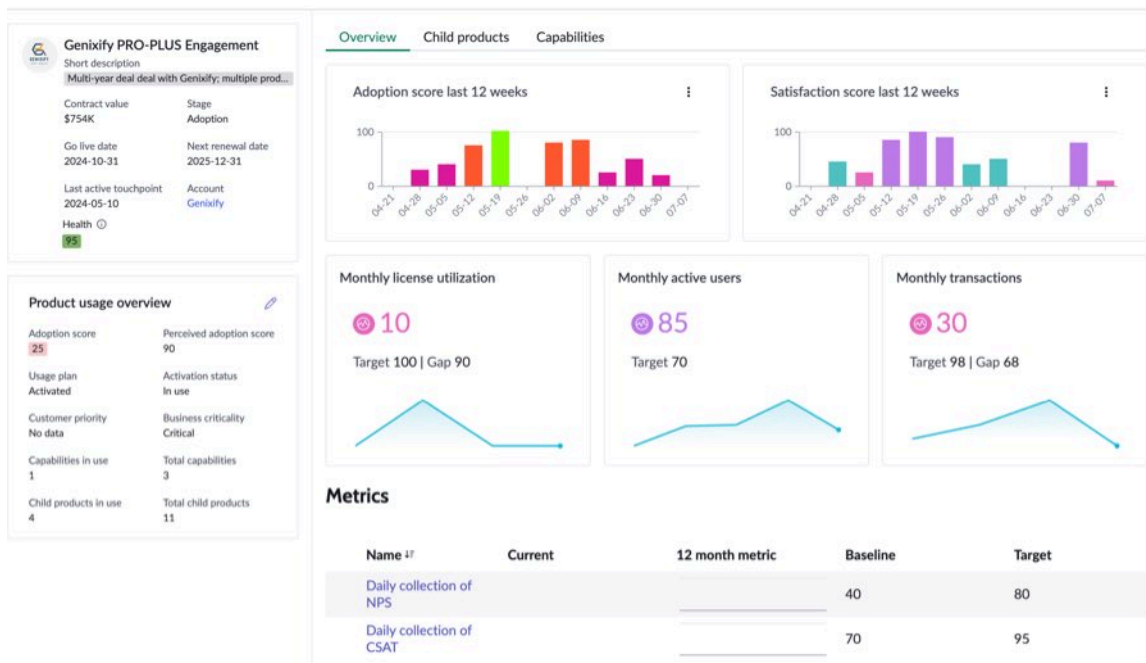
View the product usage and capability data for a specific sold product over a period of time.

Product usage data provides insights into how customers interact with a product. It encompasses various metrics and data points that help understand how effectively a product is being adopted and used. This data helps customer success managers to analyze the data, identify areas for improvement, and make informed decisions. The data that appears on this page is configured using the DEC Insights Visualizations table. See [Configure DCE Visualizations](#) for details.

1. Login as a user with the `sn_acct_1c.customer_success_agent` role.
2. Navigate to **Workspaces > CRM Workspace** and select the **List** icon.
3. Navigate to **Customer Success > All Engagements** and select **Number** column to open the engagement record.
4. Navigate to the Product adoption tab. Select an engagement from the Sold products list and select  to navigate to the Product usage page.

This page contains the following tabs:

- Overview
- Child products
- Capabilities



The Overview tab displays weekly breakdown data for the following metrics:

- Adoption score over the last 12 weeks
- Satisfaction score over the last 12 weeks
- Number of licenses utilized in the month
- Number of monthly active users
- Number of monthly transactions

The Metrics section lists all the auxiliary metrics that contribute to the product usage.

The Child products tab displays a list of all child products associated with the parent sold product. Select a child product link to drill down and view the usage data for that product.

The Capabilities tab displays a list of all capabilities associated with the selected sold product. Select the Name to drill down to the Capability usage page.



This page shows the capability adoption score over the last 12 weeks. The metrics that contribute the usage data are also displayed.

View a product adoption roadmap

View and organize products or capabilities into lanes to create a visual adoption plan for customer engagements.

The product adoption roadmap is displayed as a visual board that organizes product usages and product capability usages into lanes based on your selected phase field. Each lane contains cards representing products or capabilities, showing key adoption metrics and status information.

Strategic Product Adoption

[Edit](#) [Sync](#) [Finalize roadmap](#) [?](#)

Planned approach to driving customer usage and value realization of software products through deliberate adoption strategies aligned with business objectives. It focuses on maximizing ROI by tracking adoption maturity, prioritizing high-value capabilities, and coordinating with customer success teams to ensure products deliver measurable business outcomes.

State: [Published](#) Phase field: Customer priority Planning object: Product Usage Last updated: 2026-01-22 Last updated by: System Administrator Template: Product Value Realization Journey Map

Critical	High	Moderate	Nice to Have	Not Required
<p>Cloud X ITSM Product</p> <p>Cloud X ITSM</p> <p>Adoptio... 78% - Good</p> <p>Adoptio... 5 - Not Required</p> <p>Usage PL... Activated</p> <p>0 - Succ... -</p>	<p>Cloud X SecOps Product</p> <p>Cloud X SecOps</p> <p>Adoptio... 86</p> <p>Adoptio... 5 - Not Required</p> <p>Usage PL... Activated</p> <p>1 - Succ... 50% outcomes achieved</p>	<p>Cloud X ITAM Product</p> <p>Cloud X ITAM</p> <p>Adoptio... 75</p> <p>Adoptio... 5 - Not Required</p> <p>Usage PL... Activated</p> <p>1 - Succ... All outcomes achieved</p>	<p>Cloud X HRSD Product</p> <p>Cloud X HRSD</p> <p>Adoptio... 83</p> <p>Adoptio... 5 - Not Required</p> <p>Usage PL... Activated</p> <p>0 - Succ... -</p>	
<p>Cloud X ITOM Product</p> <p>Cloud X ITOM</p> <p>Adoptio... 85</p> <p>Adoptio... 5 - Not Required</p> <p>Usage PL... Activated</p> <p>0 - Succ... -</p>				
<p>Cloud X CSM Product</p> <p>Cloud X CSM</p> <p>Adoptio... 81</p> <p>Adoptio... 5 - Not Required</p> <p>Usage PL... Activated</p> <p>1 - Succ... 0% outcomes achieved</p>				
<p>Cloud X AI product Product</p> <p>Cloud X AI product</p> <p>Adoptio... 45% - Neutral</p> <p>Adoptio... 3 - Moderate</p> <p>Usage PL... Activated</p> <p>2 - Succ... 60% outcomes achieved</p>				

Product adoption roadmap header

The header section displays the following:

- Roadmap name and description: Identifies the roadmap and its purpose
- State: Shows whether the roadmap is in **Draft** or **Published** state
- Phase field: The field used to organize lanes (for example, Business criticality, Customer priority)
- Planning object: Indicates whether the roadmap organizes Product Usage or Capability Usage
- Last updated: Date the roadmap was last modified
- Template: Shows the template name if the roadmap was created from a template. See [Define a product adoption roadmap template](#) for details.
- Version: Shows the version label of the currently published roadmap state.

Product adoption roadmap lanes

The roadmap displays lanes based on the value selected in the Phase field. The Phase field contains choice fields from the product or capability usage records, such as Business criticality, Customer priority, and Activation status. Each choice field has its own set of values that determine the lane headings. For example, selecting Business criticality creates lanes for Critical, High, Medium, Low, and Nice to have.

Each card displays the following:

- Product or capability name: The item being tracked. You can drill down to the product or capability usage page.
- Type: Product or capability designation
- Adoption score: Percentage and rating
- Adoption priority: Priority level
- Usage plan: Current usage status.
- Success objectives: Number of associated objectives and outcomes achieved

Product adoption roadmap states

The roadmap can be in one of the following states:

- Draft: You can edit and reorganize the roadmap when it is in this state. Select a card, drag and drop it into a different lane. The changes are automatically saved.
- Published: Roadmap is in finalized state. Select **Edit** to switch to Draft state to make changes.
- Canceled: Roadmap is no longer active and cannot be used.
- Retired: Roadmap has been archived.

Product adoption roadmap versions

Each time a roadmap is published, the system creates a version record that captures an immutable snapshot of the roadmap at that point in time. Version records are read-only and copy-safe.

The **Versions** related list on the roadmap record displays all published versions. Each version record shows the following:

- Version: An editable label that identifies the version. The system automatically sets this to a major.minor format based on the internal version number (for example, 1 . 0 Roadmap name). You can customize this label.
- Internal version: A read-only integer that increments by 1 each time the roadmap is published. This field is not visible to end users and is used for internal tracking only.
- Snapshots: JSON representations of the roadmap header, lanes, and items at the time of publishing. These fields are read-only.
- Previous version: A reference to the version record that preceded this one, providing a full lineage chain.

To revert the roadmap to a previous version, see [Revert a product adoption roadmap to a previous version](#).

Related topics

[Product adoption roadmap](#)

[Product adoption roadmap versioning](#)

[Revert a product adoption roadmap to a previous version](#)

Product adoption roadmap versioning

Versioning preserves a snapshot of your roadmap each time you publish it, creating a complete history you can review or restore when plans change.

Product adoption roadmaps evolve over time as priorities shift and new products are introduced. Versioning lets you preserve a snapshot of the roadmap every time you publish it, giving you a

complete history of how the adoption plan has changed. If you need to go back to an earlier plan, you can revert the roadmap to any previous published version without losing the current state permanently.

Publishing a roadmap creates a version record that stores a read-only snapshot of the roadmap header, lanes, and items at that point in time. Version records can't be copied or edited. You can update only the version label.

How versioning works

Publishing a roadmap creates a new version record linked to that roadmap. The version record stores snapshots of the header, lanes, and items as JSON. When you revert to a previous version, the lanes and items are restored from that version's snapshots. The roadmap header state (Draft or Published) is not affected when you revert to a previous version.

The version label in the roadmap header reflects the most recently published version and updates whenever you publish a new version.

Version record fields

A version record includes the following fields:

- **Version:** Identifies the version of the roadmap. By default, the first version has the format *1.0 <roadmap name>*. Every time a new version is published, the version increments (1.0, 1.1, 1.2, and so on). You can edit the label to use a custom name suitable for your engagement.
- **Roadmap:** The product adoption roadmap that this version belongs to.
- **Previous version:** The previous version of the roadmap. This field links versions together so you can track the complete history of roadmap changes.
- **PAR snapshot:** A read-only JSON snapshot of the roadmap header at the time of publishing.
- **Lane snapshot:** A read-only JSON snapshot of the lane configuration at the time of publishing, including the name and details of each lane.
- **Item snapshot:** A read-only JSON snapshot of all items within the lanes at the time of publishing.

Note: Snapshots store the complete roadmap state as JSON. A visual comparison between versions is not available in this release.

View version history

The current version label is displayed in the roadmap header. To view all versions for a roadmap, open the roadmap record and scroll to the **Versions** related list. The list displays all published versions in chronological order.

To restore a roadmap to an earlier state, see [Revert a product adoption roadmap to a previous version](#).

Related topics

[Product adoption roadmap](#)

[View a product adoption roadmap](#)

[Revert a product adoption roadmap to a previous version](#)

[Create a product adoption roadmap](#)

Revert a product adoption roadmap to a previous version

Restore a product adoption roadmap to the state captured in a previous published version.

Before you begin

- The roadmap must have at least one previous published version.
- Role required: sn_acct_lc.customer_success_agent

About this task

Reverting a roadmap restores the lanes and items from the selected version record. The roadmap header state remains unchanged. A work note is automatically added to the version record, documenting the **Revert** action and the version label that was restored.

Procedure

1. Open the product adoption roadmap record you want to revert.
2. Scroll to the **Versions** related list and open the version record you want to revert to.
3. Select **Revert to this version**.

 **Note:** A confirmation dialog is displayed before the revert is applied.

4. Select **OK**.
The roadmap lanes and items are replaced with the values from the selected version. The version label in the roadmap header and the version history is updated to reflect the restored version.

Result

The roadmap reflects the lane and item configuration from the selected version. The roadmap state (Draft or Published) is not changed when you revert a version.

Related topics

[Product adoption roadmap versioning](#)

[View a product adoption roadmap](#)

[Product adoption roadmap](#)

Touchpoints

Plan, log, and track customer interactions throughout the engagement lifecycle using touchpoint records.

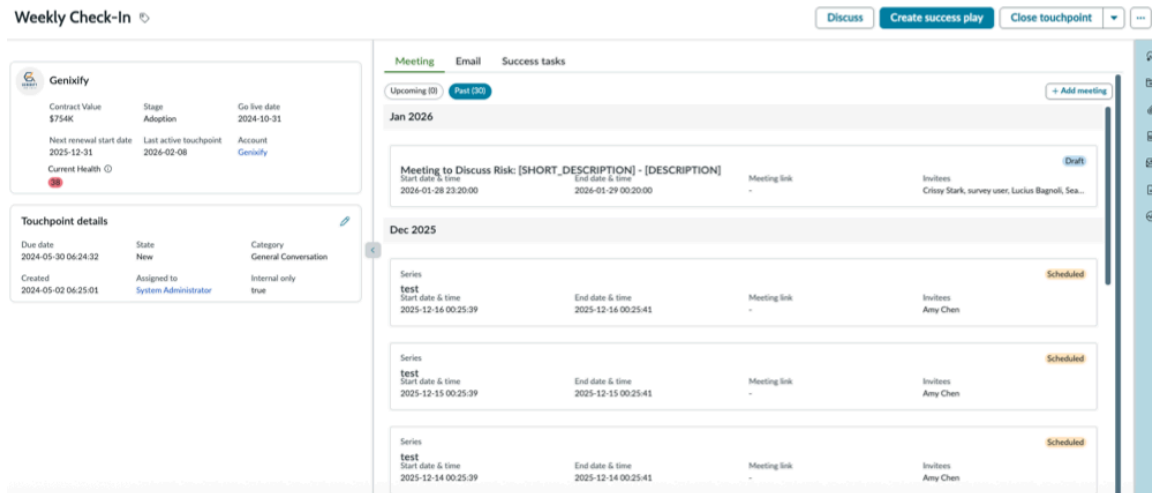
Touchpoints capture interactions between your team and customers throughout the engagement lifecycle. Use touchpoint records to plan meetings, log conversations, manage related tasks, and maintain a complete history of customer engagement.

Touchpoint home page

During the engagement lifecycle, customer success agents schedule regular touchpoints with customers to evaluate progress, provide feedback, and offer guidance.

Touchpoints enhance communication between customer success teams and customer throughout the engagement lifecycle. Regular touchpoints ensure that the internal and external teams are aligned on the objectives and outcomes of the engagement.

Internal touchpoints ensure that only internal teams are involved in that particular touchpoint.



The following options are available:

- **Discuss:** Select **Discuss** to start a sidebar discussion about this touchpoint. In the pop-up window, select the participants who must participate in the discussion, enter a brief message, and select **Start discussion**. A window appears with a link to the record for this touchpoint. Select **Open record** and start the discussion. When the discussion has been completed, you can see the details in the Activity stream.
- **Create success play:** See [Create a success play](#).

The success play created using this UI action button is stored in Touchpoint applicable records table and the type of association is the action item.

- **Close touchpoint:** Select **Close touchpoint** option from the More Actions drop down menu. You're prompted to enter the required fields. Select the **Edit** icon in the Touchpoint details panel, enter the required fields and select **Save**. Select **Close touchpoint** after filling in the required fields. Select the Closure code and Close notes and select **Close** to close the touchpoint.
- **Cancel touchpoint:** Select the **Cancel touchpoint** option from the More Actions drop down menu. The Closure code is automatically updated to reflect the State change. Enter the Close notes and select **Cancel**. If all other required fields have been filled in, you see a confirmation message indicating that the touchpoint has been canceled. If any required fields haven't been filled in, select the **Edit** icon in the Touchpoint details panel, enter the required fields and select **Save** to cancel the touchpoint.

If the touchpoint is deleted, all the associated meetings of the touchpoint are deleted.

The Touchpoint home page contains the following tabs:

- Meetings
- Emails
- Success tasks

On the left pane, you can see the details of the account with which the touchpoint is associated. The details of the Touchpoint record are also displayed. Select the pencil icon to modify the details and select **Save** to update the record.

When a non internal touchpoint is changed to internal only or a new internal touchpoint is created. This message is displayed:

The internal touchpoint has been configured for internal use only, As a result, external users can't be assigned or included in the following fields:

- Touchpoint: Assigned To, Squad
- Success Task: Assigned To, Squad
- Meeting Invitee: Invitee
- Email: Recipients

The internal touchpoint can be marked as true, when all the related record does not contain any external users in the restricted field.

Meetings

This tab shows a list of upcoming touchpoint meetings and the ones that have already occurred. For each meeting listed on the page, the title, start and end date, meeting link, list of invitees, and the meeting state is displayed. Select **Add meeting** to schedule a new meeting. Enter the following details:

Field	Description
Meeting subject	Enter a description for the meeting.
State	<p>This can be:</p> <ul style="list-style-type: none"> • Draft: A newly created meeting is in a Draft state. It remains in this state until the status is updated to Scheduled. You can add invitees, meeting cadence, location, and other information when the status is updated. • Scheduled: A meeting in a Scheduled state is set for a specific date and time and with a list of invitees. A scheduled meeting can either be a recurring meeting or a one-time occurrence. • Completed: A meeting that has already been completed. Meetings in this state can be saved or recorded if necessary.
Meeting type	<p>This field appears only when the State is set to Scheduled. This can be:</p> <ul style="list-style-type: none"> • Ad-hoc • Weekly Status • QBR • Renewal
Start date & time	<p>Enter the start date and time on which the meeting should be scheduled.</p> <p>The start date must be earlier than the end date.</p>
End date & time	<p>Enter the end date and time for the meeting.</p> <ul style="list-style-type: none"> • The meeting duration can't exceed 24 hours. • The Repeat until date must be later than the End date.
Invitees	Select the invitees for the meeting from the drop-down list.
Cadence	Specify the cadence for the meeting. This can be:

Field	Description
	<ul style="list-style-type: none"> • Twice a week • Daily • Monthly • Quarterly • Weekly
Repeat until	<p>This field appears only if you select a value in the Cadence field. Specify the date until which the meeting cadence should be repeated.</p> <p>Note: By default, you can set up the meeting series for maximum period of 365 days. You can modify this value in the <i>sn_meeting_mgmt.meeting_series_repeat_limit</i> system property.</p>
Virtual meeting	Select this check box to enable virtual meetings.
Video software	Select your virtual meeting provider such as Zoom or Google Meet from the list.
Meeting link	This field is automatically populated if you select Zoom in the Video software field. For details on setting up and configuring Zoom, see Configure Zoom to create a touchpoint meeting summary .
Locations	Select one or more locations from the drop-down list.
Process transcript	Select this check box to process the transcript and make it available in future related meetings.
Agenda	Enter the agenda for the meeting.
Internal notes	Enter any internal notes for the meeting.
Attachments	Select Add file to upload one or more attachments with the meeting invite.

Select **Create** to save and create the meeting. The scheduled meeting is displayed in the Meetings page. An email invite is sent to all the invitees for the meeting. Based on the Cadence you specified, the scheduled meeting series will appear on the Meetings page.

Note:

- Meeting invites are sent only for meetings in the **Scheduled** state.
- If a meeting or a meeting series is canceled, the email indicating that it's canceled is sent to the meeting invitees.
- If the meeting details such as the time or location are changed, an updated invite is automatically sent to all the meeting invitees.
- The Start and End dates for a meeting series shouldn't be later than *Repeat until* date.
- If a meeting series is extended, new meeting occurrences must be scheduled for future dates. Any updates to a meeting series impact only upcoming meetings.
- If a meeting series is rescheduled to an earlier date, all future occurrences are canceled.
- When a meeting is marked as completed or notes are updated, meeting notes are sent to all participants.
- A single meeting occurrence can be canceled.

You can do the following:

- Select a meeting to modify the details. If the meeting is part of a series, you can either edit one of the occurrences or select **Edit series** to update the entire meeting series.
- Select **Cancel occurrence** to cancel the selected meeting or select **Cancel series** to cancel the entire meeting series.
- Select **Save** to update the meeting or meeting series.
- To close a touchpoint, select **Close touchpoint** and enter the Closure code and the Close notes. Select one of the closure codes and select **Close**.
 - Addressed
 - Unaddressed
 - Canceled
- To cancel a touchpoint, select **Cancel touchpoint**. The Closure code is set to Canceled and the State field is updated. When a touchpoint is canceled:
 - Existing scheduled meetings are still available, but you can't schedule any new meetings.
 - Emails and success tasks can't be added for the closed or canceled touchpoint.

Important: The following changes have been made in the Touchpoint tables in the Brazil release:

Table name	Field name	State
Meeting Details (sn_meeting_mgmt_meeting_details)	Meeting password	Added
Virtual Meeting Details (sn_meeting_mgmt_virtual_meeting_details)	<ul style="list-style-type: none"> • Meeting Instance ID • Meeting actual start date 	Added
Meeting Details (sn_meeting_mgmt_meeting_details)	<ul style="list-style-type: none"> • Meeting link • Meeting password 	Deprecated

Run the **Migrate Meeting Fields** script to migrate the Meeting Id, Meeting link, and Meeting password fields data from the Virtual Meeting Details table to the Meeting Details table.

Emails

In this tab, the customer success agent can send email to the users specified in the Contact field in the Touchpoint. By default, the email header is auto-populated with the email address of the Contact and the subject of the account.

You can:

- Select the *Expand email* icon to expand the email. You add or delete the email ids and update the subject if necessary.
- Select the *Flag* icon to mark this email as important.
- Select the *Open draft in a tab* icon to view the email in a new tab. Select the *View drafts* icon and then **Manage draft** to view draft versions of the email. Select a draft from the list, select **Apply** and use it for your email.
- While writing an email, if you want to display the last saved draft in the Compose section, you must set up the Email composer (mini). See [Email composer \(mini\) UIB setup](#) for the details.
- Select the Touchpoint Email Template in the right panel and select **Apply Template**. Your email is formatted according to the touchpoint template that you have applied.
- Select **Attach file**. You can attach a file either from your computer or from the touchpoint record. Select the file to be attached and select **Add** to attach the file with your email.

Select **Send email**. Navigate to the *Emails* tab to see the email you have sent. You can also view the list of emails sorted in descending order of sent date. You can use the Search option to view emails meeting a specific criteria, filter the list by the type of emails, flagged emails, and create additional filter sets. You can also view the sent and received emails in the Emails under the Related Items section.

When an email is sent from an internal touchpoint, this message is shown in the footer of the email: This communication is part of an internal touchpoint and is intended solely for internal use. Please do not share with customers.

Success tasks

You can view the success tasks associated with this touchpoint.

1. Select **New** to create success task for this touchpoint. The Create success task page is displayed.
2. Enter the details on this page and select **Save**. The newly created success task now appears on the *Success tasks* page.

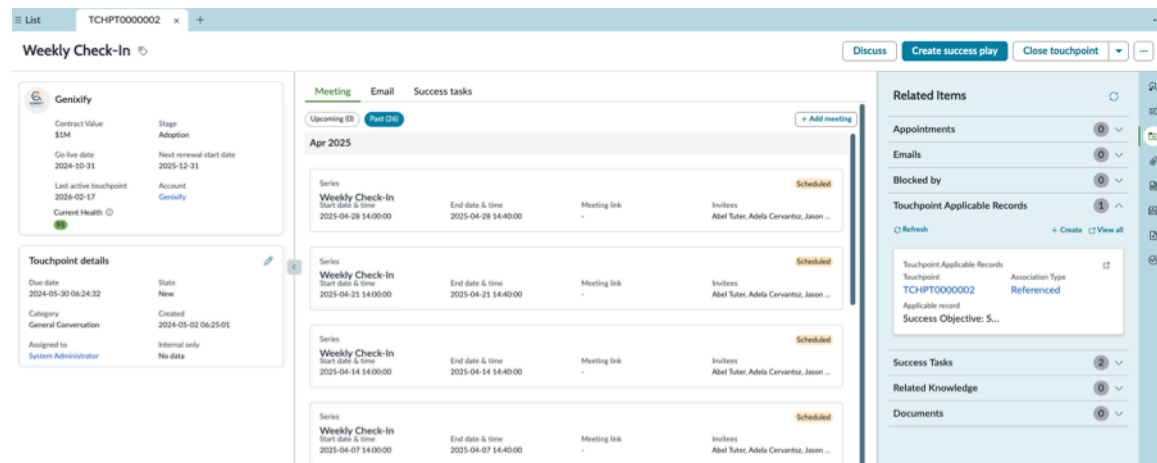
Related Items

The Related Items component uses an expandable accordion format. You can expand the desired lists to see the related items. This component also displays an icon with the number of items in a list.

Related lists include the following actions:

- Create: Opens a empty record in a sub tab that the agent can use to create item.
- View all: Opens a list of records in a subtab.
- Show more: Is displayed for lists that have more than five items.

Note: The *Documents* related items are displayed only if you have installed the `com.snc.platform_document_management` plugin.



The touchpoint applicable record associates touchpoint that are applicable to this touchpoint. By default, you can set the type of applicability into these categories:

- Trigger
- Action item
- Reference

Touchpoint planner

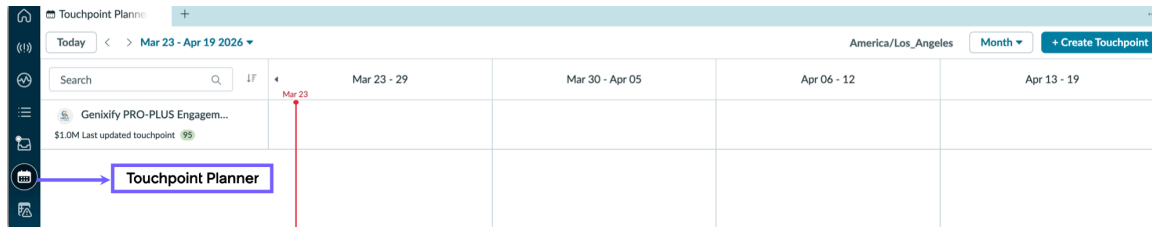
The touchpoint planner shows a calendar view of different touchpoints across all accounts associated with the customer success manager.

Note:

- Engagements can be viewed by the engagement account manager, customer success manager, or squad member associated with the engagement.
- Touchpoints can be viewed by the engagement account manager, customer success manager, or squad member assigned to the touchpoint.
- Meeting can be viewed by the engagement account manager, customer success manager, meeting organizer, or squad member assigned to the touchpoint.

The touchpoint planner provides a calendar view of touchpoints organized by account engagement and the type of touchpoint, priority, and status. To view the Touchpoint planner, follow these steps:

1. Login as a user with the `sn_acct_lc.customer_success_agent` role.
2. Navigate to **Workspaces > CRM Workspace** and select the **Touchpoint planner** icon on the left navigation pane.



You can do the following:

- Enter a criteria in the Search field to view touchpoints and meetings that match the criteria.
- Select the  icon to sort the list either by Contract value, Health score, or Last updated touchpoints.
- Select **Today** to view the list of touchpoints and meetings that have been scheduled for today.
- Select a date period to view the schedule for that period.
- Select **Week** or **Month** option to view the schedule for the week or for month as required.
- The time zone shows the current time zone of the logged in user.
- Select **Create Touchpoint** to create touchpoint. See [Create a touchpoint](#) for details.

Generate summary for Zoom meetings

Generate the meeting summary for virtual meetings conducted using Zoom.

Before you begin

Role required: `sn_acct_lc.customer_success_application_admin`

Procedure

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Navigate to **Customer Success > All Touchpoints**.
3. Open the touchpoint for which you want to create a virtual meeting.
4. Follow the steps described in the [Meetings](#) section to schedule a Zoom meeting.
The meeting summary can be generated only if the meeting State is set to **Scheduled**.
5. When the meeting starts, select **AI Companion** to start creating the meeting summary.
The meeting summary is captured and saved in the Virtual Meeting Details table.

Note:

- A meeting summary is generated for each scheduled meeting.
- ■ If a meeting occurs between the scheduled start and end date, the summary is captured separately for that meeting.
- ■ If a meeting occurs outside the scheduled date and time window, the meeting details are captured in the parent record.
- For recurring meetings, the summaries for all occurrences are grouped under the parent record.
- The Virtual Meeting Details record contains each child meeting summary.

When a meeting ends, the system populates the attendees field with each participant who joined and their join timestamp, including external participants not on the invite list.

6. To view the summary, navigate to **All > Touchpoints > Meetings > All**.

7. Select the **Number** link to open the Meeting Details page and navigate to the Meeting Summary related list.

Note: If you select a parent record, you see a list of meeting summaries of all the child records.

8. Select the **Meeting actual start date** link.

The meeting summary is displayed in the Virtual Meeting Details page. If the ServiceNow Otto for Telecommunications, Media, and Technology (TMT) plugin has been installed, the following fields are populated in the meeting record:

- Sentiment
- Internal notes
- External notes

Meeting page

The meeting page is a structured workspace for preparing and following up on touchpoint meetings. It displays pre-meeting or post-meeting content depending on the meeting state.

To view the meeting page, follow these steps:

1. Navigate to **All > CRM Workspace > List > All Touchpoints**.

2. Open a Touchpoint record from the list, navigate to the **Meeting** tab and select  to the Meeting page.

The content displayed on the meeting page depends on the meeting state. When the state is **Draft** or **Scheduled**, the [Meeting preparation brief](#) page is displayed. When the state is **Completed**, the [Meeting recap](#) page is displayed.

Meeting and account information

The Meeting and account information panel is present in both the pre-meeting and post-meeting views. It displays contextual information about the meeting and the associated account.

Meeting details

Displays the meeting title, status, scheduled date and time, virtual meeting link, and the linked touchpoint. Select the pencil icon to edit the meeting title, start and end

date and time, virtual meeting link, and touchpoint association. Select **Save** to apply changes or **Cancel** to discard them.

Participants

Lists meeting participants grouped by account or organization. Each group is collapsible. Each participant entry shows the participant's avatar, name, and role. Select the pencil icon to add or remove participants. Select **Save** to confirm changes.

Account

Displays the account name, description, and key account metrics including contract value, stage, go-live date, next renewal date, current health, and the last active touchpoint. Select the account name to open the record.

Related Items

The Related Items panel displays related lists for the meeting record, including occurrences, meeting participants, and meeting summary.

Related topics

[Meeting preparation brief](#)

[Meeting recap](#)

[Meeting agenda items and next steps](#)

Meeting preparation brief

When a meeting is in **Draft** or **Scheduled** state, the meeting page displays the preparation brief to help customer success managers prepare for the conversation.

Meeting preparation brief

Meeting insights

Displays the AI-generated preparation guide for the upcoming meeting. The guide provides a summary of recent account interactions and key discussion topics to help you prepare for the conversation. The guide content is stored in the **Preparation Guide** field in the **Meeting** table. The preparation guide is generated automatically before a scheduled meeting. You can do the following:

- If the guide content is long, select **Show more** to expand it. Select **View** to open the full guide.
- To edit the guide, select **Refine** to modify tone, length, and audience.
- To share the guide by email, select **Draft email**. An email composer opens with the guide content, a subject line, and opening and closing lines. The email is addressed to the first meeting participant, other than you, who is an internal user. If no other participant qualifies, the email is addressed to you, and you add the recipients.

Participant AI insights

Displays AI-generated insights for each meeting participant, including main focus areas, communication style, and attendance history. Participant insights are generated by processing the transcripts of previous meetings that included the same participants. Each participant is shown as a card. Each participant card displays the following AI-generated information derived from prior meeting transcripts. Select **Show more** on a card to expand additional detail.

Main focus area

The participant's primary areas of professional focus. Multiple focus areas may be listed.

Communication style

An AI-generated characterization of the participant's communication style. Multiple style attributes may be listed.

Attendance

A summary of the participant's attendance across prior touchpoint meetings, displayed as a count of meetings attended.

Agenda and internal notes

Agenda

Displays the meeting agenda. Select the pencil icon to edit the agenda. Select **Save** to apply edits or **Cancel** to discard them.

To track each agenda topic as its own record, see [Create a meeting agenda item](#).

Internal notes

A free form notes field for the internal team. Internal notes aren't displayed in external or customer-facing views. Select the pencil icon to edit and **Save** to apply changes.

Related topics

[Meeting page](#)

[Meeting recap](#)

[Use touchpoint meeting skills in ServiceNow Otto for Telecommunications, Media, and Technology \(TMT\)](#)

[Meeting agenda items and next steps](#)

Meeting recap

When a meeting is completed, the meeting page displays a recap of the meeting, including an AI-generated summary, success tasks, and records associated with the meeting.

When a meeting transitions to **Completed** state, the meeting page displays the **Meeting Recap** section. A banner indicates when post-meeting materials are ready for review.

Meeting Recap tabs

The Meeting Recap section contains three tabs.

Meeting Summary

Displays the AI-generated summary of the completed meeting. It includes an overview of the meeting, a brief summary, risks, issues, and next steps. It provides a summary of recent account interactions and key discussion topics to help you prepare for the conversation. The guide content is stored in the **Post meeting review** field in the **Meeting** table. You can do the following:

- If the summary is long, select **Show more** to expand it. Select **View** to open the full guide.
- To edit the guide, select **Refine** to modify tone, length, and audience.
- To share the guide by email, select **Draft email**. An email composer opens with the summary content, a subject line, and opening and closing lines. The email is addressed to the first meeting participant other than you. If there are no other participants, the email is addressed to you, and you add the recipients.

Agenda

Displays the meeting agenda as it was set before the meeting. The agenda content is read from the Agenda field on the meeting record.

Prep Brief

Displays the meeting preparation guide that was generated before the meeting. The brief includes the meeting objective, a recap of the last meeting, and the timestamp when it was generated. This is the same guide that was available on the **Meeting prep guide** tab in the [Meeting preparation brief](#) page.

Success Tasks

The Success tasks list displays tasks associated with the meeting. You can generate draft task descriptions automatically using the next step task description skill. Use the **Show AI draft tasks** toggle to view AI-drafted tasks that have not yet been added. Select one or more draft tasks and **Add AI drafts** to add all drafted tasks at once, or select **New** to create a task manually. You can

Edit or **Delete** a task and select the  to navigate to the Meeting details page.

After you delete a task, a banner with **Undo** appears at the top of the page. Select **Undo** to restore the task. If the task can't be deleted, an error banner appears.

Related Record

The Related Record section lists records associated with the meeting. Records are stored in the Meeting Applicable Records table. Use the filter tabs to view records by association type.

Trigger

Records that triggered the creation of the meeting.

Reference

Records referenced during the meeting, such as risk signals or incidents.

Action Item

Records created as action items from the meeting, such as success plays.

Records that you link when you convert a meeting next step also appear here. See [Convert a next step to an associated record](#).

Select **Add record** to associate an additional record with the meeting. Select **View record** to open a listed record.

After you remove a record from the meeting, a banner with **Undo** appears. Select **Undo** to restore the record. If you dismiss a recommended record, a banner with **Undo** also appears. If the removed record has no association type, the banner has no **Undo** option.

Related topics

[Meeting page](#)

[Meeting preparation brief](#)

[Use touchpoint meeting skills in ServiceNow Otto for Telecommunications, Media, and Technology \(TMT\)](#)

[Meeting agenda items and next steps](#)

Use touchpoint meeting skills in ServiceNow Otto for Telecommunications, Media, and Technology (TMT)

Use ServiceNow Otto for TMT skills to generate a meeting preparation guide and AI-generated participant insights for touchpoint meetings in the CRM Workspace.

Before you begin

Role required: `sn_acct_lc.customer_success_agent`

About this task

Prep Brief Data Generator

Generates the meeting preparation guide displayed on the **Meeting insights** tab in the **Meeting preparation brief** section on the meeting page. The guide summarizes recent account interactions and key discussion topics. It's generated automatically before a scheduled meeting and can also be generated on demand from the meeting page.

Transcript Analysis

Processes meeting transcript chunks from completed meetings to generate participant insights, displayed on the **Participant AI insights** tab for subsequent meetings. Insights include each participant's main focus areas, communication style, and attendance history. The **Process transcript** field on the meeting record controls whether transcript processing runs for a given meeting.

Next Step Task Description

Generates the description and short description for success tasks recommended after a meeting, displayed in the **Success tasks** list on the meeting page. Use the **Show AI draft tasks** toggle to view drafted tasks, then select **Add AI drafts** to add them.

Procedure

1. Navigate to **Workspaces > CRM Workspace > Lists > All Touchpoints**.
2. Open a touchpoint and select the meeting you want to prepare for from the **Meetings** tab.
3. On the meeting page, select the **Meeting prep guide** tab in the **Pre meeting artifacts** section.
4. If the prep guide hasn't been generated yet, select **Create** to generate it on demand.
A loading indicator appears while the guide is being generated. If generation fails, select **Retry**.
5. Select **View** to open the full preparation guide.
If the content is long, select **Show more** to expand it inline.
6. **Optional:** To modify the guide, select **Refine** and choose an option (tone, length, or audience) from the dropdown.
7. **Optional:** To share the guide by email, select **Draft Email**.
An email composer opens with the guide content, a subject line, and opening and closing lines. The email is addressed to the first meeting participant, other than you, who is an internal user. If no other participant qualifies, the email is addressed to you, and you add the recipients. Edit the email as required before sending it.
8. To view participant insights, select the **Participant AI insights** tab.
Each participant is displayed as a card showing their main focus areas, communication style, and attendance history. Select **Show more** on a card to expand additional detail.
9. After the meeting is completed, view AI-drafted success tasks by enabling the **Show AI draft tasks** toggle in the **Success tasks** list.
Select **Add AI drafts** to add all drafted tasks at once, or select **New** to create a task manually.

Meeting agenda items and next steps

Record each topic on a touchpoint meeting agenda and each follow-up as its own record, so you can see what the meeting covered and what is still open.

Use agenda items to plan the topics for a touchpoint meeting and record how each one went. Use next steps to capture follow-ups after the meeting and track them until you link each one to a record or drop it. Records that you link to next steps appear as action items in the [Meeting recap](#).

Agenda items and next steps require the Meeting Scheduler Plus plugin [com.sn_sch_plus]. See [Plugins activated with Customer Success Management](#).

Meeting agenda items and meeting next steps appear as related list items in the **Related Items** panel on the [Meeting page](#). In the **All** menu, the **Meeting Agenda Items** and **Meeting Next Steps** modules open a list of each record type across all meetings.

To get started, see [Create a meeting agenda item](#) and [Capture a meeting next step](#). For the roles that control access, see [Customer success management roles](#).

Related topics

[Meeting page](#)

[Meeting preparation brief](#)

[Meeting recap](#)

Create a meeting agenda item

Create an agenda item to track one topic on a meeting agenda, including its state, allotted time, presenter, and decision.

Before you begin

- The meeting must already exist.
- Role required: sn_sch_plus.agenda_item_write

About this task

Create one agenda item for each topic. For background, see [Meeting agenda items and next steps](#).

Procedure

1. Navigate to **All > Touchpoint Meeting > Meeting Agenda Items**.

You can also create the agenda item from the **Meeting Agenda Items** related list in the **Related Items** panel on the meeting page.

2. Select **New**.
3. In the **Meeting** field, select the meeting.
4. In the **Short description** field, enter the agenda topic.

The short description can contain up to 160 characters.

5. Complete the optional fields.

Description

Details about the topic. Up to 4,000 characters.

Allotted time

How long you plan to spend on the topic.

State

Planned (default), **Discussed**, or **Deferred**.

Sequence

The order of the topic in the agenda.

Priority

Critical, **High**, **Moderate**, **Low**, or **Planning**.

Presenter

A participant of the selected meeting.

Decision

The outcome of the discussion. Up to 4,000 characters.

6. Select **Submit.**

The agenda item appears in the **Meeting Agenda Items** related list in the **Related Items** panel on the meeting page.

What to do next

After the meeting, open each agenda item. Set **State** to **Discussed** or **Deferred**, and record the outcome in the **Decision** field.

Related topics

[Meeting agenda items and next steps](#)

[Capture a meeting next step](#)

Capture a meeting next step

Capture a follow-up from a meeting as a next step, so it's tracked until you convert it to a record or drop it.

Before you begin

- The meeting must already exist.
- Role required: sn_sch_plus.next_step_write

About this task

Create a next step for each follow-up that comes out of a meeting. You decide later whether to convert or drop it. For background, see [Meeting agenda items and next steps](#).

Procedure**1. Navigate to **All > Touchpoint Meeting > Meeting Next Steps**.**

You can also create the next step from the **Meeting Next Steps** related list in the **Related Items** panel on the meeting page.

2. Select **New.****3. In the **Meeting** field, select the meeting.****4. In the **Short description** field, enter the follow-up.****5. Complete the optional fields.****Assigned to**

The person responsible for the follow-up.

Due date

When the follow-up is due.

Priority

The priority of the follow-up.

Assignment group

The group responsible for the follow-up.

Work notes

Internal notes about the follow-up.

Additional comments

Comments about the follow-up.

Close notes

Notes about how the follow-up was resolved.

6. Select **Submit.**

The next step has the state **Pending** and appears in the **Meeting Next Steps** related list in the **Related Items** panel on the meeting page.

What to do next

To resolve the next step, see [Convert a next step to an associated record](#) or [Drop a next step](#).

Related topics

[Meeting agenda items and next steps](#)

[Create a meeting agenda item](#)

Convert a next step to an associated record

Convert a next step by linking it to the record that addresses the follow-up, so the record appears as an action item of the meeting.

Before you begin

- The record that addresses the follow-up, such as a success task or an internal play, must already exist.
- Role required: sn_sch_plus.next_step_write

About this task

Convert a next step when a record already exists that addresses the follow-up. For background, see [Meeting agenda items and next steps](#).

Procedure**1. Open the next step.**

Navigate to **All > Touchpoint Meeting > Meeting Next Steps** and select the next step, or open it from the **Meeting Next Steps** related list in the **Related Items** panel on the meeting page.

2. Select **Convert.**

The **Convert** button isn't available if the next step is already converted.

3. In the **Associated table field, select the table that contains the record.****4. In the **Associated record** field, select the record.**

The dialog fills in the next step and the meeting. The association type is always **Action Item**.

5. Select **Submit**.

The state of the next step changes to **Converted**. The record you selected appears in the **Meeting Applicable Records** for the meeting with the association type **Action Item**.

The record also appears in the **Meeting Applicable Records** related list on the meeting record, in the classic UI and in the CRM Workspace.

What to do next

You can convert a dropped next step. The state changes from **Dropped** to **Converted**.

Related topics

[Meeting agenda items and next steps](#)

[Drop a next step](#)

[Meeting recap](#)

Drop a next step

Drop a next step when the follow-up doesn't need any action, so it's closed without linking it to another record.

Before you begin

- Role required: sn_sch_plus.next_step_write

About this task

You can drop a next step that is pending or converted. For background, see [Meeting agenda items and next steps](#).

Procedure

1. Open the next step.

Navigate to **All > Touchpoint Meeting > Meeting Next Steps** and select the next step, or open it from the **Meeting Next Steps** related list in the **Related Items** panel on the meeting page.

2. Select **Drop**.

The **Drop** button isn't available if the next step is already dropped.

The state of the next step changes to **Dropped**. If the next step was converted, the applicable records linked to it become inactive and the system archives them after 90 days. The records that you linked during conversion aren't changed.

What to do next

To resolve a dropped next step later, see [Convert a next step to an associated record](#).

Related topics

[Meeting agenda items and next steps](#)

[Convert a next step to an associated record](#)

ServiceNow Otto for Telecommunications, Media, and Technology (TMT) draft and schedule touchpoint meetings agentic workflow

Use the Draft and schedule touchpoint meetings agentic workflow to schedule and edit a touchpoint meeting for a specific user.

Draft and schedule touchpoint meetings agentic workflow overview

The agentic workflow enables customer success agents to optimize meeting schedules within the customer success workflow by creating and managing meetings. It creates and manages meetings based on key details such as invitees, agenda, meeting type, and scheduling preferences. With this agentic workflow, customer success managers can:

- Take timely and contextual action.
- Create a meeting with all required details.
- Schedule draft meetings without manual coordination.

The meeting AI plugin installs automatically with the Customer Success AI agent.

When the risk record's probability is very high or occurred, the customer success agent assigned to that risk receives a ServiceNow Otto panel notification. The agentic workflow automates the creation and scheduling of the meeting.

This workflow supports these tables: Touchpoint, Account Onboarding Case, Engagement, Customer Account, and Risk Signal and Issue.

Role required: `sn_acct_lc.customer_success_agent`

Agentic workflows included with the base system are read-only. To configure this workflow, see [Configure agentic workflows for Customer Success Management](#).

Summarize a touchpoint using ServiceNow Otto for Telecommunications, Media, and Technology (TMT)

Generate a summary from the fields you select on the touchpoint record. Get a quick summary of all the meetings and emails exchanged between different stakeholders and any follow-up activities.

Before you begin

Role required: `sn_acct_lc.agent`

About this task

The touchpoint summary skill provides a concise summary of the different touchpoints in the engagement lifecycle. With this skill, you can generate an initial summary of the touchpoint, or summarize all the work associated with it.

The skill is available in CRM Workspace and in Core UI:

- In CRM Workspace, use the Touchpoint summary by ServiceNow Otto component, which appears above the Account details card.
- In Core UI, select **Summarize** on the touchpoint record.

Note: The skill requires a minimum 50 words in the record to generate a summary. If the skill isn't active, summaries are generated using the out-of-box case summarization skill instead.

Procedure

1. Navigate to **Workspaces > CRM Workspace > Lists > All Touchpoints**.
2. Open a touchpoint.
3. In the Touchpoint summary by ServiceNow Otto component, select **Summarize**.
The component expands to display the summary. For longer summaries, select **View more** and scroll to see the rest of the content.
4. **Optional:** After you're finished, manage the results: view more/less detail, provide helpful/not-helpful feedback, copy the summary, or view summary info using the icons on the summary card.

Create touchpoints and meeting records using ServiceNow Otto for Telecommunications, Media, and Technology (TMT)

Send an email to your instance to create touchpoint and meeting records directly from the inbound email.

Before you begin

Role required: Success agent

To enable email sending, see [Outbound email configuration](#) . To enable email receiving, see [Inbound email configuration](#) .

Procedure

1. Launch the email application.
2. Select **New Email**.
The new email must contain the following:

Field	Description
From	Email address of the sender.
To	Email address of the instance (instancename@service-now.com). For example: devgen@service-now.com.
Subject	Must start with the prefix "Touchpoint:". For example: "Touchpoint: Create a touchpoint for test."
Email message	For touchpoints, must include: Engagement number, Due date, Subject, Description. For meetings, must include: Source, Start date and time, End date and time, Meeting subject.

3. Select **Send**.

 **Note:** The instance may take several seconds to receive the email.

Result

- The instance validates the email using Inbound Email Actions.
- If validation fails, you receive an email with the validation error and template description.

- If validation passes, a record is created and you receive a success email with a link to the created record.
- Emails are prepared and pushed to the outbound queue, where they're scheduled to be sent.

Product release email communication agentic workflow

Automatically draft, refine, and distribute product release announcement emails to designated recipients using the most recent release information.

Product release email communication agentic workflow overview

The agentic workflow automatically drafts, refines, and publishes release announcement emails to multiple customers regarding product changes and feature adoption. The agentic workflow invokes the AI agent to fetch the latest released product information and creates a draft email. With this agentic workflow a customer success manager can:

- Timely communicate customers about product changes, enhancements, new feature releases, and feature adoption.
- Identify the stakeholders, ensure consistent messaging, and streamline distribution.
- Focus on driving adoption and customer value instead of repetitive communication tasks.

This agentic workflow is delivered as part of the base system and is preconfigured to operate with the Digital Product Release (DPR) application. This enables customers to get started quickly using the default setup. However, the workflow is designed with flexibility in mind and isn't limited to DPR. Organizations using alternative release management or related systems can adopt this capability by integrating their existing applications with minimal customization.

When the DPR record moves to the completed state, the agentic workflow triggers automatically. For more information about DPR, see [Digital Product Release](#) . The customer success manager can trigger this agentic workflow manually only for assigned product releases.

The customer success manager can access this agentic workflow with these roles: `sn_acct_lc.customer_success_agent` and `sn_dpr_model.release_user`.

Agentic workflows included with the base system are read-only. To configure this workflow, see [Configure agentic workflows for Customer Success Management](#).

View customer success cases in the CSM portal

View the customer success case records or case task records on the Customer Service Management (CSM) portal.

Before you begin

Role required: admin

- `sn_acct_lc.customer_success_agent`
- `sn_acct_lc.customer_success_customer`
- `sn_customerservice.customer_case_manager`

Procedure

1. Use the name and password that you created during the registration process to log in to the Customer Service Portal.
See [Using the Customer Service Portal](#)  for the details.
2. On the home page, select **My Lists** to view the customer success cases and case tasks.
Depending on your user role, you can view the following lists:

- All Success Initiatives: Available for internal users with `sn_acct_lc.customer_success_agent` and for customers with `sn_acct_lc.customer_success_customer` and `sn_customerservice.customer_case_manager`.

All Success Initiatives associated with the customer engagement is displayed in the form of a list.

- My Success Initiatives: Available for users with `sn_acct_lc.customer_success_agent` and `sn_customerservice.customer_case_manager`.

For internal users, all the success initiative assigned to logged-in user is shown in the list.

For customers, in the success initiatives form visible to the customer check box must be true and the logged-in user must be in the contact filter.

- All Customer Plays: Available for internal users with `sn_acct_lc.customer_success_agent` and for customers with `sn_acct_lc.customer_success_customer` and `sn_customerservice.customer_case_manager`.

All the customer plays associated with the customer engagement are displayed in the form of a list.

- My Customer Plays: Available for users with `sn_acct_lc.customer_success_agent` and `sn_customerservice.customer_case_manager`.

For internal users, all the customer plays assigned to logged-in user are shown in the list.

For customers, in the customer play form visible to the customer check box must be true and the logged-in user must be in the contact filter.

- All Touchpoints: Available for internal users with `sn_acct_lc.customer_success_agent` and for customers with `sn_acct_lc.customer_success_customer` and `sn_customerservice.customer_case_manager`.

All the touchpoint cases associated with the customer engagement are displayed in the form of a list.

- My Touchpoints: Available for users with `sn_acct_lc.customer_success_agent` and `sn_customerservice.customer_case_manager`.

All the touchpoints assigned to the logged-in user are shown in the list.

- **Note:** When you search for something on the service portal, the search results are shown in separate **Sources:** Customer Plays, Customer Play Tasks, Success Initiatives, and Touchpoints.

3. Select on the **All Success Initiatives** in the list.

All the success initiatives related to the selected account are displayed.

4. Select on a **Success Initiative** in the list.

- **Note:** The Header section for the case and case tasks can be configured and you can add or remove fields as required.

The following details are displayed for each case.

- Header section that provides basic information about the case including case number, state, account, subject, due date, and days remaining.
- Select the task to view additional information such as success case task, activities, and any attachments.
- The left-hand section provides the following details:
 - General instructions: Provides a short description and a detailed case description.
 - Product information: Shows the product information.
 - Shared articles: Shows knowledge articles that have been shared with you. Select the article link to view details.

5. Select on the **All Customer Plays in the list.**

All the customer plays related to the selected account are displayed.

All the activities related to the customer play task are displayed.

6. Select on the **All Touchpoints in the list.**

All the touchpoints related to the selected account are displayed.

All the activities related to the case task are displayed.

View related items

The Related Items component provides access to related lists associated with engagements, customer plays, and internal plays

The Related Items component uses an expandable accordion format. You can expand the desired lists to see the related items. This component also displays an icon with the number of items in a list.

Related Items		
Appointments	0	▼
Emails	0	▼
Blocked by	0	▼
Success Objectives	4	▼
Success Outcomes	11	▼
Success Initiatives	13	▼
Customer Plays	6	▼
Success Tasks	1	▼
Risk Signal and Issues	4	▼
Implementation Records	3	▼
Internal Plays	3	▼
Related Knowledge	0	▼

Related lists include the following actions:

- Create: opens a empty record in a sub tab that the agent can use to create item.
- View all: opens a list of records in a sub tab.
- Show more: is displayed for lists that have more than five items.

Several related lists including success objectives, outcomes, initiatives, customer plays, and documents are displayed on the engagement, customer play, and internal play pages.

Note: The *Documents* related items is displayed only if you have installed the `com.snc.platform_document_management` plugin.

AI search with recommended actions

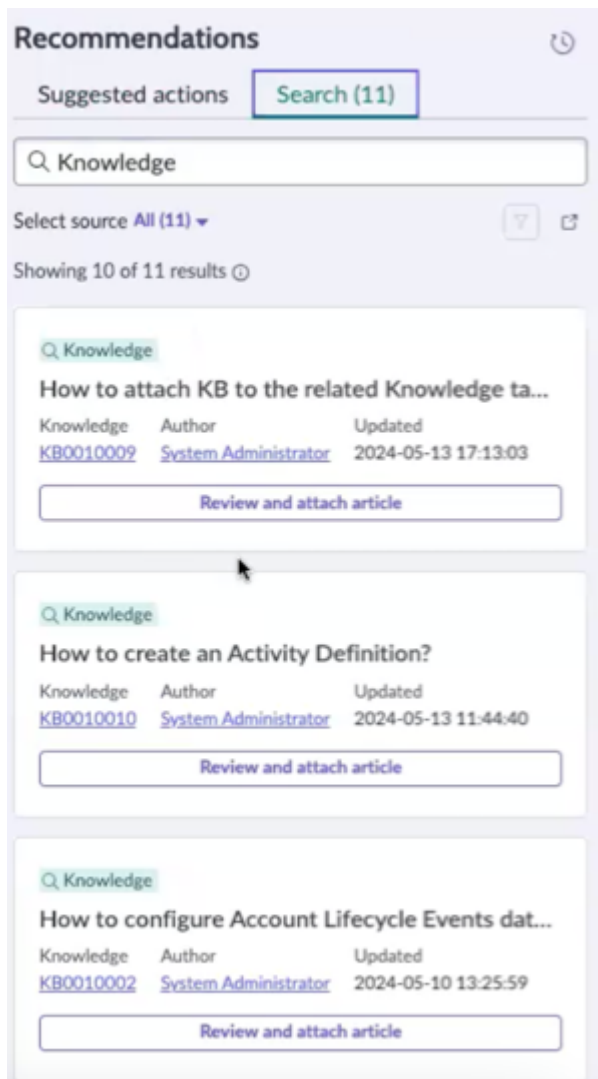
Use AI search with recommended actions to create contexts and search for relevant records.

Note: The AI search is available only if you have configured the Recommended Actions application to display relevant results for the search query. See [Set up recommended actions for account onboarding](#) for details.

1. Navigate to **Workspace > CRM Workspace** and select the **List** icon.
2. Select one of the following:

- Account onboarding cases and case tasks
- Success cases and success case tasks
- Engagements
- Touchpoints
- Risks and issues
- Success initiatives
- Success objectives
- Success outcomes

3. Navigate to the **Recommendations** component in the contextual side panel of any of the record pages. AI search results and genius results are displayed in the Search tab. Agents can initiate actions from the search cards directly to resolve an issue.



4. The search results from the configured search sources are displayed in the form of cards. These cards are previews of search records. You can select the card to view the record details or directly take actions through the cards. The most relevant answers are displayed as top results in the form of genius result cards.

For more details on how to enable AI search and create search contexts, see [Configuring AI search in Recommended Actions](#).

Request ServiceNow Otto capabilities for Customer Success Management

Request generative AI capabilities for Customer Success Management, such as an engagement summary or a renewal insight, by using the conversational interface in the ServiceNow Otto panel.

Before you begin

Make sure the Next Experience is enabled. For more information, see [Next Experience UI](#).

Role required: `sn_acct_lc.customer_success_agent`

About this task

Use the ServiceNow Otto panel in CRM Workspace to request a summary or generated draft for an engagement, touchpoint, risk signal, or success play. The panel opens within the record, so you don't have to navigate away.

For more information about the ServiceNow Otto panel, see [ServiceNow Otto panel](#). For information about activating the panel, see [Activate the ServiceNow Otto panel standard chat](#).

Procedure

1. Log in to an instance where Customer Success Management is installed.
2. Navigate to **Workspaces > CRM Workspace > Lists > Customer Success** and select the record type you want, such as **All Engagements**, **All Touchpoints**, or **All Risks and issues**.
3. Open a record.
4. From the header menu, select the AI icon (✦).
5. Select the relevant generative AI capability from the ServiceNow Otto panel.
 - To summarize the record, select **Summarize a record**.
 - On a risk signal, to get recommended solutions, select **Recommend solutions**.
 - On an engagement due for renewal, to get a renewal insight, select **Generate renewal insight**.

The capabilities available depend on the record type and the skills your administrator has activated. See [ServiceNow Otto skills](#) for the full list.

ServiceNow Otto for Telecommunications, Media, and Technology (TMT) adaptive desktop actions for customer experimentation

Use ServiceNow Otto for Telecommunications, Media, and Technology (TMT) adaptive desktop actions in Customer Success Management to test prompt-driven models on your workflows.

With adaptive desktop actions, you describe what task you want to accomplish on the web at a high level in the tool configuration. The AI agent processes the request and generates an execution plan. It dynamically determines the specific steps needed to complete the task by analyzing the engagement's details, including health, success blueprints, product adoption data, and renewal date.

For more information about AI desktop actions, see [AI Desktop Actions](#).

Customer Success Management reference

Reference topics provide additional information about Customer Success Management application.

This section covers information about the data model, installed components, and domain separation information.

Domain separation and Customer Success Management

Domain separation is supported for Customer Success Management. Domain separation enables you to separate data, processes, and administrative tasks into logical groupings called domains. You can control several aspects of this separation, including which users can see and access data.

Support level: Basic

- Business logic: Ensure that data goes into the proper domain for the application's service provider use cases.
- The application supports domain separation at run time. The domain separation includes separation from the user interface, cache keys, reporting, rollups, and aggregations.
- The owner of the instance must set up the application to function across multiple tenants.

Sample use case: When a service provider (SP) uses chat to respond to a tenant-customer's message, the customer must be able to see the SP's response.

For more information on support levels, see [Application support for domain separation](#) .

Overview of Customer Success Management

With the Customer Success Management application, you can create onboarding cases and related onboarding case tasks, track objectives, outcomes, and define documented plans to ensure success. The account onboarding case and related tasks support domain separation at the account level. Engagements, objectives, outcomes, initiatives, success cases, risk signals and internal plays are domain separated at the account level.

How domain separation works in Customer Success Management

- Account onboarding cases, onboarding tasks, and data import case tasks are domain separated using the account domain.
- All other staging tables used for the Data Import are not domain separated.
- All customer success tables are domain separated.

Setting up domain separation in Customer Success Management

Domain separation for Customer Success Management requires the domain separation plugin and enabling the `cs_m_auto_account_domain_generation` domain separation property. For more information on setting up domain separation, see [Domain separation and Customer Service Management](#) .

Domain separated tables

- Account onboarding case [sn_acct_lc_onb_case]
- Data import task [sn_ti_core_imp_task]
- Onboarding task [sn_ti_core_task]
- Engagement [sn_acct_lc_engagement]

- Success objective [sn_acct_lc_success_objective]
- Success outcome [sn_acct_lc_success_outcome]
- Success initiative [sn_acct_lc_success_initiative]
- Customer play [sn_acct_lc_success_case]
- Success task [sn_acct_lc_success_task]
- Touchpoint [sn_acct_lc_touchpoint]
- Internal play [sn_acct_lc_internal_play]
- Internal play task [sn_acct_lc_internal_play_task]
- Risk Signal and Issue (sn_acct_lc_risk_signal_issue)
- Implementation Record (sn_acct_lc_implementation_record)
- Risk Solution (sn_acct_lc_risk_signal_solution_relationship)
- Engagement Health Definition (sn_acct_lc_eng_hlt_def)
- Health Metric Configuration (sn_acct_lc_eng_hlt_mtr_config)
- Engagement Risk Definition (sn_acct_lc_eng_risk_def)
- Risk Threshold Override (sn_acct_lc_risk_threshold_override)
- Risk Occurrence (sn_acct_lc_risk_occurrence)
- Data Source (sn_data_ctx_engine_src)
- Context Engine Mapper (sn_data_ctx_engine_map)
- Context (sn_data_ctx_engine_ctx)
- Context Engine Data (sn_data_ctx_engine_data)
- Segment (sn_data_ctx_engine_brkdown_seg)
- Segment Configuration (sn_data_ctx_engine_seg_conf)
- DCE Insight (sn_data_ctx_engine_insight)
- DCE Insight Item (sn_data_ctx_engine_insight_item)
- DCE Visualization (sn_data_ctx_engine_visualization)
- DCE Visualization M2M (sn_data_ctx_engine_visualization_m2m)
- Product Capability (sn_prod_cap_core_prod_cap)
- Product Capability Map (sn_prod_cap_core_prod_cap_map)
- Capability Relationship Map (sn_prod_cap_core_cap_rel_map)
- Product Usage (sn_prod_cap_core_prod_usage)
- Product Capability Usage (sn_prod_cap_core_prod_cap_usage)

Related topics

[Domain separation for service providers](#) 

Customer success management roles

Roles added with Customer Success Management.

Role title	Description	Contains roles	User persona
sn_ti_core.delete	Role for delete access on records of Technology case table and Customer Success Choice.		
sn_ti_core.admin	Admin access on records of Technology case table and Customer Success Choice.		
sn_acct_lc.customer_success_viewer	This success viewer role provides authorized users the ability to view engagements, objectives, outcomes, initiatives, internal plays, customer plays, touchpoints, and any related tasks within customer success.		
sn_acct_lc.customer_success_manager	Enables read, create, and update access to engagements, objectives, outcomes, initiatives, internal plays, customer plays, touchpoints, and any related tasks within customer success.		Customer Success Manager
sn_acct_lc.customer_success_admin	Enables application admin and update access to engagements, objectives, outcomes, initiatives, internal plays, customer plays, touchpoints, and any related tasks within customer success.		
sn_acct_lc.success_play_builder	Enables create, update, and delete access to workflow definition records as well as read, write, and update access for entities within customer success.		
sn_acct_lc.customer_success_team	Customer team to interact with customer success team		

Role title	Description	Contains roles	User persona
	members from the provider organization.		
sn_acct_lc.engagement_admin	Admin access to the Engagement (sn_acct_lc_engagement) table.	<ul style="list-style-type: none"> • sn_acct_lc.engagement_write • sn_acct_lc.engagement_delete • sn_acct_lc.engagement_read 	
sn_acct_lc.success_objective_admin	Admin access to Success Objective (sn_acct_lc_success_objective) table.	<ul style="list-style-type: none"> • sn_acct_lc.success_objective_write • sn_acct_lc.success_objective_delete • sn_acct_lc.success_objective_read 	
sn_acct_lc.success_outcome_admin	Admin access to Success Outcome (sn_acct_lc_success_outcome) table.	<ul style="list-style-type: none"> • sn_acct_lc.success_outcome_write • sn_acct_lc.success_outcome_delete • sn_acct_lc.success_outcome_read 	
sn_acct_lc.success_initiative_admin	Admin access to Success Initiative (sn_acct_lc_success_initiative) table.	<ul style="list-style-type: none"> • sn_acct_lc.success_initiative_write • sn_acct_lc.success_initiative_delete • sn_acct_lc.success_initiative_read 	
sn_acct_lc.success_case_admin	Admin access to Customer Play (sn_acct_lc_success_case) table.	<ul style="list-style-type: none"> • sn_acct_lc.success_case_write • sn_acct_lc.success_case_delete • sn_acct_lc.success_case_read 	
sn_acct_lc.touchpoint_admin	Admin access to Touchpoint (sn_acct_lc_touchpoint) table.	<ul style="list-style-type: none"> • sn_acct_lc.touchpoint_write • sn_acct_lc.touchpoint_delete • sn_acct_lc.touchpoint_read 	
sn_acct_lc.success_task_admin	Admin access to Success Task (sn_acct_lc_success_task) table.	<ul style="list-style-type: none"> • sn_acct_lc.success_task_write • sn_acct_lc.success_task_delete • sn_acct_lc.success_task_read 	
sn_acct_lc.internal_play_admin	Admin access to Internal Play (sn_acct_lc_internal_play) table.	<ul style="list-style-type: none"> • sn_acct_lc.internal_play_write • sn_acct_lc.internal_play_delete • sn_acct_lc.internal_play_read 	

Role title	Description	Contains roles	User persona
sn_acct_lc.internal_play_task_admin	Admin access to Internal Play Task (sn_acct_lc.internal_play_task table).	<ul style="list-style-type: none"> • sn_acct_lc.internal_play_task_write • sn_acct_lc.internal_play_task_delete • sn_acct_lc.internal_play_task_read 	
sn_acct_lc.risk_signal_issue_admin	Admin access to the risk signal (sn_acct_lc.risk_signal_issue table).	<ul style="list-style-type: none"> • sn_acct_lc.risk_signal_issue_write • sn_acct_lc.risk_signal_issue_delete • sn_acct_lc.risk_signal_issue_read 	
sn_acct_lc.definition_record_admin	Admin access to the Customer Success Definition (sn_acct_lc_definition_record table).	<ul style="list-style-type: none"> • sn_acct_lc.definition_record_write • sn_acct_lc.definition_record_delete • sn_acct_lc.definition_record_read 	
sn_acct_lc.success_launcher_notifier_admin	Admin access to the Success Launcher Notifier (sn_acct_lc_success_launcher_notifier table).	<ul style="list-style-type: none"> • sn_acct_lc.success_launcher_notifier_write • sn_acct_lc.success_launcher_notifier_delete • sn_acct_lc.success_launcher_notifier_read 	
sn_acct_lc.risk_signal_solution_admin	Admin access for the Risk issue solution (sn_acct_lc_risk_signal_solution table).	<ul style="list-style-type: none"> • sn_acct_lc.risk_signal_solution_write • sn_acct_lc.risk_signal_solution_delete • sn_acct_lc.risk_signal_solution_read 	
sn_acct_lc.squad_member_admin	Admin access to the Squad Member (sn_acct_lc_squad_member table).	<ul style="list-style-type: none"> • sn_acct_lc.squad_member_write • sn_acct_lc.squad_member_delete • sn_acct_lc.squad_member_read 	
sn_acct_lc.engagement_contract_admin	Admin access to the Engagement contract (sn_acct_lc_engagement_contract table).	<ul style="list-style-type: none"> • sn_acct_lc.engagement_contract_write • sn_acct_lc.engagement_contract_delete • sn_acct_lc.engagement_contract_read 	
sn_ti_core_ale_choice	Read/Report View	Provides read and report view access to sn_ti_core_read role	
sn_ti_core_ale_choice	Create/Write	Provides create and write access to sn_ti_core_write role	
sn_ti_core_ale_choice	Delete	Provides delete access to sn_ti_core_delete role	
sn_acct_lc_engagement_contract_admin	Delete	Provides delete access to	

Role title	Description	Contains roles	User persona
		sn_acct_lc.engagement_delete role	
sn_acct_lc_success_objective	Read/Report View	Provides read and report view access to sn_acct_lc.success_objective_read role	
sn_acct_lc_success_objective	Create/Write	Provides create and write access to sn_acct_lc.success_objective_write role	
sn_acct_lc_success_objective	Delete	Provides delete access to sn_acct_lc.success_objective_delete role	
sn_acct_lc_success_outcome	Read/Report View	Provides read and report view access to sn_acct_lc.success_outcome_read role	
sn_acct_lc_success_outcome	Create/Write	Provides create and write access to sn_acct_lc.success_outcome_write role	
sn_acct_lc_success_outcome	Delete	Provides delete access to sn_acct_lc.success_outcome_delete role	
sn_acct_lc_success_initiative	Read/Report View	Provides read and report view access to sn_acct_lc.success_initiative_read role	
sn_acct_lc_success_initiative	Create/Write	Provides create and write access to sn_acct_lc.success_initiative_write role	
sn_acct_lc_success_initiative	Delete	Provides delete access to sn_acct_lc.success_initiative_delete role	
sn_acct_lc_success_case	Read/Report View	Provides read and report view access to sn_acct_lc.success_case_read role	
sn_acct_lc_success_case	Create/Write	Provides create and write access to sn_acct_lc.success_case_write role	
sn_acct_lc_success_case	Delete	Provides delete access to	

Role title	Description	Contains roles	User persona
		sn_acct_lc.success_case_delete role	
sn_acct_lc_touchpoint	Read/Report View	Provides read and report view access to sn_acct_lc.touchpoint_read role	
sn_acct_lc_touchpoint	Create/Write	Provides create and write access to sn_acct_lc.touchpoint_write role	
sn_acct_lc_touchpoint	Delete	Provides delete access to sn_acct_lc.touchpoint_delete role	
sn_acct_lc_success_task	Read/Report View	Provides read and report view access to sn_acct_lc.success_task_read role	
sn_acct_lc_success_task	Create/Write	Provides create and write access to sn_acct_lc.success_task_write role	
sn_acct_lc_success_task	Delete	Provides delete access to sn_acct_lc.success_task_delete role	
sn_acct_lc_internal_play	Read/Report View	Provides read and report view access to sn_acct_lc.internal_play_read role	
sn_acct_lc_internal_play	Create/Write	Provides create and write access to sn_acct_lc.internal_play_write role	
sn_acct_lc_internal_play	Delete	Provides delete access to sn_acct_lc.internal_play_delete role	
sn_acct_lc_internal_play_task	Read/Report View	Provides read and report view access to sn_acct_lc.internal_play_task_read role	
sn_acct_lc_internal_play_task	Create/Write	Provides create and write access to sn_acct_lc.internal_play_task_write role	
sn_acct_lc_internal_play_task	Delete	Provides delete access to	

Role title	Description	Contains roles	User persona
		sn_acct_lc.internal_play_task_delete role	
sn_acct_lc.risk_signal_issue_read	Read/Report View	Provides read and report view access to sn_acct_lc.risk_signal_issue_read role	
sn_acct_lc.risk_signal_issue_create	Create/Write	Provides create and write access to sn_acct_lc.risk_signal_issue_write role	
sn_acct_lc.risk_signal_issue_delete	Delete	Provides delete access to sn_acct_lc.risk_signal_issue_delete role	
sn_acct_lc.definition_record_read	Read/Report View	Provides read and report view access to sn_acct_lc.definition_record_read role	
sn_acct_lc.definition_record_create	Create/Write	Provides create and write access to sn_acct_lc.definition_record_write role	
sn_acct_lc.definition_record_delete	Delete	Provides delete access to sn_acct_lc.definition_record_delete role	
sn_acct_lc.success_launcher_notifier_read	Read/Report View	Provides read and report view access to sn_acct_lc.success_launcher_notifier_read role	
sn_acct_lc.success_launcher_notifier_create	Create/Write	Provides create and write access to sn_acct_lc.success_launcher_notifier_write role	
sn_acct_lc.success_launcher_notifier_delete	Delete	Provides delete access to sn_acct_lc.success_launcher_notifier_delete role	
sn_acct_lc.engagement_contract_relationship_read	Read/Report View	Provides read and report view access to sn_acct_lc.engagement_contract_relationship_read role	
sn_acct_lc.engagement_contract_relationship_create	Create/Write	Provides create and write access to sn_acct_lc.engagement_contract_relationship_write role	
sn_acct_lc.engagement_contract_relationship_delete	Delete	Provides delete access to	

Role title	Description	Contains roles	User persona
		sn_acct_lc.engagement_contract_relationship_delete role	
sn_acct_lc_squad_member	Read/Report View	Provides read and report view access to sn_acct_lc.squad_member_read role	
sn_acct_lc_squad_member	Create/Write	Provides create and write access to sn_acct_lc.squad_member_write role	
sn_acct_lc_squad_member	Delete	Provides delete access to sn_acct_lc.squad_member_delete role	
sn_acct_lc_risk_signal_solution	Read/Report View	Provides read and report view access to risk_signal_solution_relationship_read role	
sn_acct_lc_risk_signal_solution	Create/Write	Provides create and write access to risk_signal_solution_relationship_write role	
sn_acct_lc_risk_signal_solution	Delete	Provides delete access to risk_signal_solution_relationship_delete role	
sn_acct_lc_eng_m2m_order	Read	Provides read access to sn_acct_lc.customer_success_viewer role	
sn_acct_lc_eng_m2m_order	Create/Write	Provides create and write access to sn_acct_lc.agent role	
sn_acct_lc_eng_m2m_order	Delete	Provides delete access to sn_acct_lc.agent role	
sn_acct_lc_eng_m2m_order	Report View	Provides report view access to sn_acct_lc.agent role	
sn_acct_lc_data_validation_assist	Create	Enable create access on records in sn_acct_lc_data_validation_assist, for users with role sn_acct_lc.data_validation_assist_create	
sn_acct_lc_data_validation_assist	Read	Enable read access on records in sn_acct_lc_data_validation_assist,	

Role title	Description	Contains roles	User persona
		for users with role sn_acct_lc.data_validation_assist_read	
sn_acct_lc.data_validation_reports_view	reports view	Enable report_view access on records in sn_acct_lc.data_validation_assist, for users with role sn_acct_lc.data_validation_assist_read	
sn_acct_lc.data_validation_delete_assist	delete assist	Enable write access on records in sn_acct_lc.data_validation_assist, for users with role sn_acct_lc.data_validation_assist_admin	
sn_acct_lc.data_validation_write_assist	write assist	Enable write access on records in sn_acct_lc.data_validation_assist, for users with role sn_acct_lc.data_validation_assist_write	
sn_acct_lc.onb_case.days_remaining	days remaining	Enable read for days_remaining in sn_acct_lc.onb_case, for users with roles (sn_customerservice.customer, sn_acct_lc.agent).	
sn_acct_lc.onb_case.go_live_date	go live date	Enable read for go_live_date in sn_acct_lc.onb_case, for users with roles (sn_acct_lc.agent, sn_customerservice.customer).	
sn_acct_lc.onb_case.products	products	Enable read for products in sn_acct_lc.onb_case, for users with roles (sn_customerservice.customer, sn_acct_lc.agent).	
sn_acct_lc.onb_case.stage	stage	Enable read for stage in sn_acct_lc.onb_case, for users with roles (sn_customerservice.customer, sn_acct_lc.agent).	
sn_ti_core_task.due_date_read	due date read	Enable read for due_date in sn_ti_core_task, for users with roles (sn_customerservice.customer, sn_ti_core.read).	
sn_ti_core_task.days_remaining	days remaining	Enable read for days_remaining in sn_ti_core_task,	

Role title	Description	Contains roles	User persona
		for users with roles (sn_ti_core.read, sn_customerservice.customer).	
sn_ti_core_task.progress	read	Enable read for progress in sn_ti_core_task, for users with roles (sn_customerservice.customer, sn_ti_core.read).	
sn_ti_core_task.company	read	Enable read for company in sn_ti_core_task, for users with roles (sn_customerservice.customer, sn_ti_core.read).	
sn_ti_core_task.priority	read	Enable read for priority in sn_ti_core_task, for users with roles (sn_customerservice.customer, sn_ti_core.read).	
import_builder	create	Enable create access on records in import_builder, for users with role import_builder_create.	
import_builder	write	Enable write access on records in import_builder, for users with role import_builder_write.	
import_builder	read	Enable read access on records in import_builder, for users with role import_builder_read.	
sn_acct_lc.agent	Responsible for the end-to-end workflow from onboarding customer until account go-live.	<ul style="list-style-type: none"> • sn_acct_lc.customer • sn_acct_lc.risk_signal_issue_write • sn_acct_lc.risk_signal_solution_write • sn_acct_lc.squad_member_write 	Onboarding Manager success_viewer
admin	Responsible for configuring playbook, case type, emails, transform maps, and other necessary components.		ServiceNow admin/ developer

Role title	Description	Contains roles	User persona
sn_customerservice.customer_contact	Primary customer contact responsible for managing the customer team involved in the onboarding process.		Onboarding point of contact (customer)
sn_customerservice.customer_admin	Responsible for the managing customer's ServiceNow instance and setting up the Service Exchange application.		ServiceNow admin/developer (customer)
sn_customerservice.customer_data	Responsible for providing necessary information like contact information, and locations. Verifies that the data meets the format required by the provider organization.		Foundational Data SME (Subject matter expert)
sn_acct_lc.success_manager	As a Success Manager (CSM) oversees a team of Customer Success Agents to verify that enterprise customers achieve their goals using the provider's products. They build strong relationships, monitor progress toward 'Success outcomes,' and align customer objectives with actionable strategies to drive satisfaction, retention, and growth.		Director of Customer Success
sn_meeting_mgmt.meeting_creator	Original role used to create and manage touchpoint meetings.		
sn_sch_plus.agenda_item_read	Read access to the Meeting Agenda Item (sn_sch_plus_agenda_item) table.		
sn_sch_plus.agenda_item_create	Create and write access to the Meeting Agenda Item (sn_sch_plus_agenda_item) table. Includes read privileges.	sn_sch_plus.agenda_item_read	

Role title	Description	Contains roles	User persona
sn_sch_plus.agenda_item_delete	Delete access to the Meeting Agenda Item (sn_sch_plus_agenda_item) table.		
sn_sch_plus.agenda_item_admin	Admin access to the Meeting Agenda Item (sn_sch_plus_agenda_item) table. Includes write and delete privileges.	<ul style="list-style-type: none"> • sn_sch_plus.agenda_item_write • sn_sch_plus.agenda_item_delete 	
sn_sch_plus.next_step_read	Read access to the Meeting Next Step (sn_sch_plus_next_step) table.		
sn_sch_plus.next_step_write	Write and write access to the Meeting Next Step (sn_sch_plus_next_step) table. Includes read privileges.	sn_sch_plus.next_step_read	
sn_sch_plus.next_step_delete	Delete access to the Meeting Next Step (sn_sch_plus_next_step) table.		
sn_sch_plus.next_step_admin	Admin access to the Meeting Next Step (sn_sch_plus_next_step) table. Includes write and delete privileges.	<ul style="list-style-type: none"> • sn_sch_plus.next_step_write • sn_sch_plus.next_step_delete 	
sn_acct_lc.customer_success_application_admin	Cross-application admin to read, create, and update access to engagements, objectives, outcomes, initiatives, internal plays, customer plays, touchpoints, and any related tasks within customer success.		
sn_data_ctx_engine.sn_data_ctx_engine_admin	Calculator engine admin to read and write to the data context engine.		
sn_prod_cap_core.sn_prod_cap_core_admin	Calculator engine admin to read and write to the data context engine.		
sn_prod_cap_core.usag	Calculator engine admin to read and write to the data context engine.		

Customer success management responsibilities

Responsibilities added with Customer Success Management.

Responsibility	Description
Relationship Manager	Maintains ongoing strategic engagement with the customer. Verifies value delivery, stakeholder alignment, and long-term satisfaction.
Escalation Manager	Coordinates resolution of high-risk issues or service disruptions. Verifies visibility and timely resolution during escalations.
Service Delivery Manager	Oversees consistent service delivery. Tracks service quality, SLA performance, and manages ongoing coordination across teams.
Implementation Specialist	Oversees the execution of scoped ServiceNow implementations. Confirms that configurations meet customer needs and timelines.
Product Specialist	Expert in specific ServiceNow products or modules. Provides configuration guidance and adoption best practices tailored to product capabilities.
Customer Enablement Specialist	Guides customers through onboarding and enablement initiatives. Confirms that end users are trained and equipped to adopt the product effectively.
Solution Consultant	Translates business requirements into scalable ServiceNow solutions. Collaborates during pre-sales, implementation, and expansion phases.
Platform Architect	Designs the target ServiceNow architecture. Verifies that platform setup is scalable, secure, and aligned with long-term business needs.
Process Owner	Accountable for specific business processes (for example, Incident, Change). Defines KPIs, drives improvements, and confirms process maturity.
Customer Executive	Strategic decision-maker on the customer side. Aligns the customer's business goals with the ServiceNow adoption strategy.
Customer Information Officer (CIO)	Executive-level sponsor accountable for aligning ServiceNow initiatives with the customer's broader IT and digital strategy.

Customer success management tables

This section includes the Customer Success Management tables.

Table	Description
Engagement	As a provider, delivering value to an enterprise customer [account] is not a one-time event. It is a journey with multiple activities, both internal and external, during its lifecycle.
Success objective	Success objectives represents the value that the provider has sold to an enterprise customer. This value can be defined for one or more products.
Success outcome	Success outcomes are measurable components of success objectives. They can be monitored through analytics within the ServiceNow AI Platform or through a third-party integration tool.
Success initiative	Success initiatives are a planned set of actions (workflows) that the provider and enterprise customer agree to take and complete on the customer's value realization journey.
Customer play	Customer plays are an unplanned set of actions a provider takes to support a customer engagement activity.
Success task	Success tasks are planned or unplanned actions that either the provider or enterprise customer must complete in support of a success initiative (planned) or a customer play (unplanned).
Touchpoint	A touchpoint captures and supports conversations such as scheduling calls, sharing reports, and presentation material.
Touchpoint Applicable Records	Used to link the multiple records to a single touchpoint.
Internal play	Internal plays are planned or unplanned actions tied to the engagement lifecycle. Internal plays often require internal sub-tasks and follow a playbook with pre-defined activities.
Internal play task	Internal play tasks are actions that are created as result of a specific internal plays being created. These tasks must have a clear purpose and if possible, must be created through playbook automation [automatic, optional, or conditional].
Risk signal and issue	Risk signals and issues are a way of recording and managing risks tied to an engagement or onboarding so that the provider can take appropriate actions.
Definition record	The Customer Success definition record is used to specify categories that can be used to launch success play workflows that can create records and trigger playbooks automatically.
Success launcher notifier	The success launcher notifier tracks the status of the success play.
Data source	Specifies whether an external source or performance indicators are used to collect data to calculate the health or risk score.
Context	Used to associate the data being collected with an engagement or success outcome table.
Context engine mapper	Specifies the record for which the data source will be applicable.
Context engine data	Based on the data source and context engine mapper, when the scheduled jobs are run, the collected data is stored in the context engine data table.

Table	Description
Engagement health definition	Used to set up the health definition. You can define a global health definition or an engagement specific health definition.
Health metric configuration	Used to specify the metrics used to calculate the health score and the weight given to each metric.
Engagement risk definition	If the type is metric, specifies the metric, threshold condition, threshold and applicable engagements. If the type is table, the risk records are created for the records matching table and conditions specified.
Risk threshold override	If you want to override a risk threshold value, you can define additional conditions in this table.
Risk occurrence	Records risk occurrence if an active risk exists for the category, source record and engagement.
Color banding	Configure the color bands for health score either at the global level or for specific metrics.
Applicable sold products	Associates the applicable sold products with an engagement.
Applicable entitlements	Associates applicable entitlements with an engagement.
Applicable team members	Associates team members with an engagement.
Applicable customer team	Associate a customer team with an engagement.
Meeting applicable records	Associates records with a touchpoint meeting. Each entry links a meeting to a related record, such as a success play created from a meeting recommendation. The association type indicates the relationship: Trigger, Action Item, or Referenced. The AI Recommended field indicates whether the associated record was suggested by ServiceNow Otto.
Engagement onboarding links	Associates an engagement with one or more onboarding cases. Each entry links one engagement to one onboarding case on the same account.

Supported use case table

The supported use case table (sn_prod_cap_core_sup_use_case) is the default implementation of the use case catalog. It extends the base use case table and adds classifies the industry verticals and business model segments relevant to the use case.

The supported use case table contains the following fields.

Field label	Description
Number	Auto-generated identifier with prefix SUC. Read-only.
Short description	Brief summary of the use case.
Description	Detailed description of the use case.
Process flow	Rich-text description of the operational workflow.
Complexity	Implementation complexity.

Field label	Description
	<ul style="list-style-type: none"> • Very High • High • Medium • Low
Owner	User responsible for this use case. Defaults to the user creating the record.
Industry	Industry vertical. <ul style="list-style-type: none"> • All • Manufacturing • Healthcare • Technology Services • Banking • Bio-Technology This is a mandatory field.
Audience type	Business model segment. <ul style="list-style-type: none"> • B2B • B2C • B2B2C • All
State	Current state. <ul style="list-style-type: none"> • Draft • Retired • Cancelled
Active	System-managed. True when state is Published, false otherwise. Read-only.
Domain	Domain for multi-domain deployments.
Domain path	Domain path for multi-domain deployments.

Related topics

[Product use case catalog](#)

[Customer Discovery Hub](#)

Customer Discovery Hub tables

The Customer Discovery Hub includes four tables that capture customer business context: customer business need, customer business challenge, customer business expectation, and customer use case.

Table	Purpose
Customer business need	Captures the strategic problem a customer wants to solve. Groups related challenges, expectations, and use cases.
Customer business challenge	Captures a specific pain point, gap, or enhancement that surfaces a business need. Optionally associated with a business need.
Customer business expectation	Captures a measurable success outcome tied to a business need.
Customer use case	Captures how a customer plans to use a product to address a business need. Aligns to supported use cases from the product catalog.

Related topics

[Customer Discovery Hub](#)

[Manage engagements](#)

Customer business need

The customer business need table (`sn_cust_disc_hb_business_need`) is the central record in Customer Discovery Hub. It captures the strategic problem a customer needs to solve and groups related challenges, expectations, and use cases.

The customer business need table contains the following fields:

Customer business need form

Field	Description
Number	Unique identifier for this record. This field is automatically set with the prefix CBNE.
Account	Customer account associated with this record. Auto-derived from lead, opportunity, or engagement.
Short description	Brief description of the business need.
Description	Detailed description of the business need.
Lead	Lead record associated with this business need. At least one lifecycle anchor (lead, opportunity, or engagement) must be set. Present only when the Lead Management plugin is installed.
Opportunity	Opportunity record associated with this business need. At least one lifecycle anchor must be set. Present only when the Opportunity Management plugin is installed.
Engagement	Engagement record associated with this business need. At least one lifecycle anchor must be set. Present only when the Account Lifecycle plugin is installed.
State	The current state: <ul style="list-style-type: none"> • Draft • Qualified

Customer business need form (continued)

Field	Description
	<ul style="list-style-type: none"> • Closed • No longer required
Priority	This can be: <ul style="list-style-type: none"> • Critical • High • Medium • Low (default) • Very low
Drivers	The business driver: <ul style="list-style-type: none"> • Growth • Risk • Cost
Closure code	Required when State is Closed or No Longer Required. <ul style="list-style-type: none"> • Achieved • Missed • Cancelled
Close notes	Required when State is Closed or No Longer Required.
Work notes	Work notes on this record.
Domain	Domain for multi-domain deployments.
Domain path	Domain path for multi-domain deployments.

The following roles can view or modify this table.

Role	Access
sn_cust_disc_hb.discovery_viewer	Read
sn_cust_disc_hb.discovery_writer	Read, write

Related topics

[Customer Discovery Hub tables](#)

[Manage engagements](#)

Customer business challenge

The customer business challenge table (`sn_cust_disc_hb_business_challenge`) stores a specific pain point, gap, or enhancement request that a customer has expressed. Challenges are triaged and linked to a customer business need when qualified.

The customer business challenge table contains the following fields.

Field	Description
Number	Unique identifier for this record. This field is automatically set with the prefix CBCH.
Account	Customer account associated with this record. Auto-derived from the set lifecycle anchor.
Short description	Summary of the challenge.
Description	Full description of the challenge.
Type	Category of the challenge. <ul style="list-style-type: none"> • Pain Point • Gap • Enhancement
Priority	Urgency level of the challenge. <ul style="list-style-type: none"> • Critical • High • Medium • Low (default) • Very Low
Lead	Lead record associated with this challenge. Present only when the Lead Management plugin is installed.
Opportunity	Opportunity record associated with this challenge. Present only when the Opportunity Management plugin is installed.
Engagement	Engagement record associated with this challenge. Present only when the Account Lifecycle plugin is installed.
State	Current state: <ul style="list-style-type: none"> • Draft • Qualified • Not Qualified • No Longer Required
Customer Business Need	Parent business need linked to this challenge. This field appears only when the challenge is qualified.

Field	Description
Closure code	Reason the challenge was closed. This field appears only when the state is Not Qualified or No Longer Required. <ul style="list-style-type: none"> • Not Valid • Duplicate • Cancelled
Close notes	Notes explaining why the challenge was closed. This field appears only when the state is Not Qualified or No Longer Required.
Work notes	Internal notes on this record.
Domain	Domain assigned to this record in a multi-domain deployment.
Domain path	Domain path for this record in a multi-domain deployment.

User roles that can view or modify this table.

Role	Access
sn_cust_disc_hb.discovery_viewer	Read
sn_cust_disc_hb.discovery_writer	Read, write

Related topics

[Customer Discovery Hub tables](#)

[Manage engagements](#)

Customer business expectation

The customer business expectation table (sn_cust_disc_hb_business_expectation) captures a measurable success outcome tied to a customer business need. Expectations define what success looks like for the customer, including target values and success criteria.

Fields

The customer business expectation table contains the following fields:

Field label	Description
Number	Unique identifier for this record. This field is automatically set with the prefix CBEX.
Account	Customer account associated with this record. Auto-derived from the parent business need's lifecycle anchor. This field may be empty when no lifecycle anchor carries an account.
Customer Business Need	Parent business need. Only business needs in Draft or Qualified states are selectable.
Short description	Brief description of the expectation.

Field label	Description
Description	Detailed description of the expectation.
Metric	The Performance Analytics indicator tracked by this expectation.
Unit	Unit of measure for the current and target values (for example, percent, days, dollars).
Current value	Latest observed value against the metric. Used to measure progress toward the target value.
Target value	Target value for the metric.
Start date	Start of the measurement window.
End date	End of the measurement window.
State	Current state: <ul style="list-style-type: none"> • Draft • Qualified • Achieved • No Longer Required
Closure code	Required when the State is set to Achieved or No Longer Required. <ul style="list-style-type: none"> • Achieved • Missed • Cancelled
Close notes	Required when the State is set to Achieved or No Longer Required.
Work notes	Running notes on this record.

Note: The lead, opportunity, and engagement fields are present on this table as read-only fields when the respective plugins are active. They are auto-populated from the parent business need and can't be edited.

The following user roles can view or modify this table:

Role	Access
sn_cust_disc_hb.discovery_viewer	Read
sn_cust_disc_hb.discovery_writer	Read, write

Related topics

[Customer Discovery Hub tables](#)

[Manage engagements](#)

Customer use case

The customer use case table (sn_cust_disc_hb_cust_use_case) is a per-customer record that documents how a specific customer plans to use a product to address a business

need. It captures the customer's current process flow and specifies how their implementation aligns to one or more supported use cases from the product catalog.

The customer use case table extends the Base Use Case table (sn_prod_cap_core_base_use_case) and inherits several fields from it. It contains the following fields:

Field label	Description
Number	Unique identifier for this record. This field is automatically set with the prefix CUC.
Short description	Summary of the customer use case.
Description	Detailed description of the customer use case.
Process flow	Description of the customer's workflow or scenario.
Complexity	Implementation complexity. Options: <ul style="list-style-type: none"> • Very High • High • Medium • Low
Owner	User responsible for this use case.
State	Current state of the record. <ul style="list-style-type: none"> • Draft • Published • Retired • Canceled
Active	Automatically set to True when the state is Published.
Account	Customer account associated with this record. Automatically populated from the parent business need.
Customer Business Need	Parent business need for this use case. This field displays only business needs associated with the selected account.
Alignment	Relates this use case to supported use cases in the product catalog. <ul style="list-style-type: none"> • Out of the box • Extended • Custom

Field label	Description
	Note: When alignment is Out of the box or Extended, the customer use case is linked to one or more supported use cases. When alignment is Custom, no supported use cases are linked.
Work notes	Internal notes about this record.

Users with the following roles can view or edit this table:

Role	Access
sn_cust_disc_hb.discovery_viewer	Read
sn_cust_disc_hb.discovery_writer	Read, write

Related topics

[Customer Discovery Hub tables](#)

[Manage engagements](#)

Customer success management business rules

This section includes the Customer Success Management business rules.

Business rule	Table	Description
Domain - Set Domain	Engagement	Sets the domain information.
Required fields for engagement	Engagement	Validates required fields.
State is closed or canceled	Engagement	Ensures that closure information is populated and object is marked inactive before marking it as closed or canceled.
Engagement is reopened	Engagement	Ensures that closure information is removed and object is marked active before reopening.
Validate account change for engagement	Engagement	Prevent account change if the engagement has objectives, customer plays, internal plays, or risk signals associated with it.
Validate engagement parent	Engagement	Prevent cyclic relationship for the parents in engagement hierarchy.
Validate onboarding for engagement	Engagement	Ensures that the engagement account matches the account of its onboarding case and sets the go live date based on the go live date of its onboarding case.
Domain - Set Domain	Success objective	Sets the domain information.
Required fields for objective	Success objective	Validates required fields

Business rule	Table	Description
Validate closure for objective	Success objective	Ensures that closure information is populated and object is marked inactive before marking closed/canceled.
Success objective is reopened	Success objective	Ensures that closure information is removed and object is marked active before reopening.
Validate engagement change for objective	Success objective	Prevents engagement change if the objective has outcomes or risk signals associated with it.
Validate planned start and stop	Success objective	Ensures planned stop date isn't before planned start date.
Domain - Set Domain	Success outcome	Sets the domain information.
Required fields for outcome	Success outcome	Validates required fields.
Validate closure for outcome	Success outcome	Ensures that closure information is populated and object is marked inactive before marking it as closed or canceled.
Success outcome is reopened	Success outcome	Ensures that closure information is removed and object is marked active before reopening.
Validate objective change for outcome	Success outcome	Prevents objective change if the outcome has initiatives or risk signals associated with it.
Validate planned dates	Success outcome	Ensures planned stop date isn't before planned start date.
Validate tracking method	Success outcome	Validates tracking method to see if the correct reference field for tracking is populated.
Required fields for initiative	Success initiative	Validates required fields.
Validate closure for initiative	Success initiative	Ensures that closure information is populated and object is marked inactive before marking it as closed or canceled.
Success initiative is reopened	Success initiative	Ensures that closure information is removed and object is marked active before reopening.
Validate outcome change for initiative	Success initiative	Prevents outcome change if the initiative has success tasks or risk signals associated with it.
After close or cancel SI	Success initiative	Cancels process automation playbooks associated with initiative if closed or canceled.
Required fields for customer play	Customer play	Validates required fields.

Business rule	Table	Description
Validate closure for customer play	Customer play	Ensures that closure information is populated and object is marked inactive before marking it as closed or canceled.
Customer play is reopened	Customer play	Ensures that closure information is removed and object is marked active before reopening.
Validate engagement update	Customer play	This prevents the engagement field from changing on the 'Customer Play' record if the 'Customer Play' has success tasks associated with it.
Required fields for touchpoint	Touchpoint	Validates required fields.
Validate closure for touchpoint	Touchpoint	Ensures that closure information is populated and object is marked inactive before marking it as closed or canceled.
Touchpoint is reopened	Touchpoint	Ensures that closure information is removed and object is marked active before reopening.
Validate engagement update	Touchpoint	Prevents engagement change if the touchpoint has success tasks or risk signals associated with it.
Required fields for success task	Success task	Validates required fields.
Validate closure for success task	Success task	Ensures that closure information is populated and object is marked inactive before marking it as closed or canceled.
Success task is reopened	Success task	Ensures that closure information is removed and object is marked active before reopening
Validate parent change for success task	Success task	Prevents parent change if the success task has risk signals associated with it.
Required fields for internal play	Internal play	Validates required fields.
Internal play is closed or canceled	Internal play	Ensures that closure information is populated and object is marked inactive before marking it as closed or canceled.
Reopen internal play	Internal play	Ensures that closure information is removed and object is marked active before reopening.
Parent for internal play must be empty	Internal play	Ensures that parent is empty for all internal plays.
Validate engagement change	Internal play	Prevents engagement change if the internal play has internal play tasks or risk signals associated with it.

Business rule	Table	Description
Required fields for internal play task	Internal play task	Validates required fields.
Internal play task is closed or canceled	Internal play task	Ensures that closure information is populated and object is marked inactive before marking it as closed or canceled.
Reopen internal play task	Internal play task	Ensures that closure information is removed and object is marked active before reopening.
Validate internal play change	Internal play task	Prevents internal play change if the internal play task has risk signals associated with it.
Domain - Set Domain	Risk signal and issue	Sets the domain information.
Field validation	Risk signal and issue	Validates required fields.
Validate risk signal closure	Risk signal and issue	Ensures that closure information is populated and object is marked inactive before marking it as closed or canceled.
Reopen risk signal	Risk signal and issue	Ensures that closure information is removed and object is marked active before reopening
Avoid duplicate definition record	Definition record	Ensures that no two records share the same title and category.
Domain - Set Domain	Definition record	Sets the domain information.
Set active flag	Definition record	Sets status to active if published, or else inactive.
Avoid duplicate risk signal solution	Risk signal solution relationship	Ensures the no two records share the same solution record.
Avoid duplicate squad member	Squad member	Ensures the no two records share the same user and responsibility
Domain - Set Domain	Squad member	Sets the domain information.
Avoid duplicate engagement to contract relationship	Engagement to contract relationship	Ensures the no two records share the same engagement and contract.
Validate contract account	Engagement to contract relationship	Ensures contract account matches the engagement account.
Contract relationship updated	Engagement to contract relationship	Ensures renewal date for engagement is updated to the date of the earliest non expired contract.
Contract relationship removed	Engagement to contract relationship	Ensures that renewal date for engagement is updated to the date of the earliest non expired contract.
Validate context on publish	Data Source	When publishing a data source, it must have at least one valid context record, which should have at least one context mapper record associated.

Business rule	Table	Description
Avoid duplicate data source	Data Source	Data source shouldn't have duplicate source and configurations.
Autopopulate unit of measurement	Data Source	Automatically populated unit of measurement for data source.
Last run/Next run validation	Data Source	Data source last run date shouldn't come after next run date.
Unique source to context	Context Engine Mapper	Ensure there's a unique source to context.
Process externally sourced context data	Context Engine Data	When creating a data record for external source, update associated data source date last run field and populate data record's context field.
Validate externally sourced context data	Context Engine Data	Context engine date records with external source should have all required fields.
Unique context according to source	Context	Context record's mappers should be unique.
Abort if duplicate record found	Engagement Risk Definition	Aborts if similar record exists
Abort if invalid template	Engagement Risk Definition	Aborts if risk template set for the risk definition is invalid
Abort if duplicate record found	Risk Threshold Override	Aborts if similar record exists
Abort if no context mapper for risk def	Engagement Risk Definition	Aborts if risk definition is table type and no active mapper exists with the table selected in risk definition as the source and engagement as context
Abort if color or range validation fails	Color Banding	Aborts if a duplicate color exists for a record of the same type. Also aborts if the max value is less than the min value, or if the min-max range overlaps with another existing record of the same type.
Abort if global min-max range is invalid	Color Banding	Aborts if global band has min less than 0 and max greater than 100
Limit # of global health definition to 1	Engagement Health Definition	Ensures there is at most 1 global health definition in system
Unique engagement health definition	Engagement Health Definition	Ensures that each health definition is unique
Validate sum of health def config weight	Engagement Health Definition	Checks all health definition metric configuration for health definition sums to 100
Abort creation for published health def	Health Metric Configuration	User shouldn't be able to create health metric configuration for published health definition
Check unique health metric configuration	Health Metric Configuration	Metric configuration for a health definition shouldn't be duplicate by data source

Business rule	Table	Description
Update last touchpoint	Touchpoint	Update last_touchpoint field in engagement table
Update last touchpoint for Delete	Touchpoint	Update last_touchpoint field in engagement table
Avoid duplicate entitlements	Applicable Entitlement	Aborts if similar record exists
Avoid duplicate sold product	Applicable Sold Product	Aborts if similar record exists
Avoid duplicate customer team	Applicable Customer Team	Aborts if similar record exists
Avoid duplicate account team	Applicable Account Team	Aborts if similar record exists
Create Activity	Create activity for Applicable Account Team [sn_acct_lc_eng_m2m_team_mem]	Create record in activity table on insert update delete
Create Activity	Create activity for label [sn_meeting_mgmt_meeting_details]	Create record in activity table on update
Create Activity	Create activity for Risk Signal and Issue [sn_acct_lc_risk_signal_issue]	Create record in activity table on insert update
Create Activity	Create activity for Escalation [sn_customerservice_escalation]	Create record in activity table on insert update
Create Activity	Create activity for Success Initiative [sn_acct_lc_success_initiative]	Create record in activity table on update
Create Activity	Create activity for Success Task [sn_acct_lc_success_task]	Create record in activity table on update
Create Activity	Create activity for Touchpoint [sn_acct_lc_touchpoint]	Create record in activity table on insert update
Create Activity	Create activity for Applicable Customer Team [sn_acct_lc_eng_m2m_cntct_rel]	Create record in activity table on insert update delete
Create Activity for contract	Create activity for Contract [ast_contract]	Create record in activity table on update
Create Activity for Engagement	Create activity for Engagement [sn_acct_lc_engagement]	Create record in activity table on update

Business rule	Table	Description
Create Activity for Success Outcome	Create activity for Success Outcome [sn_acct_lc_success_outcome]	Create record in activity table on update
Sync Progress To State	Sync Progress To State for Implementation Record [sn_acct_lc_implementation_record]	Create or update record in the implementation record table with state or progress fields changing.
Duplicate name in product capability	Product Capability [sn_prod_cap_core_prod_cap]	Duplicate name check in Product capability
Prevent Duplicate Product Capability Map	Product Capability Map [sn_prod_cap_core_prod_cap_map]	Duplicate check in Product capability map table
Product capability usage validations	Product Capability Usage [sn_prod_cap_core_prod_cap_usage]	Validations for capability usage table
Product usage validations	Product Usage [sn_prod_cap_core_prod_usage]	Validations for product usage table
Set Prod Capability Map Active	Product Capability Map [sn_prod_cap_core_prod_cap_map]	Set on state change to mark active = true if state is published, else false.
Set calc metric value in target table	Context Engine Data [sn_data_ctx_engine_data]	When an entry is added or updated in the Context Engine Data table for a calculated data source, the system checks the data source configuration. The system verifies if a target table and target field are defined. If so, the system sets the data context engine value in the target field. The system updates corresponding rows in the target table where the target query field matches the context record.
Abort adding future data	Context Engine Data [sn_data_ctx_engine_data]	Aborts if the record added to Data Context Engine has a start or end date after current time
Validate circular reference	Segment [sn_data_ctx_engine_breakdown_seg]	Aborts the publish operation and reverts the segment to draft if it introduces a circular reference: That is, if the segment configuration includes a data source that already depends on the current data source associated with the segment. This circular reference check is necessary to ensure that all data sources maintain a valid execution order.
Validate context on publish	Data Source [sn_data_ctx_engine_data]	Validates all contexts are active and have active mappers on publish. In case of calculated metrics, validate if at least 1 active context exists with same table as breakdown table.

Business rule	Table	Description
Unique source to context	Context Engine Mapper [sn_data_ctx_engine_mapper]	For global mappers: Ensure only one mapper exists for each combination of a given source and resolving context table. For metric-based mappers: Ensure that the same metric or data source does not appear in multiple mappers for the same source and resolving context table pair.
Validate breakdown segments on publish	Data Source [sn_data_ctx_engine_source]	On publishing calculated data source, ensure that at least one segment is present and all segments are published
Validate sum of seg config weight	Segment [sn_data_ctx_engine_breakdown_seg]	On publishing segment, ensure that weight of all segment configurations add to 100
Avoid duplicate breakdown segment	Segment [sn_data_ctx_engine_breakdown_seg]	Ensure duplicate segment for the same data source is not present for the same name, rank, or conditions
Abort if visualization validation fails	DCE Visualization [sn_data_ctx_engine_visualization]	Abort if another visualization record exists with the same data source, resolving context and conditions
Unique context according to source	Context [sn_data_ctx_engine_ctx]	Abort if another context with the same table exists for the given data source
Unique set of metrics according to breakdown seg	Segment Configuration [sn_data_ctx_engine_seg_conf]	Abort if another segment configuration exists for the given segment with the same data source
Abort ctx creation for non draft src	Context [sn_data_ctx_engine_ctx]	Enable creating context for data source in draft state only
Abort seg conf creation if non draft seg	Segment Configuration [sn_data_ctx_engine_seg_conf]	Enable creating segment configuration for segment in draft state only
Abort creating seg for non draft source	Segment [sn_data_ctx_engine_breakdown_seg]	Enable creating segment for data source in draft state only
Move data source to draft	Segment [sn_data_ctx_engine_breakdown_seg]	As soon as a segment is moved to draft, if its data source isn't draft, move it to draft as well
Abort if invalid Visualization M2M	DCE Visualization M2M [sn_data_ctx_engine_visualization_m2m]	Validates given visualization_m2m item record
Abort if insight item validation fails	DCE Insight Item [sn_data_ctx_engine_insight_item]	Validates given insight item record
Abort if insight validation fails	DCE Insight [sn_data_ctx_engine_insight]	Validates given insight record
Create Usage based on Appl Sold Prod	Applicable Sold Product [sn_acct_lc_eng_m2m_sp]	Trigger: A record is added or modified in the Applicable Sold Products table.

Business rule	Table	Description
		<p>Actions: Create a Product Usage record if one doesn't exist for the sold product. Create Product Usage records for all child products across all hierarchy levels. For each usage record, update the Total Child Product Count. This count reflects only immediate children.</p> <p>Associate Capabilities: If a usage record does not exist for the sold product, create it. Create Product Usage records for all child products across all hierarchy levels.</p> <p>For each usage record, update the Total Child Product Count. This count reflects only immediate children.</p> <p>Associate Capabilities: For each usage record: Check the Product Capability Map using the sold product's product model. If capability records exist, create corresponding Capability Usage records. Update the Total Capability Count. Don't include related capabilities—only direct capabilities are considered.</p>
Add Capability usage for new Cap Map	Product Capability Map [sn_prod_cap_core_prod_cap_map]	<p>Trigger: A new active record is added to the Product Capability Map.</p> <p>Actions: Identify all sold products with a matching product model. For each matching product, create capability usage records and update the Total Capabilities in Use count in the Product Usage record.</p>
Update usage on setting adoption score	Product Usage [sn_prod_cap_core_prod_usage]	Set Activation status of the given sold product and all its parent sold products in its hierarchy to In Use and update Usage plan to Activated if Usage plan isn't set.
Update usage on setting adoption score	Product Capability Usage [sn_prod_cap_core_prod_cap_usage]	Sets Activation status to In Use for the capability usage record, its sold product, and all its parent sold products. Sets Usage plan to Activated if not already set. Usage plan isn't set
Update renewal finalized on	Update renewal finalized on field value on Contract table when Substate changes to Renewal Approved or Renewal Rejected. To capture the date	This helps to determine the won/loss of a contract and at what month of the year for Renewal Tab won/loss visualization graphical plot.

Business rule	Table	Description
	when it is approved or rejected.	

Customer success management flows

This section includes the Customer Success Management flows.

Flow	Description
Customer Success Management Execute Flow and Send Notification	Parent flow that triggers the customer's subflow and send a notification.
Customer Success Management Execute Flow Action	Action that contains the script to trigger the subflow.
Advisory Session: Optimize Architecture	Demo subflow: Run internal actions to help improve the overall engagement health with this customer. Follow the attached playbook to drive next steps and recommended actions.
Advisory Session: Strategy Assessment	Demo subflow: Run internal actions to help improve the overall engagement health with this customer. Follow the attached playbook to drive next steps and recommended actions.
Customer Success Management Attach Knowledge article - Service Bridge	Demo subflow: Run internal actions to help improve the overall engagement health with this customer. Follow the attached playbook to drive next steps and recommended actions.
Assessment: Quarterly NPS Survey and Review	Demo subflow: Run internal actions to help improve the overall engagement health with this customer. Follow the attached playbook to drive next steps and recommended actions.
Create Risk Signal and Issue record	Demo subflow: Run internal actions to help improve the overall engagement health with this customer. Follow the attached playbook to drive next steps and recommended actions.
Customer Experience Digital Transformation -Standard	Demo subflow: Run internal actions to help improve the overall engagement health with this customer. Follow the attached playbook to drive next steps and recommended actions.
Customer Experience Digital Transformation Objective	Demo subflow: Run internal actions to help improve the overall engagement health with this customer. Follow the attached playbook to drive next steps and recommended actions.
Decommission Legacy Costs	Demo subflow: Run internal actions to help improve the overall engagement health with this customer. Follow the attached playbook to drive next steps and recommended actions.
Decommission Legacy Costs Objective	Demo subflow: Run internal actions to help improve the overall engagement health with this customer.

Flow	Description
	Follow the attached playbook to drive next steps and recommended actions.
Enable Business Velocity	Demo subflow: Run internal actions to help improve the overall engagement health with this customer. Follow the attached playbook to drive next steps and recommended actions.
Get to Green play	Demo subflow: Run internal actions to help improve the overall engagement health with this customer. Follow the attached playbook to drive next steps and recommended actions.
Internal Partner Implementation Review	Demo subflow: Run internal actions to help improve the overall engagement health with this customer. Follow the attached playbook to drive next steps and recommended actions.
Product Implementation Reviews and Recommendations	Demo subflow: Run internal actions to help improve the overall engagement health with this customer. Follow the attached playbook to drive next steps and recommended actions.
Product Proof of Concept	Demo subflow: Run internal actions to help improve the overall engagement health with this customer. Follow the attached playbook to drive next steps and recommended actions.
Responsible Contact	Demo subflow: Run internal actions to help improve the overall engagement health with this customer. Follow the attached playbook to drive next steps and recommended actions.
Scheduled a Follow-Up	Demo subflow: Run internal actions to help improve the overall engagement health with this customer. Follow the attached playbook to drive next steps and recommended actions.
Setup next Quarterly Business Review	Demo subflow: Run internal actions to help improve the overall engagement health with this customer. Follow the attached playbook to drive next steps and recommended actions.

Skill inputs for ServiceNow Otto for Customer Success Management

Look up the table and field inputs that each Customer Success Management skill relies on to generate a summary, insight, or draft.

An input identifies the table and fields that a skill uses to generate its response. A skill's input data source can't be modified. Inputs have been grouped by the record they're most closely associated with:

- [Skill inputs for onboarding and engagement skills](#)
- [Skill inputs for risk skills](#)
- [Skill inputs for touchpoint and meeting skills](#)

- [Skill inputs for playbook skills](#)
- [Skill inputs for product adoption skills](#)

Related topics

[Skill inputs for onboarding and engagement skills](#)

[Skill inputs for risk skills](#)

[Skill inputs for touchpoint and meeting skills](#)

[Skill inputs for playbook skills](#)

[Skill inputs for product adoption skills](#)

Skill inputs for onboarding and engagement skills

Table and field inputs for the account onboarding case, engagement, success initiative, and executive insight skills.

Account onboarding case summarization skill

Includes the inputs that identify the table and fields used when an account onboarding summary is generated. You can configure the input in the following account onboarding case stages: Form details, Data capture, Development, Training, Testing.

Inputs for the account onboarding case summarization skill

Input	Description
Input table	Account Onboarding Case [sn_acct_lc_onb_case]
Input fields	<ul style="list-style-type: none"> • Service Exchange integration • Short description • Description • Go live date • Days remaining • Work notes • Additional comments

Related input for the account onboarding case summarization skill

Input	Description
Input table	Account Lifecycle Import Task
Input fields	<ul style="list-style-type: none"> • State • Days remaining • Published records • Work notes • Additional comments

Related input for the account onboarding case summarization skill (continued)

Input	Description
	<ul style="list-style-type: none"> • Target table • Total records updated

Related input for the account onboarding case summarization skill

Input	Description
Input table	Account Lifecycle Task
Input fields	<ul style="list-style-type: none"> • Short description • State • Days remaining • Type • Work notes • Additional comments

Engagement summarization skill

Includes the inputs that identify the table and fields used when an engagement summary is generated.

Inputs for the engagement summarization skill

Input	Description
Input table	Engagement [sn_acct_lc_engagement]
Input fields	<ul style="list-style-type: none"> • State • Stage • Renewal date • Initial go-live date • Perceived health

Related inputs for the engagement summarization skill

Related table	Input fields
Risk and issue	State, Due date, Probability
Internal play	Due date, Progress
Success case	Due date, Progress
Success initiative	Due date, Progress

Related inputs for the engagement summarization skill (continued)

Related table	Input fields
Success outcome	Progress, Base value, Current value, Target value

Success initiative summarization skill

Includes the inputs that identify the table and fields used when a success initiative summary is generated.

Inputs for the success initiative summarization skill

Input	Description
Input table	Success initiative
Input fields	<ul style="list-style-type: none"> • Primary success outcome • Account • Sold product name • Sold product number • Squad • Short description • Description • State • Contact • Days remaining

Related input for the success initiative summarization skill

Input	Description
Input table	Success task
Input fields	State, Short description, Description, Due date, Days remaining

Executive Insight Generator skill

Inputs for the Executive Insight Generator skill

Input	Description
Input table	Activity type table (sn_actsub_activity_type)
Input fields	activities

Skill inputs for playbook skills

Table and field inputs for the customer play and internal play summarization skills.

Customer play summarization skill

Includes the inputs that identify the table and fields used when a customer play summary is generated.

Inputs for the customer play summarization skill

Input	Description
Input table	Customer play
Input fields	<ul style="list-style-type: none"> • Engagement • Account • Progress • Days remaining • Squad • Contact • Short description • Description • Product

Related inputs for the customer play summarization skill

Related table	Input fields
Success task	State, Short description, Description, Due date
Meeting details	State, Name, Meeting start time, Meeting end time

Internal play summarization skill

Includes the inputs that identify the table and fields used when an internal play summary is generated.

Inputs for the internal play summarization skill

Input	Description
Input table	Internal play
Input fields	<ul style="list-style-type: none"> • Engagement • Account • Progress • Squad • Contract • Short description • Description

Inputs for the internal play summarization skill (continued)

Input	Description
	<ul style="list-style-type: none"> • Product • Days remaining

Related input for the internal play summarization skill

Input	Description
Input table	Internal play task
Input fields	State, Short description, Description, Due date, Days remaining

Skill inputs for product adoption skills

Table and field inputs for the product adoption roadmap generation skill.

Lookup similar engagements skill

Includes the inputs that identify the table and fields used when a product adoption roadmap is generated.

Inputs for the Lookup similar engagements skill

Input	Description
Input table	Engagement [sn_acct_lc_engagement]
Input fields	<ul style="list-style-type: none"> • Phase table (Product usage, Product capability usage) • Phase field (Activation status, Business criticality, Customer priority, Usage plan)

Renewal insight engine skill**Skill inputs for risk skills**

Table and field inputs for the risk signal and issues summarization, and draft risk closure notes, skills.

Risk signal and issues summarization skill

Includes the inputs that identify the table and fields used when a risk signal and issues summary is generated.

Inputs for the risk signal and issues summarization skill

Input	Description
Input table	Risk signal and issues
Input fields	<ul style="list-style-type: none"> • Account Name • Priority • Description • Short description • State • Source record • Category Name • Probability

Related input for the risk signal and issues summarization skill

Input	Description
Input table	Risk solution
Input fields	<ul style="list-style-type: none"> • Source record • Source table • impacted_record • impacted_table

Draft risk closure notes summarization skill

Automatically generates closure notes and closes eligible risk signals at the end of each day based on the status of their associated risk solutions.

Inputs for the draft risk closure notes summarization skill

Input	Description
Input table	Risk signal and issues
Input fields	<ul style="list-style-type: none"> • Account Name • Priority • Description • Short description • State • Source record • Category Name • Probability

Skill inputs for touchpoint and meeting skills

Table and field inputs for the touchpoint summarization, transcript analysis, prep brief, and next steps skills.

Touchpoint summarization skill

Includes the inputs that identify the table and fields used when a touchpoint summary is generated.

Inputs for the touchpoint summarization skill

Input	Description
Input table	Touchpoint [sn_acct_lc_touchpoint]
Input fields	Squad, Progress

Related input for the touchpoint summarization skill

Input	Description
Input table	Meeting details
Input fields	Conference details, Meeting type, Meeting start time, Meeting end time, Customer notes, Meeting notes, State

Transcript Analysis skill

Analyzes a transcript chunk against the full meeting overview, next steps, and topic summaries to extract per-participant communication style, focus area, and sentiment, plus a chunk-level sentiment score.

Inputs for the Transcript Analysis skill

Input	Description
Input table	Virtual Meeting Details table (sn_meeting_mgmt_virtual_meeting_details)
Input fields	Conversation analysis, Meeting information

Prep Brief Data Generator skill

Produces a structured, citation-backed preparation brief for an upcoming customer meeting.

Inputs for the Prep Brief Data Generator skill

Input	Description
Input table	Virtual Meeting Details table (sn_meeting_mgmt_virtual_meeting_details)
Input fields	Emails since last meeting, Touchpoint reference records, Stakeholders, Series classification, Meeting, Prior meetings, Account

Next Steps Task Description skill

Generates short and detailed task descriptions plus an assignee for each meeting. Creates next steps or actions required using the meeting overview and summary as context.

Inputs for the Next Steps Task Description skill

Input	Description
Input table	Meeting Details table (sn_meeting_mgmt_meeting_details)
Input fields	Meeting summary, Meeting overview