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Digital

servicenow.

Accelerate, simplify and scale complex
sales and service motions with Deloitte,
ServiceNow and Logik.ai from ServiceNow

As organizations confront increasing complexity in product, service, and solution offerings—fueled by everything-as-a-service, hybrid business models, and rising customer expectations— the challenge to provide a seamless customer experience is rising, fueled by the need to:

- **Configure highly engineered, multi-component/multi-BU offerings**
- **Accommodate a growing number of line items in a single quote, surpassing 100+ line items in some cases**
- **Handle advanced and interconnected pricing and discounting structures**
- **Unify fragmented processes across sales, fulfillment, and service**
- **Manage maintenance, repair, and operations (MRO)-intensive service models**

Deloitte addresses these challenges by harnessing Logik.ai—ServiceNow's AI-native CPQ (Configure, Price, Quote) platform—to unify data and actionable insights across every stage of the sales and service lifecycle. By connecting information from product configuration, quoting, fulfillment, and ongoing service, our integrated approach empowers buyers with a consistent, personalized experience from first interaction through long-term support. This approach can transform complex, multi-touch sales and service motions into streamlined journeys that build trust, accelerate deals, and drive higher customer satisfaction.

The results can help unlock potential benefits across every stage of the sales, fulfillment, and service lifecycle:

FASTER FULFILLMENT: Accelerate quotes and delivery and approvals through AI enabled workflows

ENHANCED ACCURACY AND DEAL SIZE: Boost quality, consistency, and deal value

HIGHER WIN RATES AND LOYALTY: Capture more opportunities

SMARTER CROSS AND UP-SELL: Enable guided selling

CENTRALIZED COMPLIANCE: Gain oversight and regulatory alignment

UNIFIED WORKFLOWS: Integrate sales and post-sales across service (including fulfillment, maintenance and renewals) for superior customer experiences

Real-world success: Proven AI-powered outcomes

Organizations across industries are seeing measurable improvements in sales efficiency, deal quality, and customer experience by transforming their CPQ processes with Deloitte, ServiceNow, and Logik.ai. Here are a few examples of how our clients have benefited:

A FORTUNE 500 CYBERSECURITY LEADER achieved global buy-in for a unified ServiceNow quoting platform in under 10 weeks—mapping pain points, designing future state, and setting the stage for rapid deployment. *RESULT:* Clear path to faster sales cycles, simpler quoting, and a scalable go-live roadmap—from strategy to executive approval in one quarter.

A GLOBAL DATA AND ANALYTICS PROVIDER reduced quote/order processing time, streamlined over 200 sub-processes, and transitioned 34 legacy applications overcoming legacy challenges that hindered complex sales. *RESULT:* Scalable, future-ready CPQ adaptable to high-volume, multi-channel sales environments.

AN INDUSTRIAL MANUFACTURER migrated configuration to Logik.io, enabled detailed, guided selling with more than 200 product attributes, and delivered a seamless experience for internal teams, distributors and end customers. *RESULT:* Reduced product configuration time from over 30 minutes to under 5 minutes and significantly improved quote accuracy.

Real-world success: Proven AI-powered outcomes

CLOSED-LOOP LIFECYCLE:
CPQ as the core of a connected journey—lead intake, segmentation, quoting, fulfillment, asset management, installation, service scheduling and after-sales all leverage ServiceNow's advanced workflow capabilities.

AI-POWERED GUIDED SELLING AND AUTOMATION:
Intelligent algorithms and user experiences accelerate seller decisions, boost proposal accuracy, and automate approvals using real-time intelligence.

DATA-DRIVEN INSIGHTS:
Real-time KPIs reveal conversion rates, quote accuracy, deal size and approval speed.

FUTURE-PROOF FOUNDATION:
Modular, open architecture ready for evolving AI models, new channels and continuous evolution.

Transform your Quote-to-Order (Q2O) experience

When you sell complex solutions and want to accelerate robust Sales & Service offerings, Deloitte's ServiceNow CPQ transformation can accelerate every step—from configuration to order.

Our architecture is designed to unite opportunity, quote, and order activities within a single, intelligent dataset. This can not only simplify workflows, but it can also drive higher performance, consistency, and visibility—delivering results across the sales, fulfillment, and service lifecycle.

Ready to see what's possible? Let's power your next wave of commercial excellence.

Contact us

Reach out to our Deloitte leaders or visit our ServiceNow alliance page to start your transformation journey.

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