Case management in ServiceNow Customer Service Management

The challenge
Cases are the fundamental work unit in customer service. They are how customers report issues. They are how agents track those issues to resolution. How quickly they are closed impacts customer satisfaction. It may sound easy, but many companies struggle with efficiently managing them.

Case forms don’t collect needed information in a straightforward manner. Customer relationships with other entities—companies and their locations and subsidiaries, companies and partners, consumers within a household, etc.—are not possible, preventing case access and visibility between these groups. Service Level Agreements are not tracked and violations are common. When customer service is outsourced, siloed systems create obstacles to sharing customer case information and transparency into the third party’s operations. Any of these on their own create unnecessary barriers to delighting customers.

The ServiceNow solution
ServiceNow® Customer Service Management makes case management a snap with the following:

Case - Case forms can be customized as needed to track only necessarily details and activities related to resolving the issue. UI elements like picklists and selectors make data collection easy for the agent and consistent for later analysis. All communications to and from the customer, including the communication channels being used, are also recorded. Use case types to support specific service use cases, and major issue management to handle cases impacting multiple customers.

Account and service organization modeling - Customer service often involves tracking complex relationships: between account and consumer (or a household of consumers), contact and consumer, or partner and company. Some industries might track additional details such as branches and subsidiaries, and employees and third-parties eligible to provide service. Besides tracking how these entities are linked, modeling helps determine other actions and access, such as who can use self-service to open and track cases.

Service Level Agreements (SLAs) - One or more SLAs—internal-only or specified with customers—can be defined to support business requirements. SLAs can be setup to track when tasks reach a certain condition within a certain timeframe to ensure that cases are closed or resolved according to the expectations set for customers.

Outsourced customer service - Companies using third-party customer service providers can work in the same system while maintaining data privacy standards and regulations. Easily onboard outsourcer’s managers and agents. Route cases between internal and outsourced teams. Criteria defines the data accessible to outsourced agents. By managing internal and external agents on a single platform, the business has a singular view into all operations.

Learn more at servicenow.com/products/customer-service-management