**Customer Journey Map – Importing and Securing Data in ServiceNow**

**SCENARIO:**

A ServiceNow administrator needs to securely import large datasets from various sources

while ensuring integrity, validation, and compliance.

**1. Awareness**

User learns about the need to import legacy data securely into ServiceNow from CSV files

and APIs.

- Positive: Sees value in consolidating data into a single ITSM platform.

- Negative: Worries about data breaches or improper access.

**2. Consideration**

Administrator evaluates Import Sets, Transform Maps, and MID Server options.

- Positive: Clear documentation and community support.

- Negative: Overwhelmed by configuration and ACL complexity.

- Goal: “Help me understand the right tools and practices for secure import.”

**3. Setup & Configuration**

Sets up import source, mapping logic, and ACLs to control access to data.

- Positive: Realizes access control and data masking are supported natively.

- Negative: Testing reveals gaps in validation scripts.

- Goal: “Help me enforce rules and prevent bad data from entering.”

4. Execution

Imports data via CSV/API or MID Server and uses transform maps.

- Positive: Imports succeed, audit trail created.

- Negative: Some records fail validation, requiring manual cleanup.

- Goal: “Help me get accurate, secure data into the platform.”

5. Monitoring

Uses dashboards and audit logs to verify results and system behavior.

- Positive: Feels confident in seeing audit logs, access histories.

- Negative: Difficulty in tracing errors across transform steps.

- Goal: “Help me trace what happened to each record.”6. Post-Import Support

Receives alerts and compliance reports on data security.

- Positive: Regulatory reporting available for PII tracking.

- Negative: Lack of automation in compliance alerts.

- Goal: “Help me stay compliant and reduce manual overhead.”

Areas of Opportunity:

- Simplify ACL configuration with visual role mapping.

- Add guided validation rule setup wizards.

- Automate compliance reporting post-import.

Touchpoints:

- ServiceNow Studio, MID Server, IntegrationHub, Dashboard Reports, Email Alerts

People Involved:

- Admin, Developer, Compliance Officer, IT Security Analyst

