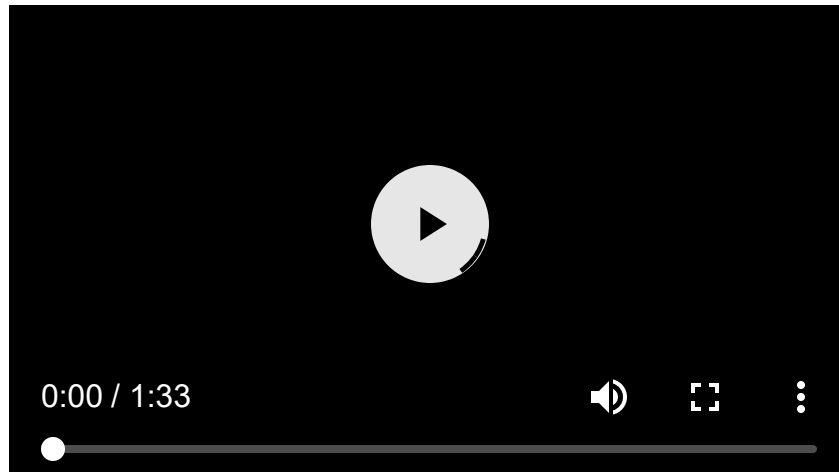


Five ways customers can avoid legacy CRM failures

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The promise of AI is real: intelligent operations that unify your entire customer journey, but most organizations are managing sales and customer service through the same fragmented, disconnected systems they assembled years ago. In fact, only **16%** of companies have widely or fully replaced fragmented legacy systems with an integrated platform, leaving most organizations still managing separate tools, workflows, and data silos accumulated over years of piecemeal fixes.

Legacy CRM was built to track reps, not help them sell. It stores data, captures cases, and routes conversations, but leaves service reps disconnected from the workflows that drive resolutions. Introducing AI into this fragmented infrastructure without addressing the flawed foundation widens the cracks rather than repairing them.

ServiceNow® Autonomous CRM orchestrates resolution instead of simply tracking interactions. It connects

customer engagement to the workflows that can finish the job across fulfillment, field service, success, and every other team involved in delivering outcomes for the customer. Organizations connect relevant external data in real-time and take action on the ServiceNow AI Platform with built-in governance and security that create the sustained ROI boards and CFOs expect. This integrated approach has been core to ServiceNow for 20+ years. Now, with AI, customers can do exponentially more with it.

Here's how to break free from legacy CRM failures:

1. Rapid deployment breaks the legacy vendor lock-in cycle

Enterprise migrations from legacy CRM are painstakingly slow. Migrations take months of manual discovery to reverse-engineer custom code and guess at mapping system dependencies across interconnected platforms. The switching costs feel impossible, so organizations stay stuck with systems they know don't work.

That's why ServiceNow built agentic discovery and system transformation capabilities into our Autonomous CRM. This metadata intelligence makes sense of legacy CRM and enterprise system architecture, leveraging machine learning to understand dependencies at scale. ServiceNow CRM then deploys autonomously, enabling enterprises to discover, transform, and deploy in weeks instead of months. The result is an AI-native experience and accurate, faster deployments.

For the first time, enterprises have a real path to vendor freedom.

2. One platform means one source of truth

Customers expect to experience sales, service, operations, success, and support as one journey, yet most organizations manage these through separate systems with separate governance frameworks and security controls. Customer data scatters across platforms, access rules conflict, and multiple versions of truth proliferate. When work moves across disconnected systems, so does the possibility of error, miscommunication, and security breaches.

A unified platform consolidates execution into one operational layer. Teams spend less time re-entering information across systems, waiting for approvals to route through different departments, and coordinating across disconnected tools. This orchestration can even move between organizations to deliver great experiences across an ecosystem.

With ServiceNow CRM, Bundesliga is replacing legacy systems and unifying fan service, operations, and business workflows on a single platform. This consolidation improves automation and efficiency across operations, directly

impacting how Bundesliga engages with its global ecosystem. Bundesliga now delivers better experiences for partners, clubs, and service providers, strengthening relationships with fans across more than 200 nations.

3. Voice is the next customer self-service UX

Voice is the next real test for AI in CRM because live conversations demand maintaining full context while helping solve the customer's problem. Most AI platforms can sound intelligent but fail to resolve issues on the first call. ServiceNow's approach keeps customers moving forward without repeats or transfers.

Here's the proof from a large airline. The company's contact center is in production on ServiceNow Voice AI, handling 6 million annual voice calls in year one, resulting in \$8 million in cost savings and 187k hours saved per year. The platform maintains full context across calls, understanding customer intent, accessing relevant order history, and resolving issues without transfers. In voice interactions, seconds and accuracy determine the best outcome.

4. The best CRM is the one teams can keep improving

Service experiences are smoother and easier to maintain when Autonomous CRM allows teams to evolve workflows easily. If every workflow change becomes a project, the system will never keep up with the business. Autonomous CRM has to make it easier for teams to evolve the experience, update the workflow, and keep improving without rebuilding everything from scratch.

Thrive continuously evolved their customer service workflows on ServiceNow Autonomous CRM by adding automated work assignment, task intelligence, and generative AI case summaries. Each addition was straightforward enough that engineering resources shifted toward creating new customer-facing capabilities instead of managing infrastructure. Their results reflect this approach: 73% first contact resolution rate, 63% reduction in time to resolution, and a 99.2% CSAT score. The platform allowed them to keep improving without starting over.

When CRM platforms make it easy to evolve and iterate, service teams stop managing the queue and start delivering better outcomes.

5. Increase flexibility and customer responsiveness with cross-enterprise CPQ workflows

When a customer calls to modify an existing order, the service agent should be able to handle the request end-to-end. Yet in most organizations, this simple change request triggers a cascade of handoffs: the agent takes notes, the request routes to sales, someone generates a quote, there might even be a call to the factory, then pricing

emerges from a separate system, and days later the customer finally receives an answer. That friction persists because product compatibility and pricing logic lives outside the service system entirely, separated by organizational boundaries that customers never intended to encounter.

A unified platform integrates CPQ directly into the customer sales and service workflow. When a change order arrives, the agent has access to configuration, pricing, and order management in real time, allowing service teams to process modifications without waiting for another department to engage. The work accelerates, and customer resolution happens without unnecessary handoffs.

Club Car unified its quote and ordering process across three channels onto a single configuration engine using ServiceNow CPQ. Dealers pull up new and prior orders, make adjustments, and submit. The process now runs roughly five times faster than the old manual workflow. What previously took up to five days now completes in less than a day. Updates propagate instantly across all channels with no version drift.

A new bar for intelligent, autonomous CRM

The integration of AI tools into your CX process has become table stakes, but it's only the starting line. The companies that get this right will leverage AI thoughtfully to remove friction, connect the work behind the interactions, and make resolution feel seamless for both customers and service teams.