



## Tennessee DHS redefines the government customer service experience with ServiceNow



Reduction in inquiry assignment times



Decrease in inquiry resolution times



Consistent omnichannel experience for Tennesseans

**Industry:** State government  
**Location:** Nashville, Tennessee  
**Size:** 4,400 employees

### Tennessee Department of Human Services is committed to improving the lives of Tennesseans

It's the mission of the dedicated people at Tennessee Department of Human Services (DHS). By offering temporary economic assistance, work opportunities, and protective services, the department helps Tennesseans become self-sufficient and enhances their quality of life.

Customer service is an enormous part of this commitment, ensuring that citizens have access to the support they need, when they need it. According to Landon Cook, Director of Customer Service Operations at the DHS, "Our goal is to deliver the best possible customer service at the lowest possible cost. That may not sound new in other industries, but for state government, it's ground-breaking."

### The DHS struggled to deliver responsive customer service due to siloed channels and manual processes

Faced with limited staff and rising customer volumes, the department started to fall short of its customer service commitments. Call center wait times rose to more than two hours at peak periods, and email responses took days. Along with the directive from the governor's office to provide "the highest quality of service at the lowest possible cost", Landon knew the department needed a new solution—and fast.

According to Landon, "We didn't have a platform where we could share information from call to call, let alone across multiple channels. And, because we relied on manual processes, it took 36 hours just to assign an inquiry to the right agent—and an additional 84 hours to resolve it. It just wasn't acceptable. To deliver the level of customer service that our citizens deserve, we had to modernize our approach."

#### Challenge

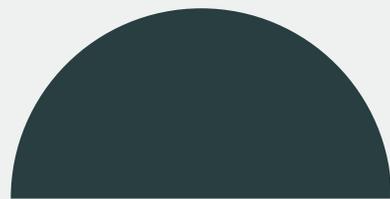
Deliver responsive, easy-to-use omnichannel customer service for Tennessee citizens

#### Products

- ServiceNow® Customer Service Management

#### Solution

ServiceNow Customer Service Management enables a seamless customer experience, simplifies and accelerates service delivery, unifies workflows across teams, and delivers data-driven insights to leadership





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We're giving Tennessee citizens the experience they deserve. We deliver a consistent experience across all our channels, and we now have a single view of our customers.

Landon Cook, Director of Customer Service Operations, Tennessee DHS

## Tennessee DHS partners with ServiceNow to better serve Tennesseans

The department looked for a platform to create a seamless customer experience, simplify and accelerate service delivery, unify workflows, share information across teams, and deliver the insights its leadership needed to make data-driven decisions about customer service. It chose ServiceNow Customer Service Management built on the Now Platform.®

Landon explains, "We looked at other products, but ServiceNow ticked all the boxes. And, because our state IT department, Strategic Technology Solutions, already used ServiceNow and was very satisfied with it, that meant that we were part of a state-wide platform."

## ServiceNow helps DHS deliver a consistent, efficient, and transparent omnichannel experience

DHS launched ServiceNow Customer Service Management state-wide, creating a user-friendly and responsive customer experience for Tennesseans.

Landon says, "We immediately saw dramatic improvements in quality and efficiency. Instead of taking 36 hours to assign an inquiry, it now takes less than two minutes. In total, we've reduced our end-to-end resolution times for high-level inquiries by more than 70%—from 120 hours to 34 hours. And, of course, that efficiency also translates directly into lower costs for our taxpayers."

"We're giving Tennessee citizens the experience they deserve. Our services are now accessible by phone, email, live chat, lobby kiosks, and mobile. We deliver a consistent experience across all our channels, and we now have a single view of our customers. That's broken down silos across our program areas, increased collaboration, and dramatically reduced duplicate inquiries. And, we now have the data and reports we need to continuously improve the services we deliver," says Landon.

## Other Tennessee government departments look to replicate the DHS' success

News of the DHS customer service solution is spreading. It has already won an internal award from the State of Tennessee and other departments are looking to deploy ServiceNow Customer Service Management as part of a statewide rollout.

According to Landon, "In addition to dramatically enhancing service delivery, this statewide rollout will also provide a unified customer and service view across departments—truly delivering on the governor's vision of 'no wrong door' in a transparent Tennessee."