Visibility in action

Powering end-to-end insights across customer experience, satisfaction, and cost management
Seeing everything. Taking action on what matters.

Leading companies pride themselves on offering excellent customer experiences based on positive engagement: managing the interactions with their customers through a range of channels—from phone calls and live chat to SMS and e-mail. Often these same companies are at a loss when satisfaction scores start to drop. Why are organizations that are ‘customer obsessed’ finding it harder and harder to meet customer expectations and deliver great experiences? What aren’t they seeing?

**Experience is everything.**

Customer expectations are on the rise, with no sign of stopping. Customers want their needs addressed quickly, transparently, and proactively. They want brands to meet them where they are, remember them, provide experiences that are relevant and personalized, and to be available when they need them. To serve every one, you need to see customer needs and act on them.

**You need visibility in action. Read on.**

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“Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world.”

Joel A. Barker, Author, Leadership Visionary and Futurist
The hidden cost of servicing customers

Would it surprise you to learn that beyond the obvious costs associated with the part of your organization devoted to service, back-office employees—think those involved with loan processing, customer billing, or payment processing—spend 25% of their time on these service support activities? These operational costs are often not allocated to service activities.²

Organizations that are leaders in operational excellence enjoy 20.6% year-over-year (YoY) growth in annual revenue, 12.8% YoY decrease in operational costs, and 29% YoY increase in customer satisfaction rates.

Empower your whole organization to see and act with digital workflows

How can organizations achieve similar results? By finding ways to automate and optimize work that’s causing operational bottlenecks to free up time to focus on what matters.

Digital workflows help you connect customer-facing activities with your middle and back- offices. This means your entire customer operations organization is working together to meet customer needs. Workflows replace slow, manual processes while tapping insights to unearth opportunities for automation and optimization. Workflows can also link all critical business data and provide stakeholders with a single point of access across the organization. What about when issues occur? Digital workflows use machine learning techniques and analytics to monitor infrastructure and applications. This gives representatives the visibility to proactively detect, prioritize, and resolve the issue faster.

² ³ Customer Operations 2021: Success in CX and Digital Transformation through Service and Back-Office Alignment, Aberdeen, May 2021
Creating better experiences for customers

Accenture recently surveyed more than 25,000 consumers across 22 countries. A full 50% said that the pandemic caused them to re-evaluate what’s important to them in life. And more than two thirds of that 50% expect companies they’re doing business with to understand how their needs and objectives change during times of disruption and address those needs.

“Consumers expect more interaction with customer service. They would like to see faster response times and more respect for, and attention to, their individual needs or concerns.”

Among Accenture’s recommendations:

• Reimagine the experiences you deliver to meet rising motivations with speed, agility, and innovation.

• Structure the entire organization to create experiences that capture consumers’ evolving demands across all aspects of operations.

So how do you pull this off? Let’s take a deeper dive into three proven initiatives and why they’re transformational.

* Life reimagined: Mapping the motivations that matter for today’s consumers, Accenture, 2021
Three initiatives to transform customer experience

1. Establish a single, cloud-based system of action

2. Bring front, middle, and back-offices together to elevate service

3. Find and fix issues before customers even know about them
Establish a single, cloud-based system of action for the enterprise to transform business end-to-end

If you start with a unified platform and data model, it makes it easy to connect data, systems, and teams as well as create contextual workflows and automate business processes.

When you incorporate machine learning on that platform, you can dramatically speed time to resolution while reducing costs. Everyone responsible for delivering stellar customer service—from front-line agents, to middle and back-office operations staff, to management—has visibility of the process. Your teams are empowered to proactively address customer issues, and instantly handle common customer requests.

"With the Now Platform, the sky’s the limit"

Stefan Sieger, Head of Customer Experience & Digital Delivery, Group Operations, Swiss Re
Bring front, middle, and back-offices together to further elevate service

Permanently fix, and even prevent, issues by connecting customer service—and customers—to other departments. Leverage a unified platform to automate processes across teams for rapid resolution.

Customer service agents responding to customer queries or automated workflows kicked off by customer requests can assign issues directly to field service, engineering, operations, finance, legal, and other departments. Agents and customers then track those issues, with full visibility, until they’re resolved. And when an issue is resolved for one group of customers, future customers won’t experience it, because you’ve pre-emptively solved the problem before more customers escalate.

ServiceNow...will be the platform that enables us to deliver additional services and growth.”

Jason Barnes, UK Operations Director, Scheidt & Bachmann

97% of customers are ‘satisfied’ or ‘very satisfied’
Find and fix issues before customers even know about them

With a single system of action that also includes a robust CMDB, you have real-time visibility into the health of your customers’ products and services. This visibility allows you to proactively detect issues or even prevent them entirely.

Imagine sending pre-emptive alerts to affected customers so they don’t have to contact customer service agents for questions or concerns. When front-line agents do receive a call, they can give customers up-to-date answers on issue status. For the most frequently recurring issues, you can use unified data and AI in your single system to predict potential issues and automate resolution.

72% of direct debit refunds are issued in less than 30 seconds

82% of batch payment exceptions are automatically resolved

91%+
Break down silos to improve visibility

You can’t provide a seamless customer experience if your people, processes, and technology are fragmented.

The Now Platform® enables digital workflows that connect your front, middle, and back-office functions, and all of the engagements, processes, and data they generate. But it doesn’t just bring it all together. It makes all those insights actionable, with powerful, out-of-the-box capabilities that surface issues and opportunities for efficiency.

You can then build, launch, automate, and optimize workflows that:

• Join your existing systems to make the most of your investments
• Extract more value from existing data
• Communicate effectively across departments
• Enhance efficiency in the field with mobile apps
• See how you’re performing against SLAs
We can see clearly now: No bottlenecks, no problem

Doing the work up front to break down silos with digital workflows will pay dividends fast, but the potential doesn’t stop there.

You can optimize resources by automatically delivering requests to the right agent with the right priority and category so they can address issues faster. You can also improve your organization’s efficiency by harnessing the power of machine learning to analyze large data sets, identify trends, and enable managers and admins to take action—before customers even know there’s an issue. And for extra smiles, you can increase customer and agent productivity by simply removing the need to carry out mundane work.

Giving employees the digital solutions they need to do their jobs well will lead to happier customers. You’ll retain talent, break down silos, and provide a seamless experience wherever customers interact with your organization. Win–win–win.

The positive impact on our operations and our ability to provide a great end-to-end experience for customers has been extraordinary.

Scott Thompson, VP of Technical Customer Service, Rogers Communications

41% reduction in daily case volume
43% reduction in customer status request calls
71% of customers give Rogers a 9 or 10 out 10
Take action on insights to get to value faster

Having data and insights across the customer experience is one thing—having the time, ability, and technology to take action on it is another thing. Digital workflows from ServiceNow enable you to go beyond engagement and take action on customer requests.

That means you can address issues faster, saving agent time and money. Additionally, you can prioritize resources by bringing clarity to what matters, and quickly adjust service coverage to where it’s needed most. And, with out-of-the-box dashboards and hundreds of KPIs based on best practice, you can hit the ground running and improve time to value.

Harness the whole company to serve the customer

In addition to end-to-end visibility, a single system of action enables an organization to work together across departments. This means less money is spent on partner platforms and integrations to manage the end-to-end flow of work, while automating as much of the process as possible to reduce costs.

Giving customers the means to self-serve increases efficiency and reduces costs. This frees agents and team members downstream to focus on more complex tasks, leading to reduced case volume and faster resolve times.
Now we see clearly, it’s time to act

You need to deliver great experiences, and this requires not only seeing things but doing things: visibility and action. Harness the power of the whole organization and give everyone the tools and technologies they need to surface what matters and respond—so every customer feels seen, heard, and valued.

To go from dream to reality, you need to go beyond individual customer interactions and join end-to-end visibility with a single system of action to address service needs quickly, transparently, and proactively. You need visibility in action. You need digital workflows from ServiceNow.

Let’s make it happen.

“Let’s see action. Let’s see people. Let’s see freedom. Let’s see who cares.”

The Who, Let's See Action
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

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