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 skyrocket, 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](http://servicenow.com/financial-services-operations) or learn more about ServiceNow solutions for financial services organizations at [servicenow.com/finserv](http://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

1. Log complaint - A customer may log a complaint, via web, email, chat, or phone, to initiate a case. This triggers a workflow that automatically includes any relevant information, categorizes the complaint, and routes it to the right people (e.g. group handling deposits, home equity, mortgage, etc. complaints). The case will track all contacts made (mobile, web, phone, etc.) and actions taken throughout the organization, from initiation to resolution.

2. Initiate triage - The complaint will be reviewed, and the appropriate agent will confirm ownership – they will track status, ensure service level agreements are met, and assign tasks to other staff and departments, as appropriate, to speed resolution.

3. Collaborate - Depending on the complaint, different departments or lines of business may need to get involved. The case can spawn additional workflows or tasks to complete - all of which will be monitored and tracked by the case.

4. Resolve - To keep the case progressing, agents or other responsible parties will be notified if there are open items or actions they need to take to keep the case progressing until it is resolved.

5. Close the case - A communication to the customer notifies them of the proposed resolution to the complaint and asks if they accept it. If they do, they will be prompted to complete a satisfaction survey, which can provide insights to drive further business actions and improvements.

6. Provide audit trail - All the data and timelines are tracked in the case, which means it's easy to pull everything that is needed for trend analysis, reports and audits to satisfy compliance requirements.

6. Compliance: end-to-end audit trail