Is Your CRM Holding You Back?

12 days with **ZAELAB**

Your CRM should help you sell faster, serve customers better, and adapt quickly to change. But for many enterprises, it has become the opposite — slowing teams down, driving up costs, and creating frustration. Use this quick self-assessment to see whether your CRM is empowering your business or holding it back.

Self-Assessment 1

Instructions: For each statement, score yourself 0 (Never), 1 (Sometimes), 2 (Often). Add your total.

	Never	Sometimes	Often
Sales reps spend more time updating records than selling.	0	1	2
We use 3+ systems to complete a single customer workflow.	0	1	2
Our CRM requires expensive annual customizations or consulting.	0	1	2
Customer data is siloed across different clouds/spreadsheets.	0	1	2
New workflows take months (or years) to deploy.	0	1	2

SCORING

- **0–3 points: Surviving, but inefficient**

  Your CRM is functional, but friction is slowing you down. Teams are compensating with workarounds, but productivity is leaking. This is the stage where enterprises begin to feel growing pains but may not yet realize the cost of staying put.

- **4–7 points: Warning signs ahead**

  Tech debt is actively hurting productivity and growth. Sales cycles drag, service teams lack context, and IT is spending more time maintaining CRM than innovating. Competitors using modern platforms are already pulling ahead. This is the point where "business as usual" starts to become a serious risk.

- **8–10 points: Critical — time to modernize**

  Your CRM has crossed from tool to liability. Fragmented workflows, runaway costs, and poor adoption are blocking revenue growth. Continuing on this path will only increase technical debt and customer frustration. It's time to explore a new model — a connected revenue platform that unifies data, workflows, and AI.

The ServiceNow Advantage

Enterprises no longer want just a CRM. They want a revenue engine: a system that connects every part of the customer lifecycle, eliminates silos, and adapts as fast as the business moves. This is where ServiceNow stands apart.

Unlike Salesforce, which grew through bolt-on Clouds, ServiceNow was built from the ground up as a unified platform. It doesn't just manage records; it orchestrates outcomes. It doesn't just capture activity; it accelerates revenue. Here's why:

AI Built-in, Not Bolted On

Most CRM platforms treat AI as an add-on — a new feature layered on top of fragmented data. But AI is only as strong as the foundation it runs on. With ServiceNow, AI is native across workflows.

- AI Agents accelerate fulfillment, case resolution, and guided selling.

- Instead of relying on consultants to "train" AI on inconsistent data, enterprises get an immediate impact because workflows and data are already unified.

- Results are measurable: BT reduced case resolution time by 33% using AI Agents.

One Data Model

At the heart of ServiceNow's advantage is simplicity: one platform, one data model, one system of action.

- This eliminates the silos created by Salesforce's multiple Clouds.

- Sales, service, commerce, and operations all run on the same backbone, which means context isn't lost when a deal moves to fulfillment or service.

- For customers, this translates into seamless experiences. For employees, it means less app-hopping and more focus on value.

Struggling with too many systems, slow workflows, and a CRM that feels like more of a burden than a benefit?

Zaelab can help you uncover the hidden costs and inefficiencies that are holding your business back and chart the path to a connected revenue platform with ServiceNow.

Talk to Zaelab about your CRM challenges

Hi, I'm Nick. Talk to me about how ServiceNow can unify your front and back office to create a true revenue platform.

servicenow.

Salesforce helps you manage records. **ServiceNow helps you accelerate revenue.** It's not just the next CRM. It's the platform CRM was always meant to be: a connected, AI-powered system of action.

Time-to-value

Modern enterprises can't afford multi-year deployments. With ServiceNow, workflows go live in weeks.

- Lumen implemented complex order management in just 10 weeks.
- Xerox unlocked 53 minutes of technician time per day through automation.
- The platform's modular architecture means enterprises can start small, prove impact, and scale quickly.

Commerce-ready

Today's CRM can't stop at opportunity management. Enterprises need end-to-end revenue workflows. ServiceNow delivers:

- CPQ (Configure, Price, Quote) is native and scalable — made even more powerful through partners like Logik.ai.
- Lead-to-cash and quote-to-cash are unified, eliminating handoffs and revenue leakage.
- Renewals and service are connected back into the same platform, ensuring customer lifetime value is maximized.

Enterprise Scale

Enterprises need platforms they can trust. ServiceNow already runs at massive scale:

- Trusted by 85% of the Fortune 500.
- Billions of workflows automated every day across industries.
- Proven reliability, compliance, and security that global organizations demand.

Get the full CRM guide