

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.

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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