

Salesforce to ServiceNow CRM - Kloves Embarks on a New Chapter to Redefine Customer Engagement

KLOVES Inc.

San Jose, California Jan 5, 2026 ([IssueWire.com](https://www.issuewire.com)) - Kloves Inc., a trusted [ServiceNow Partner](#), today shared that it is transitioning from Salesforce to ServiceNow CRM to power its customer lifecycle, positioning itself among the first partners to run its business end-to-end on the platform. This bold step reflects Kloves' vision of redefining customer engagement in the era of AI-powered workflows.

“For over a decade, Salesforce supported our sales operations,” said [Kamal Arora](#), CEO of Kloves. “But as our business evolved, so did our needs. We wanted a CRM that doesn't stop at tracking deals but instead connects sales, service, and delivery into one seamless flow of work. With ServiceNow CRM, we see the future of customer engagement — where every opportunity, service request, and outcome is connected on a single platform.”

By moving to ServiceNow CRM, Kloves is uniting the full customer lifecycle — lead and opportunity management, quoting and order management, customer service and support, project delivery, and renewals. The adoption will enable:

- **Connected Workflows:** Sales, service, and delivery aligned on one platform.
- **AI-Powered Productivity:** Intelligent workflows to shorten cycles, improve experiences, and lower costs.
- **Client-Ready Expertise:** Real-world insights Kloves will share with organizations on their own CRM journey.

Taking this a step further, Kloves is also integrating marketing workflows and connecting with leading marketing tools to deliver a single, connected customer journey from first touch to long-term success.

As one of the earliest adopters, Kloves will actively contribute thought leadership, lessons learned, and industry use cases that showcase how ServiceNow CRM can deliver measurable impact across industries.

About Kloves

[Kloves Inc.](#) is a trusted ServiceNow Partner with over 15 years of platform expertise and 500+

successful implementations across industries. Our specialties include CRM, Legal Service Delivery, ITSM, HR Service Delivery, Health & Safety, and Strategic Portfolio Management. We help enterprises unlock efficiency, compliance, and superior employee and customer experiences through the Now® Platform.

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