



Handle complaints quickly and efficiently

Meeting retail customer expectations and compliance requirements

Complaints generate a lot of scrutiny for financial services institutions. When regulators look for potentially unfair, deceptive acts or abusive practices (UDAAP) they examine a bank's complaint trends, as well as the bank's handling of the complaints themselves, to try to identify violations. If complaints are found to be mismanaged or inadequately handled, it can lead to fines or class action lawsuits. Worse yet, it can damage the bank's reputation and erode customer confidence.

To reduce risks and improve the customer experience, financial institutions want to quickly and efficiently investigate, resolve, and report on all the complaints they receive. Unfortunately, the systems and processes in place to manage and track complaints tend to be slow and disconnected. If multiple departments are involved, communications and coordination complexity often skyrockets, while oversight and tracking plummet. ServiceNow® Financial Services Operations can change that.

Break down silos and automate processes to resolve complex issues end-to-end

ServiceNow Financial Services Operations provides a unified platform that connects departments, workflows, and systems to automate processes and speed resolution of any issue. As soon as a complaint is received, it can be automatically routed through the right people to ensure appropriate actions are taken and communicated for optimal outcomes. With ServiceNow, you can:

- Solve complaints quickly and efficiently by automating processes to facilitate cross-departmental collaboration, enabling everyone to monitor and track status, from initiation to resolution.
- Deliver a seamless customer experience, with omni-channel support, that makes it easy to keep customers informed to improve trust, satisfaction, and loyalty.
- Provide visibility into each and every task and communication with complete tracking, reporting, and audit trails for increased transparency, improved accountability, and reduced compliance risk.

Find out how ServiceNow Financial Services Operations helps you improve customer satisfaction at servicenow.com/financial-services-operations or learn more about ServiceNow solutions for financial services organizations at servicenow.com/finserv.

Industry

Banking & Finance

Challenges

- Disconnected customer experience that complicates complaint resolution
- Disjointed data and manual workflows across different systems and departments
- Lack of visibility into complaint status, trends and audit trails that are required by regulators, which can open the bank up to lawsuits and fines around mismanagement of customer complaints

Solution

Financial Services Operations

Results

- Resolve complaints quickly and efficiently with streamlined and automated workflows that include the right experts and departments
- Deliver a seamless customer experience with insights into complaint status end-to-end to increase satisfaction and loyalty
- Improve visibility and compliance with comprehensive reporting and audit trails
- Track everything for a complete audit trail



ServiceNow complaint management

