

# How do we make everything easy for customers?

Dräger worked with ServiceNow to create a fast, secure, and functionality-rich customer service portal

## Job to be done

Replace disparate, complex, and time-consuming customer management processes

## Solutions to do it

- ServiceNow® Customer Service Management

## What we did

Created a bespoke Digital Customer Service Center, a secure, self-service, customer portal, accessible on any device

## Keeping the world safe

Dräger has been using technology to keep people safe for 130 years. Launched in Germany in 1889 and still managed by the fifth generation of its founding family, Dräger's medical and safety technology products are used worldwide. With 14,500 employees in 190 countries, Dräger sets the benchmark for quality and compliance of safety equipment, devices, and solutions in diverse sectors, including healthcare, mining, police, and fire services, and the chemical, oil, and gas industries.



Now we have the ServiceNow platform and our Digital Customer Service Center template we can go live in new countries and territories within hours and enjoy an immediate return on investment.

### Marcus Rosenthal

Intrapreneur for Digital Services Business  
Dräger

## Huge potential

With Dräger's commitment to innovation, efficiency, and great service, it constantly looks for new ways to make it easy for its many customers to order services for its products. Historically customers had to use multiple systems to order a product service - telephone, email, and in person - and so Dräger could see huge potential in moving its service catalog and service booking processes fully online, using the digital technology that has transformed traditional retailing.

## Dräger has achieved

# 24/7

availability of fast and simple to use customer service portal

## With

# 50%

reduction in lead times

## And

# 100%

digital service management achieved

## One-stop-shop for technical services

Dräger utilized its partnership with ServiceNow to create a bespoke Digital Customer Service Center (accessible for customers at [herstellerservice.de](https://herstellerservice.de)), a secure, self-service, and functionality-rich customer portal, accessible on any device. Now customers can browse product and service ranges, commission services, and arrange maintenance and repair appointments, all in one place, at any time, night or day. Dräger's portal will soon be available worldwide in numerous languages, each individually tailored to meet specific national, territory, or market requirements.

## Faster and more convenient

"We wanted to create a world class business-to-consumer resource, that makes everything that any customer might need available 24/7, at the touch of a button," explains Marcus Rosenthal, Dräger's Intrapreneur for Digital Services. "ServiceNow has helped us to completely transform the way we work. For customers, ordering a service from Dräger is now much faster and more convenient – and because the process is now so much more efficient, we can reach new customers more easily, so everyone is winning."

## Template for growth

Dräger's Digital Customer Service Center is now at the heart of the company's business operations – and has created a proven template for the next strategic move in its enduring success story. Dräger sees potential for a multi-brand ordering platform for technical services, to improve the many different and complex procurement routes for its customers.

**Now you know how  
work can work better.**

“ ServiceNow has helped us to completely transform the way we work. For customers, ordering a service from Dräger is now much faster and more convenient, while we capture all customer order data in one place in a highly efficient digital system.

**Marcus Rosenthal**  
Intrapreneur for Digital  
Services Business  
Dräger