

ITSM

VS

CSM

Aspect	ITSM	CSM
Focus	Internal IT services and infrastructure	External customer experiences
Primary Goal	Enhance efficiency and reliability of IT services	Improve customer satisfaction and relationships
Target Audience	Internal IT professionals and teams	Customer support teams and external customers
Key Processes	Incident management, problem management, change management, service request management	Case management, self-service portals, proactive problem-solving, customer feedback analysis
Implementation Area	IT departments	Customer touchpoints across the organization
Main Objectives	Align IT services with business goals, optimize IT processes	Enhance customer satisfaction, foster long-term customer relationships
Tools Used	Service desks, CMDB, knowledge bases, automation tools	CRM systems, ticketing systems, chatbots, feedback platforms
Performance Metrics	Service level agreements (SLAs), mean time to resolve (MTTR), system uptime	Customer satisfaction scores (CSAT), Net Promoter Score (NPS), first contact resolution rate
Benefits	Improved service quality, reduced operational risks, optimized resource utilization	Increased customer loyalty, enhanced brand reputation, driven revenue growth
Challenges	Resistance to change, balancing security with usability	Dealing with difficult customers, ensuring consistent communication
Framework Examples	Improved service quality, reduced operational risks, optimized resource utilization	Increased customer loyalty, enhanced brand reputation, driven revenue growth
Typical Users	IT managers, system administrators, help desk technicians	Customer service representatives, support managers, account managers