

Spotlight Oz x ServiceNow

Behind-the-Scenes

Active Users:

21 users serving 19 business units.

Teams That Leverage Spotlight Oz:

- Analyst Relations
- User Experience
- Customer Experience
- Marketing
- Product
- Competitive Intelligence

Why Spotlight Oz?

After years of tracking analyst interactions in spreadsheets, ServiceNow needed a platform that could scale with their AR program, improve collaboration, and efficiently capture and share insights across the organization.

A Lasting Partnership:

Spotlight client since 2020 and Spotlight Oz client starting in 2021.

ServiceNow's Success with Spotlight Oz

AR with Impact

Spotlight Oz is more than a tech platform; it's built on methodology that promises maximum impact of your AR efforts.

ServiceNow deploys Spotlight Oz as a single source of truth to gather insights across six teams and 19 business lines, making it easier than ever to share learnings from AR to support the overall business strategy.

Built to Scale and Drive Efficiencies

Spotlight Oz's robust functionality facilitates the ability for large teams to scale faster. With the MailChimp integration, users can effortlessly send branded outreach to analysts and track metrics directly within the platform. Users will spend less time sharing data between platforms and have more time to innovate, driving better problem solving across teams.

Streamlining Daily Tasks To Give you Time Back

Offering the market's most comprehensive reporting metrics and capabilities, our platform allows users to reclaim valuable time in their day. Instead of dedicating time to data capture and verification, users can focus on impactful work that drives results.

Metrics that Matter Most

Total Interactions:
1,183

Total Analysts
Engaged:
808

Total Insights:
2,137

Insights to
Interaction Ratio:
2:1

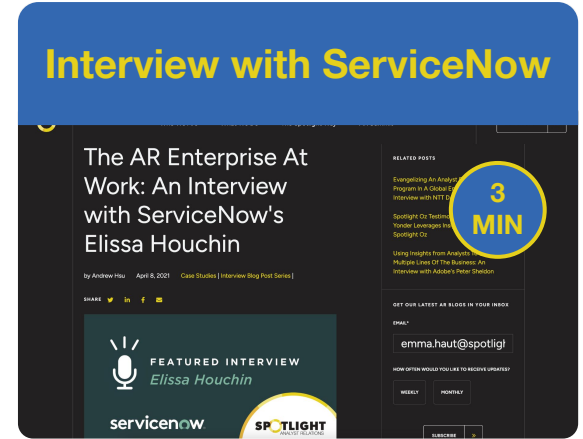
See the Power of Spotlight Oz



Watch Alexis Carena, Director of Analyst Relations at ServiceNow as she shares her experience with Spotlight Oz.



Witness the power of Spotlight Oz as we delve into a comprehensive breakdown of its standout features, each designed to deliver maximum impact.



Discover insights from Elissa Houchin, Vice President and Global Head of Industry Analyst and Influencer Relations at ServiceNow, as she discusses the impactful partnership with Spotlight.