

# SERVICENOW ACCOUNT LIFECYCLE EVENTS FUNDAMENTALS

Course Code: 835003

Learn Account Lifecycle Events is a process automation system that aims to streamline the onboarding process for customer accounts.

Account Lifecycle Events is a process automation system that aims to streamline the onboarding process for customer accounts. It provides a set of tools and resources, including a Process Automation Designer playbook, an Account Lifecycle Events case type, and defined case tasks for onboarding, which are designed to support and optimize the onboarding experience.

## **Key Components of Account Lifecycle Events:**

1. Dedicated case type and tasks: It offers a centralized record for the onboarding team, with specific tasks assigned to automate and capture data efficiently.
2. Playbook: The playbook serves as a starting point for creating a repeatable onboarding process that aligns with business requirements, allowing for a more standardized and consistent onboarding experience.
3. Data Capture: The system allows the import, management, and publishing of data as part of the onboarding case tasks, ensuring that essential information is properly recorded and utilized.

## **High-level workflow of Account Lifecycle Events:**

1. Customer Service Management initiates the process by creating a customer account. This action automatically triggers the creation of an account onboarding case.
2. The Account Lifecycle Events playbook is then launched, guiding the onboarding manager in managing the end-to-end workflow for the customer account onboarding.

Overall, Account Lifecycle Events provides a comprehensive solution to improve the efficiency and effectiveness of the customer onboarding process, enhancing the overall customer experience and operational performance.

## **What You'll Learn**

- Demonstrate the ability to remember and apply Personas in the context of Account Onboarding.

- Articulate the components involved in the creation of a Data Import.
- Demonstrate proficiency in executing the steps required to configure Data Import Tasks.

Who Needs to Attend

Process Automation Designer, Onboarding Manager



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ON-DEMAND

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## On-Demand Outline

### **Module 1: Account Onboarding**

- Learn about the capabilities and functionality of Account Onboarding

### **Module 2: Lab Instance Help**

- This content item provides lab instance guidance.

### **Module 3: ALE Lab Exercises**

- Practice what you have learned and get hands-on experience with the Account Lifecycle Events (ALE) application.

### **Module 4: Bootcamp Video**

- Account Lifecycle Events: Bootcamp Video - September 2023

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