

Customer Journey Map: Importing & Securing Data in ServiceNow

Customer Profile: HR Manager / System Administrator

Goal: Import employee training data, link employee details using reference fields, enable reporting through dot-walking, and secure data using ACLs.

Stage	Entice (Awareness)	Enter (Starting)	Engage (Core Action)	Exit (Completion)	Extend (Future Value)
Steps	Identifying the need to digitize employee training records instead of maintaining manual records.	Creating Employee Training table and defining fields like Training Name, Completion Date, Status, and Employee reference.	Importing data using Import Sets and configuring Transform Maps to map fields correctly.	Viewing employee department information using dot-walking and validating imported records.	Using training data for reporting, compliance monitoring, and future workforce planning.
Interactions	ServiceNow platform research and system planning.	Table creation interface and dictionary configuration.	Import Set loader, Transform Map configuration, and field mapping screens.	HR Managers accessing records through list view with department details.	Analytics dashboards and reporting modules for training analysis.
Goals & Motivations	“Reduce manual effort in managing training records.”	“Create structured training data linked with employees.”	“Ensure accurate data import and relationship mapping.”	“Allow authorized users to securely view and update records.”	“Improve decision-making using training insights.”
Positive Moments	Understanding ServiceNow automation capabilities.	Successfully creating custom tables.	Smooth execution of Transform Maps and successful data import.	Department data visible through dot-walking and secure access working properly.	Improved reporting and centralized employee training visibility.
Negative Moments	Manual system inefficiencies.	Confusion while defining reference fields.	Errors during field mapping or import process.	Access denied issues before ACL configuration.	Need for advanced automation

					and reporting features.
Areas of Opportunity	Introduce automated training management system.	Provide guided setup or templates.	Automate validation during imports.	Enhance role-based dashboards.	Add notifications, analytics, and certification tracking features.