

# Customer Service Management (CSM) Essentials

**Course Duration : 16 Hours**

**Course code : SN-CSM-ESS-101**

## 1. Course Overview

The **Customer Service Management (CSM) Essentials** course introduces the core concepts of delivering efficient and consistent customer service using the ServiceNow CSM module. This course helps organizations manage customer interactions, cases, and service requests through a unified platform.

## 2. What you'll learn?

- Introduction to Customer Service Management
- CSM processes and workflows
- Case and task management
- Customer portals and communication
- Service level management
- Reporting and dashboards

## 3. Target Audience

- Customer service teams
- ServiceNow users and administrators
- Support agents and managers
- CRM and service professionals
- Business analysts

## 4. Pre-Requisites

- Basic knowledge of ServiceNow platform
- Understanding of customer service processes
- Familiarity with IT service management is helpful

## 5. Course Content (Modules)

### **Module 1: Introduction to CSM**

- CSM overview
- Key benefits

### **Module 2: Case and Task Management**

- Case lifecycle
- Assignment and escalation

### **Module 3: Customer Communication and Portals**

- Customer portals
- Communication channels

### **Module 4: Service Level and Entitlements**

- SLAs and entitlements
- Service commitments

### **Module 5: Reporting and Performance Tracking**

- Dashboards
- Metrics and KPIs