Experience in action
How to deliver great customer experience at scale
Everybody’s talking about customer experience
Experience isn’t just a thing, it’s everything.

The future health of your brand, products, and services depends on delivering exceptional experiences time and again. It’s always existed, but experience is now a discipline and a focus. And it’s everywhere. If there’s life on Mars, we’d hazard a guess that Martians are busy looking for customers to delight.

You can’t miss experience, but you can miss out on delivering it. We exist to ensure you don’t.

Digital workflows from ServiceNow® take experience off the page and put it into practice. We help you harness the power of your whole organization behind delivering the kind of experiences your customers demand and your business needs, time and again.

Everyone’s talking customer experience. Let’s make it happen.

“Our partnership with ServiceNow has been really supportive...it’s been a very great experience.”

Danielle Garcia, Process Improvement Manager, Blackhawk Network
Dive deeper into experience

- Complete integration—Outstanding customer experience
- Wrap your business around customer experience
- When work flows, great things happen
- Outstanding customer service
- Empower employees to be their best
- Achieve more by working smarter
- Experience in action checklist

More than 80% of Fortune 500 companies have chosen ServiceNow as their partner

Magic Quadrant for the CRM Customer Engagement Center, Gartner, 15 June 2021
Complete integration—Outstanding customer experience

Your customer-facing touchpoints—the websites, the apps, the chatbots—are, of course, key. But, on their own, they’re not enough to transform experience.

To deliver great experience at scale organizations need to go beyond those touchpoints. You need to join up the whole organization—front, middle, and back-office—so everyone has the information and visibility they need to achieve more, faster.

Without complete integration, cracks in experience will continue to show. Traditional CRM solutions are papering over those cracks, but ServiceNow harnesses the power of your whole organization behind great customer experience.

Our AI-powered digital workflows ensure that insights flow freely and enable you to strengthen case management, prevent issues before they happen, and speed up time to resolution when they do.

“With ServiceNow Customer Service Management, we have been able to help our customers when they want it, where they want it, and how they want it.”

Former Senior Customer Experience Manager,
7-Eleven
Wrap your business around customer experience

Streamline processes with digital workflows from ServiceNow.

Our solution comes fully loaded with everything you need to deliver great experiences, every time:

• State-of-the-art technologies
• Actionable insights
• The very best of human and artificial intelligence
• Tried-and-trusted workflows
• Powerful operations that connect front, middle, and back-office
• All underpinned by our single, cloud-based Now Platform®

Workflow(n):

Digital workflows simplify any business and keep it on course. Automate multi-step processes that occur between any combination of people and systems, like requests, approvals, decisions, and actions, to help companies achieve better business outcomes.
When work flows, great things happen

See the benefits of seamless operations from day one.

Outstanding customer experience
Your whole organization works in harmony to deliver the service customers demand and deserve, and then some.

Empower employees to be their best
Give your teams the tools they need to do their best work and watch employee experience soar.

Achieve more by working smarter
Processes will be more efficient, and teams will be more productive. Costs will come down, and revenue will go up.

Swiss Re

“With the Now Platform, the sky's the limit.”
Stefan Sieger, Head of Customer Experience and Digital Delivery, Group Operations, Swiss Re
Outstanding customer experience

Convenient and consistent service is the starting point for great customer experience.

We solve the issues that keep everyone responsible for customer service up at night:

> “Our agents now have a 360° view of the customer, and they have one application that helps them provide excellent service.”

Chris Holmes, Former Head of Digital Experience, Vodafone

- **205%** improvement in case resolution rates
- **93%** reduction in case volumes
- **75%** reduction in customer service response times

**How can we optimize process and automate more?**

**How do we increase self-service and empower customer-facing staff?**

**How do we improve visibility?**

**How can we provide proactive service?**
How can we provide proactive service?

Great experience depends on convenient, consistent, and outstanding service. We remove the hard edges of team and system disconnects so you can manage requests and resolve issues quickly, communicate effectively, and predict and pre-empt problems before they occur.

Better understanding

Great service comes from listening and learning—understanding what customers want more or less of.

ServiceNow uncovers fresh insights and connects every aspect of your customer service operations to ensure that information flows freely. Your agents, middle and back-office, and field service teams have one consistent, real-time view of every customer’s history, service status, and communication preferences so they can offer more tailored, personal, and proactive service.
Fix problems before the customer notices

Sometimes the best kind of customer experience is no experience at all. People just want things to happen as they should, smoothly and without interruption.

ServiceNow gets technology to work for your organization and support your people. We use automation and artificial intelligence (AI)—AI-powered search, natural language understanding (NLU) and machine learning (ML)—to help you extract more value from your data and keep work flowing. You get visibility into potential issues before they happen so you can step in and deflect incidents before the customer notices.

Our system also spots patterns so, when an issue occurs, or is likely to occur, you can warn customers likely to experience a similar issue and let them know you’re on the case before they get in touch with you.
Solve problems faster

Resolution is a dish best served hot.

When things do go wrong, ServiceNow® Field Service Management and joined up operations enable you to solve them faster and prevent them from happening again:

• Dynamic Scheduling auto assigns the task to the best qualified technician, ensuring they have the equipment they need.
• Our Mobile Agent app gives field service teams the incident oversight, prescriptive checklists, and repair guidance they need to work faster, and safer. They can access knowledge articles and update reports even when they’re offline.
• With ServiceNow on your team, you can give your customers more accurate estimates for resolution time, and a transparent audit trail.

NTT DATA

“The speed and flexibility of ServiceNow has been a powerful ally for us as we work to automate our monitoring and maintenance operations.”

Masatatsu Miura, Deputy Manager, Network Solutions, NTT Data

97% of customers are ‘satisfied’ or ‘very satisfied’

Scheidt&Bachmann
How do we increase self-service and empower customer-facing staff?

When customers, agents and field service teams have easy access to the knowledge they need, things happen faster.

**Powerful self-service**

It’s good to talk. Except when it isn’t. There are times when customers would rather help themselves to information.

ServiceNow® Virtual Agent uses AI-powered search and NLU to deliver self-service with a human touch. More Rob than bot, our intelligent chatbots make it easy for your customers to find answers to their own questions at the click of a button. Customers can change their details, subscribe to a new service, access information, or log an issue. And they can do so when and where best suits them because Virtual Agent is integrated into the Now Platform and can also be embedded directly into your company’s website.

Self-service reduces the number of cases in your system, speeds up time to resolution, and frees up your people from routine and repetitive inquiries so they have time to add value where it matters most.
Making work easier for customers and field service technicians

Xerox is using augmented reality (AR) to transform the service experience for customers and field workers.

ServiceNow® Field Service Management with Xerox’s CareAR augmented reality provides service teams with interactive expert assistance—available on-demand and at the point of service. Using their mobile devices, customers and field workers can collaborate with remote experts on challenging problems using live video and augmented reality. This speeds up diagnosis and resolution. More problems get fixed faster the first time, and there’s less need for initial and follow up on-site visits. Costs and downtime reduce, and fewer call-outs means lower emissions.

“As the world of work is changing, both Xerox and CareAR are working with ServiceNow to adapt and transform the way we serve customers.”

Steve Bandrowczak, President and Chief Operations Officer, Xerox
Seamless escalation

When an agent or engineer needs to get involved, Virtual Agent manages seamless escalation to the agent with the right skills to help. It provides all the background that person needs to ensure speedy resolution: customer context and conversation history.

Full-scale tailored communications

We flex when others don’t. The Now Platform enables you to have meaningful conversations with customers in the channel of their choice. You can keep customers in the loop with personalized messages that sparkle in the appropriate channel.
How can we optimize process and automate more?

If you’re feeling pummeled by your current process, give yourself a break with ServiceNow.

From ‘to do’ to ‘done’

Manual processes and organizational silos slow things down. Digital workflows from ServiceNow bring together the very best of human and artificial intelligence. We start by pinpointing bottlenecks, and identifying the task that make up too much of your talent’s time. Then we automate them, so work flows smoothly. And we use ML to help us do old tasks in new, more efficient ways, and to help you make informed decisions.

Top-notch operations

Effective operations are the key to orchestrating better experiences. We connect back, middle, and front-office activities to ensure everyone’s heading in the same direction—towards happy customers.
How do we improve visibility?

You can’t advance if you don’t know where you are now. ServiceNow gives everyone the end-to-end visibility they need.

The complete picture

By connecting all the data that’s vital to your business, and playing nicely with all your existing systems, ServiceNow gives you a single source of truth across your and your suppliers organizations. All employees—front, middle, and back-office—and customers have complete visibility into the status of a request or issue. They can see who is working on what, anytime and anywhere. And all in one, secure Now Platform. There’s no need to swivel chair between different systems at your desk, or open multiple tabs when you’re in the field.

All together now

In the field, on the factory floor, in the boardroom or at the kitchen table—wherever your teams need to be, ServiceNow workflows guide users through standardized processes and plug them into the same data. We make it easier for everyone to share ideas and get stuff done.

“ServiceNow enables us to move quickly, but all of our actions have been taken with a long-term benefit in mind. ServiceNow is a strategic asset.”

Deryck Mitchelson, Director of National Digital and Information Security, NHS Scotland
Empower employees to be their best
Your people are magic, and workflows help them shine.

Service with a smile
Service professionals are in business to make customers happy. ServiceNow gives them the insights and visibility they need to be one step ahead and wow their customers. They'll be their productive best, because automation and AI free them from mundane, repetitive admin and piles of paperwork. And who doesn't want to be great at their job?

Experience has an echo
Everyone wants to work for an organization that delivers on its promises and values its people. Happy employees stay longer, and they spread the word about how great you are, making it easier for you to attract more of the kind of people who make a difference.

JABIL

25% increase in operational efficiency

40% increase in on-time project delivery
Achieve more by working smarter
Get to value faster with ServiceNow.

What you see is what you get
Our single platform solution comes fully loaded with the technologies you need to step change customer service and field service. No essential add-ons. No third-party contracts. No nasty surprises.

Reduce costs
Embrace automation and AI, and you’ll find money-saving solutions to sticky problems, at scale. Providing information and fixing problems first time removes the need for costly re-runs or repeat visits. You’ll have more time, and means more time and money to invest in what matters most.

Boost revenue
More efficient processes and more productive, happy people are great news for your bottom line. Watch as your opportunities to cross-sell grow, and as everyone in your organization finds the time and energy to identify new revenue streams, new ways of engaging their customers, and new ways of adding value. Your customers will notice the difference, and your business will grow.
Experience in action checklist
Find out if your current customer service solution is fit for purpose by answering these quick questions.

Does it offer you:
- State-of-the-art technologies?
- Actionable insights?
- The very best of human and artificial intelligence?
- Tried-and-trusted workflows?
- Powerful operations that connect front, middle, and back-office?
- A single, secure, cloud-based platform?

Does it enable you to:
- Deliver outstanding customer experience?
- Empower employees to be their best?
- Achieve more by working smarter?

If your answer to any of the above was “no,” let’s talk.

Enjoy the benefits
Top 3 benefits of better customer experience for leaders vs. others

Greater revenue or sales:
- Leaders 66%
- Others 45%

Greater ability to attract customers:
- Leaders 58%
- Others 35%

Higher customer loyalty and retention:
- Leaders 49%
- Others 32%

ServiceNow ESI ThoughtLab survey of 900 senior business leaders across 5 industries and 13 countries, March-May 2021
Everyone’s talking customer experience. Let’s make it happen.

ServiceNow helps you deliver great end-to-end experiences. Time and again, and at scale.

Harness the power of your whole organization behind customer service with digital workflows. They connect everyone, so insights flow freely. And they give people the visibility and information they need to address customer needs quickly, transparently, and proactively. Powered by automation, AI, and other intelligent technologies, workflows simplify and strengthen case management, help prevent issues before they happen, and speed up time to resolution when they do.

Empower your employees, boost customer loyalty, and strengthen your bottom line with ServiceNow.

Watch our demo