Want a better work-life balance?

Digital River empowers customers with 24/7 access to support to keep ecommerce platforms running and eliminate out of hours calls

**Job to be done**
Centralize support and operations management into one solutions center to give customers round the clock support

**Solutions to do it**
- ServiceNow® Customer Service Management
- ServiceNow® IT Operations Management

**What we did**
ServiceNow aligned teams and services to transform support services and operations management, keeping its customers' ecommerce operations running 24/7

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**Powering global ecommerce**
Digital River, founded in 1994, provides flexible, API-powered ecommerce solutions to new and established customers across the world. Originally a content delivery framework, Digital River evolved its offering in line with demand to monetize ecommerce. Today it powers $3 billion in digital transactions for customers every year. Customer-centricity has always been a driving force for this disruptor company.

**Improving support services**

When you're in the business of processing online transactions for customers, trust and transparency are key. But they can be challenging to provide at scale. Digital River reached a point of maturity where it decided to invest in technology that aligned with its business objectives to continue providing an amazing customer experience at scale.

“**We usually build systems in-house, so we were astonished by the power of the ServiceNow and out-of-the-box functionality.**

Ryan Douglas
Chief Operations Officer
Digital River

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**Digital River achieved**

**24/7**
Customer Operations support services

**With**

**2hr**
2hr case acknowledgement, against goal of 24 hours

**And**

**10K**
10K reduction in email volume
The team decided to start its transformation with an everyday process that has a big impact on both the employee and customer experience – replacing manual email-based processes with a central support platform for staff and customers.

It also wanted to align internal teams and unlock greater visibility of operations to give customers information about the status of systems underpinning Digital River services. After an RFP in 2018, it built a solutions center using ServiceNow IT Operations Management (ITOM) and ServiceNow Customer Service Management (CSM) with a small, in-house team.

“ServiceNow is powerful and accessible. We didn’t need a huge team of developers with a broad range of skills – between us we had the brainpower to bring our vision to life and keep the project lean,” says Ryan Douglas, Chief Operations Officer at Digital River.

**ServiceNow ITOM is how we operate our business, and ServiceNow CSM is how we delight our customers. We wouldn’t have been able to bring our vision for customer operations to life without ServiceNow.**

**Bill Dickson**
Senior Director of Customer Operations, Digital River

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**24/7 support**

As well as transforming technology, the team redefined processes and best practices to improve efficiency. "For the first time in our history, we created a dedicated 24/7 support team to handle requests around the clock," says Douglas. "That meant a better work-life balance for our previous team, who didn’t need to be on call out of hours."

In addition to the new support team, customers and staff can log into a central portal on ServiceNow to access knowledge articles, perform searches, and create a case – all processes that were previously done by emailing the support team.

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**Improving KPIs**

While ServiceNow Customer Service Management has transformed the customer experience, ServiceNow IT Operations Management monitors the environment and streamlines change, event, and incident management. For example, systems data is pulled into dashboards on a public-facing webpage to give customers visibility of the status of all Digital River’s systems, so they can see at a glance if there’s an outage.
Satisfaction on the rise
"We have achieved a lot of great results," says Darren. 16 agents now take care of 50,000 employees over 24 states and achieve 90% case deflection. Employee satisfaction is also improving due to the case resolution rate; 97% of cases are now completed under the five-day SLA.

Extending ServiceNow further
The Now Platform also helped Sanford Health when the COVID pandemic broke out. Working with ServiceNow it was able to introduce a new form to make sure employees had the information they needed on how to get back to work. This enabled the team of 16 agents to support over 35,000 new COVID cases.

The HR and IT teams have also implemented capabilities such as the native mobile app and virtual agent to enhance service delivery for their employees and support a deskless workforce for nurses. "Our aim is to simplify our employees' work so they can focus on taking care of our patients and residents," concludes Darren.

Darren Walker
Chief HR Officer,
Sanford Health

Now you know how work can work better.