🚀 Building the Customer Feedback Management System (CFMS) in ServiceNow

---

Step 1: Create a New Application (keep everything inside it)

1. In the **left sidebar filter navigator**, type **Studio** and open it:
   System Applications > Studio
2. Click **Create Application**.
   - Name: Customer Feedback Management System
   - Scope: auto-generated (important to keep things separate)
3. You're now inside your **scoped app** where all work will be stored.

👉 **Why:** This keeps your project clean, all tables, flows, portals, reports belong to this app.

Step 2: Create Custom Tables (for structured data)

1. In Studio → Click **Create Application File** → Select **Table**.
   Create the following tables:
   - **Feedback** (main table for customer inputs)
     - Fields: Customer Name, Email, Feedback Text, Channel (Survey/Email/Social Media/Call Log), Date, Sentiment, Category, Status.
   - **Category** (list of feedback categories like Product, Delivery, Support).
   - **Action Item** (tasks created for teams based on feedback).
   - **Sentiment/Tagging (optional)** (if you want to mock NLP).

👉 **Why:** These store all feedback data in one place.

Step 3: Build Service Portal (Customer-facing interface)

1. Go to **Service Portal > Service Portal Configuration**.
2. Create a new portal called Customer Feedback Portal.
3. Add pages:
   - **Submit Feedback Page** → Use **Record Producer widget** linked to the **Feedback table**.
   - **View My Feedback Page** → Use **List widget** to show customer's submitted feedback.
   - **Knowledge/FAQs (optional)** → Add a page for customer resources.

👉 **Why:** This gives customers a simple place to submit and view their feedback.

Step 4: Integration Connectors (mock or real)

Since external integrations may not be available in the hackathon:

1. **Option A (Mock Data)** → Insert dummy records in the **Feedback table** to simulate inputs from surveys/emails/social media.
   - Go to **Feedback Table > New** → Enter sample records.
2. **Option B (Advanced)** → Use **IntegrationHub Spokes**:
   - Navigate: Flow Designer > Spokes (install if needed).
   - Example: Use **REST API** spoke to simulate ingesting feedback from an external survey tool.

👉 **Why:** At least mock data is needed to demonstrate your system.

Step 5: NLP & Categorization (simulate AI)

If you don't have AI plugins, you can simulate with rules:

1. Go to **Flow Designer** (Process Automation > Flow Designer).
2. Create a **Flow: Auto-Categorize Feedback**.
   - Trigger: When a new Feedback record is created.
   - Actions:
     - If Feedback Text contains "late" or "delivery" → Set Category = Delivery.
     - If contains "support" or "help" → Set Category = Support.
     - If contains "bad", "angry" → Set Sentiment = Negative.
     - Else → Neutral.

👉 **Why:** This mimics NLP tagging without actual AI.

Step 6: Workflow Automation (assign actions)

1. In **Flow Designer**, create a flow: Assign Action for Feedback.
   - Trigger: Feedback record created with Category set.
   - Actions:
     - Create **Action Item record** assigned to the right group/team.
     - Example: Category = Delivery → Assign to Delivery Team.

👉 **Why:** Ensures feedback doesn't just sit there; it's turned into tasks.

Step 7: Notifications (email alerts)

1. Navigate: System Notification > Email > Notifications.
2. Create new Notifications:
   - **New Feedback Submitted** → Email to customers: "Thank you, your feedback is received."
   - **Urgent/Negative Feedback** → Email managers.
   - **Action Item Assigned** → Email the responsible team.

👉 **Why:** Keeps both customers and staff informed.

Step 8: Dashboards (real-time visualization)

1. Navigate: Performance Analytics > Dashboards > Create New.
2. Add widgets:
   - Feedback Volume by Channel (bar chart).
   - Sentiment Distribution (pie chart: positive/neutral/negative).
   - Open vs Closed Action Items (status tracking).
   - Trends over time (line chart).

👉 **Why:** Hackathon judges love dashboards — clear visual impact.

Step 9: Status Tracking

1. In **Feedback table**, ensure you have a **Status field** (Open, In Progress, Resolved, Closed).
2. Create a **Flow** that updates Status when Action Items are resolved.
   - Example: When Action Item = Resolved → Feedback = Closed.

👉 **Why:** Shows how feedback is tracked end-to-end.

Step 10: Reporting

1. Navigate: Reports > Create New.
2. Build reports:
   - Average resolution time of feedback.
   - Number of feedback items per category.
   - Improvement over time (trend line of positive sentiment).

👉 **Why:** This shows business impact.

Step 11: Customer Communication Module

1. Add a **Notification** to send resolution updates to customers.
    - Example: When Feedback → Status = Closed → Email customer: “Your issue has been resolved.”
2. On the **Service Portal**, add a widget: “My Feedback Status” → Displays customer’s submitted feedback + current status.

👉 **Why:** Customers see action is taken → improves trust.