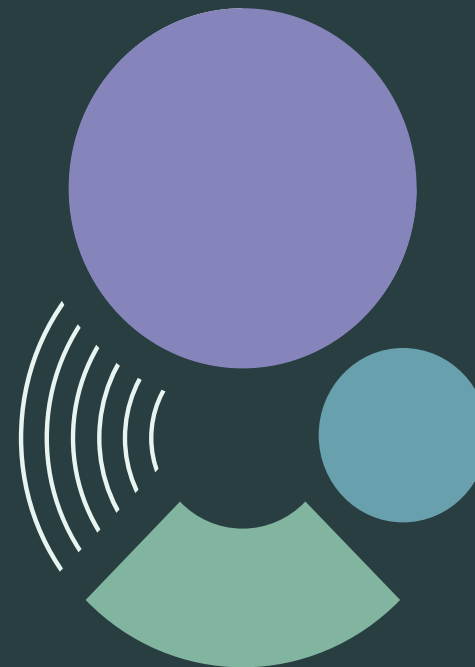
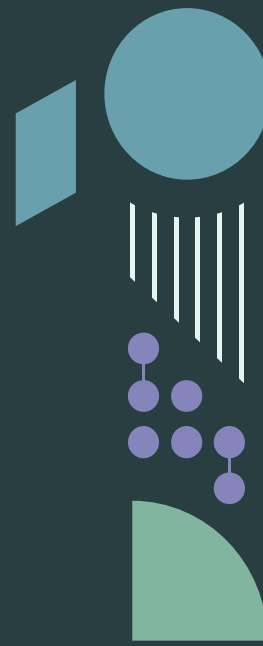


now summit



24 Oktober • Frankfurt

servicenow

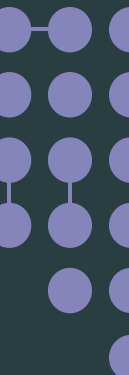


Customer Service Management

How to differentiate with amazing customer and agent experiences

Abhijit Mitra
VP and GM
Customer Service Management

Christopher Harms
Sr. Advisory Solution Consultant
Customer Service Management



Engagement is not enough



Customer
Engagement



Service Management is the missing piece



+



Service
Management

There is a better way



Customer Engagement



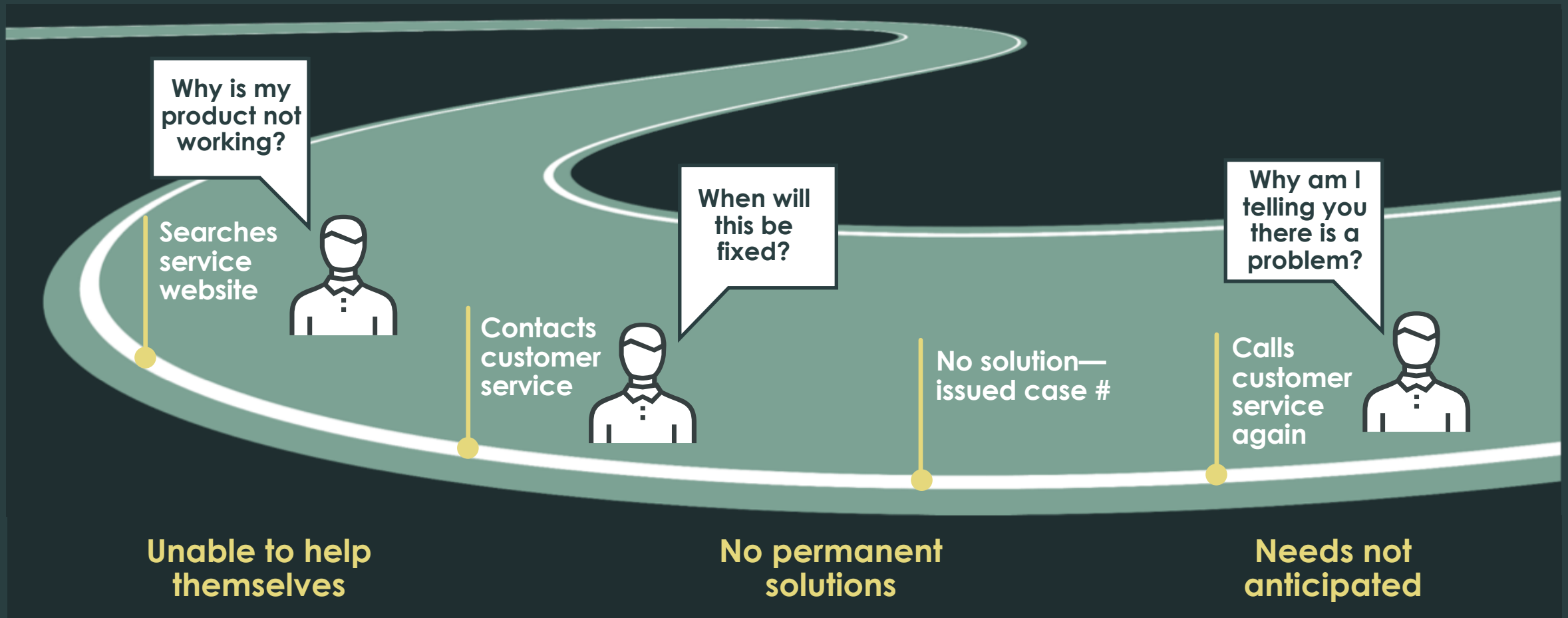
Service Management



Customer Service Management



Challenges in customer's journey



Undesirable results for Customer Service leaders

Reduced CSATs



Unable to help themselves

Higher costs



No permanent solutions

Lost revenue



Needs not anticipated



Effortless



Connected



Proactive

Key principles of Superior Customer Service

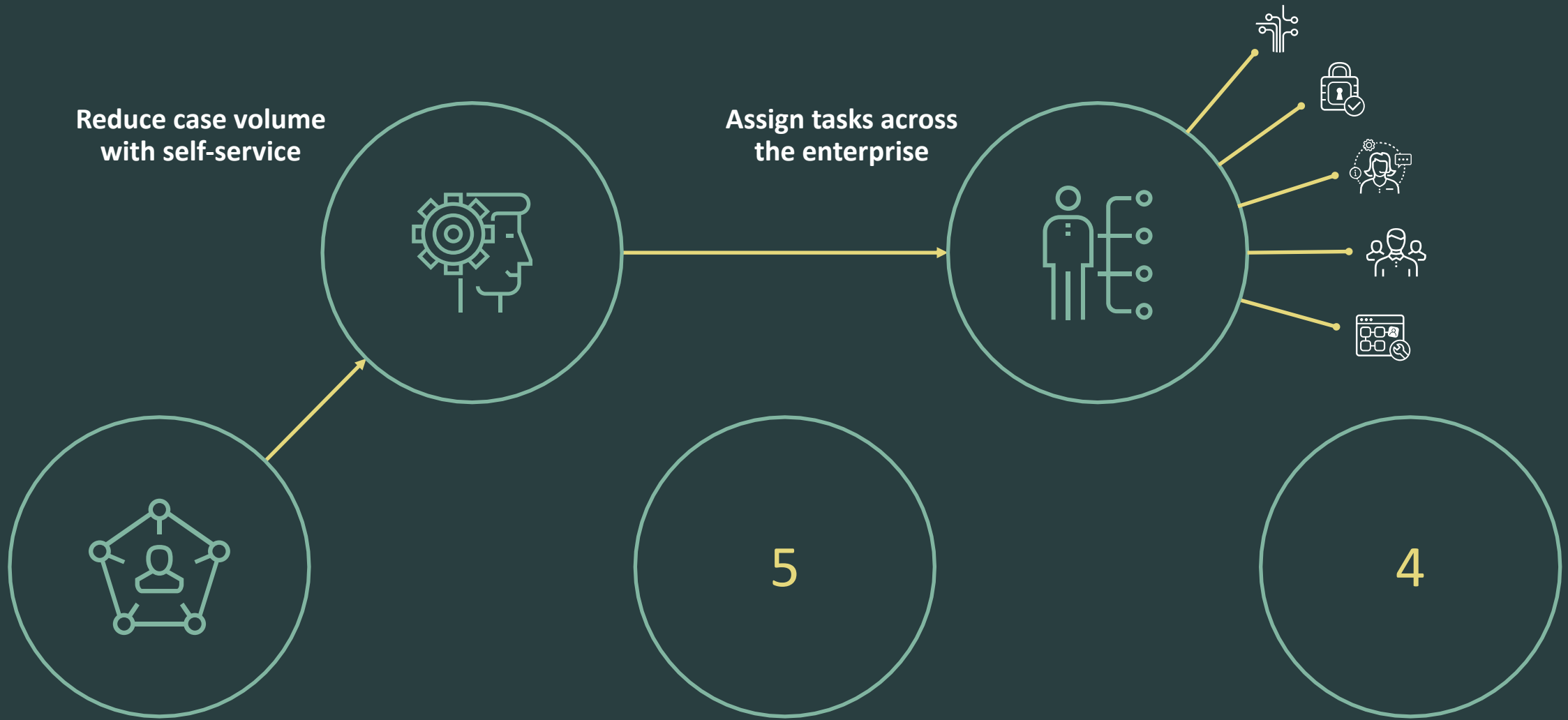


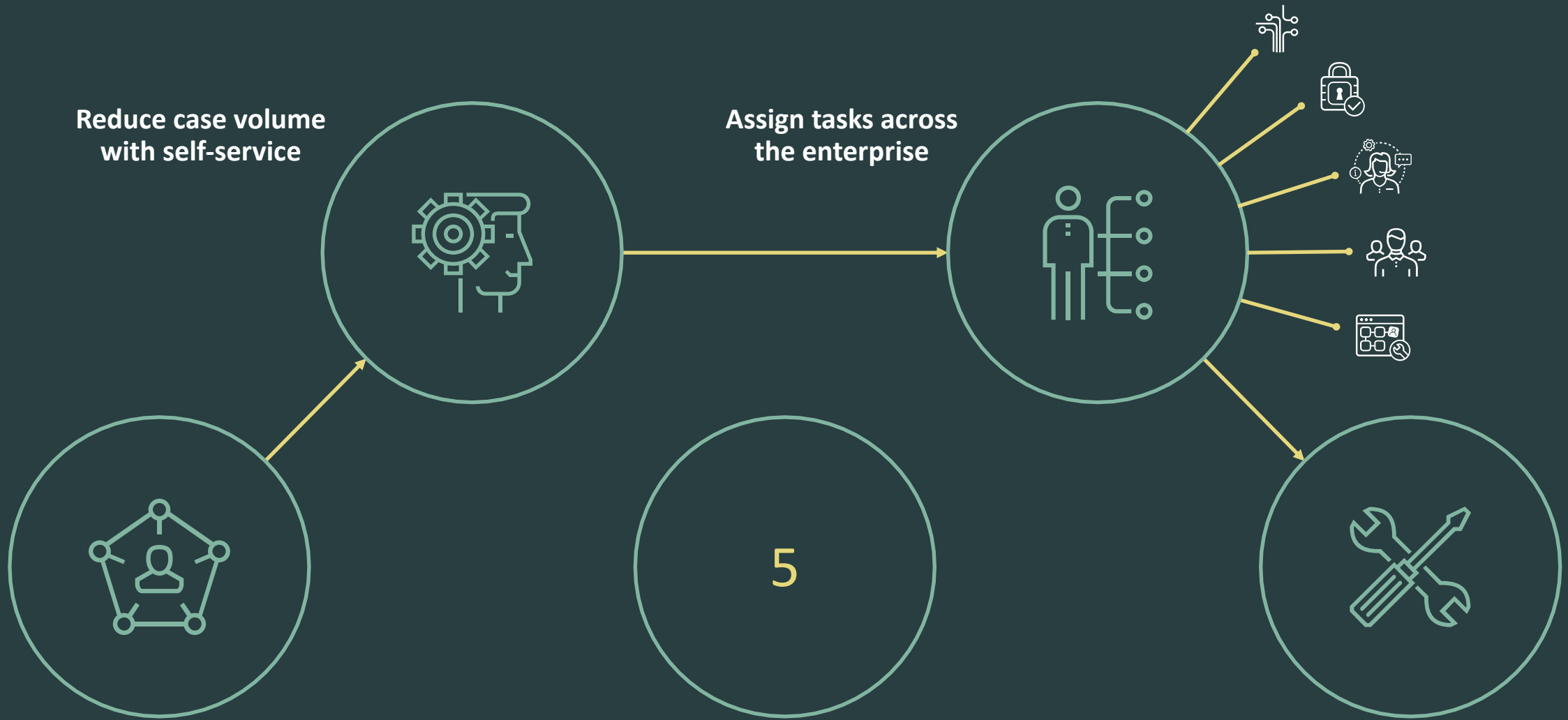
Make it easy for customers

Reduce case volume
with self-service



Make it easy for customers

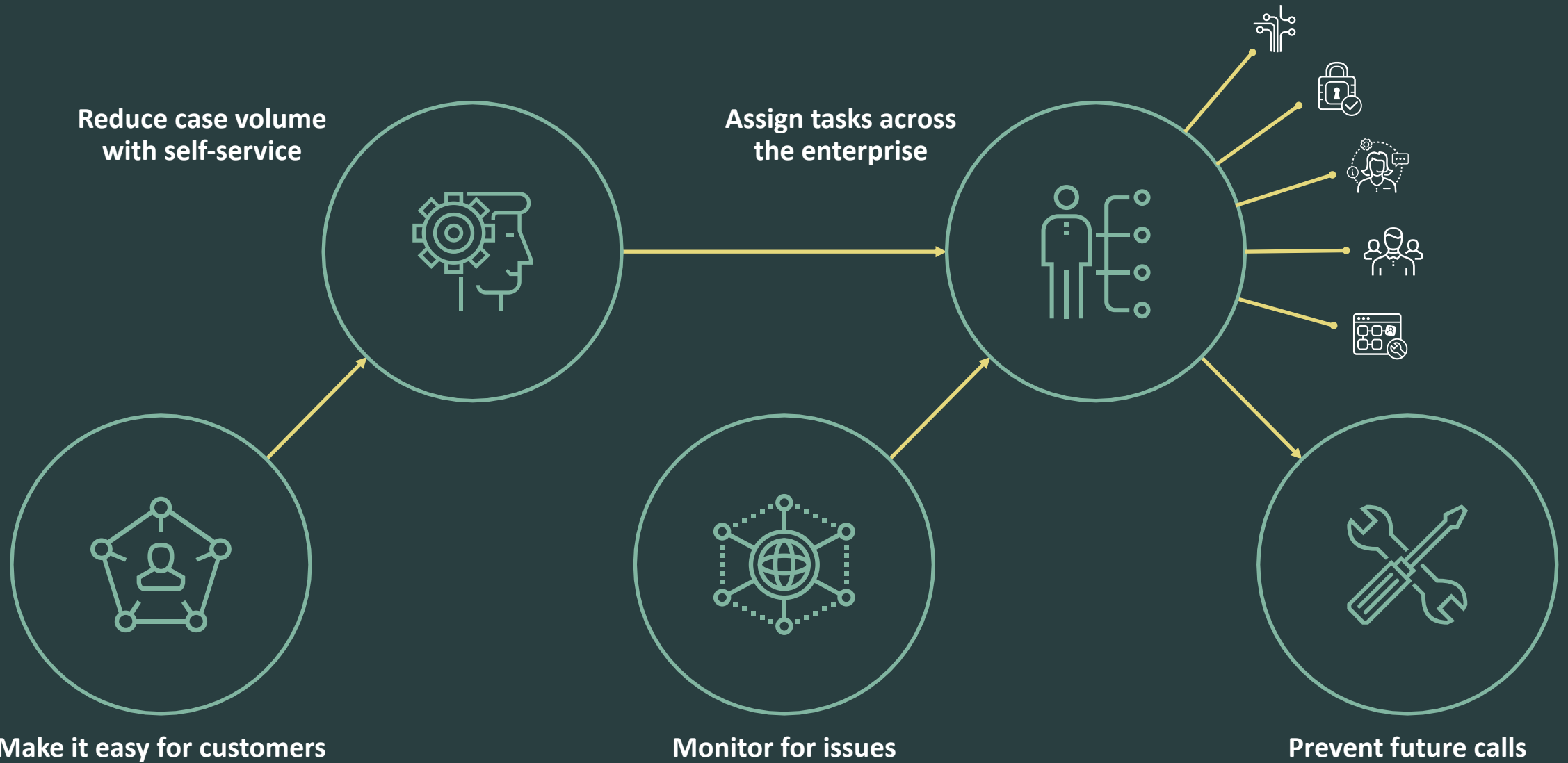




Make it easy for customers

5

Prevent future calls



CUSTOMER SERVICE ZONE

now™

Christopher Harms

Sr. Advisory Solution Consultant
Customer Service Management



Customer

now™

CUSTOMER SERVICE
AGENT ZONE

now™

Customer Service Agent





Effortless



Connected

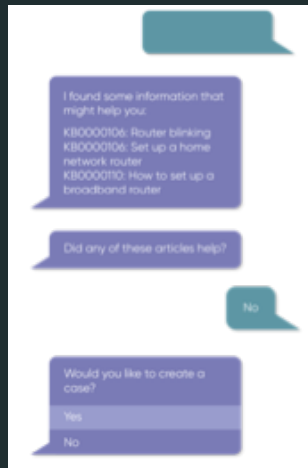


Proactive

A better way to deliver Customer Service

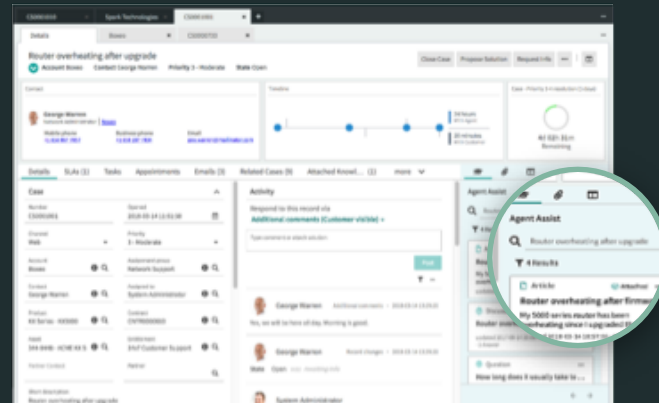
Now available in London

Virtual Agent



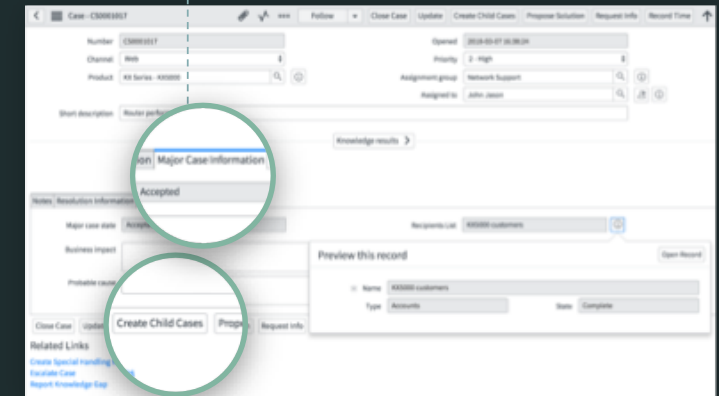
Take chat from conversation to resolution

Agent Workspace



Your command center for prioritizing and taking action

Major Issue Management



Proactively resolve issues before they become crises

now™