



Yokohama CRM and Industry Products

Last updated: 08/12/2026

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CRM and Industry Products

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

CRM products

Customer Service Management  Manage customer cases, resolve problems, and track interactions across multiple channels. 	Field Service Management  Manage work orders, assets, or locations, and dispatch agents to perform field work. 	Sales CRM  Manage your sales cycle, including lead and opportunity management, quote generation, order management, contract renewals, and invoicing. 
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Industry products

Financial Services  Help financial institutions deliver convenient experiences that build customer loyalty. 	Healthcare and Life Sciences  Move information and work across healthcare organizations so providers, payers, and life science companies can provide excellent patient care. 	Manufacturing Commercial Operations  Integrate people, process, and technology into a system of action across the manufacturing value chain. 
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Public Sector  Enable the development of public sector applications for the delivery of digital services to constituents, such as benefits, licenses, and service requests. 	Retail  Enhance the efficiency of retail operations through optimized processes and tools.	Telecommunications, Media, and Technology  Unite ordering and assurance on one platform for a seamless experience and visibility for communications service providers. 
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