

Omni-Channel in ServiceNow Customer Service Management

The challenge

Customers want a choice in the devices and channels they use to communicate with customer service. Their preferred communication channel can change based on time of day, location, or even urgency. Providing multiple communication channels to customers is important but not enough for a consistent customer experience.

The conversation may start in a chat, move to a messaging application, and complete in a phone call with an agent. Customers want to share information once without needing to repeat it in each communication channel, even if different agents assist in each channel. They want their requests fulfilled or issues solved with low effort on their part. To achieve this, agents need a single desktop with a consolidated view into all interactions, regardless of channel.

The ServiceNow solution

With omni-channel capabilities in ServiceNow® Customer Service Management, organizations can support customers across messaging, web, chat, email, phone, social media, and in-person.

From the **Agent Workspace**, agents handle customer interactions from any channel. **Customer Central** gives them a historical view of the customer by channel or across channels in time sequence to provide the context of previous interactions. The customer and the customer's needs are the focus, not the channels. An omni-channel experience is supported by:

Messaging – Improve customer satisfaction by engaging in ongoing conversations that span cases and topics to provide help at any time.

Web – Route customer questions and requests for automated resolution to the correct team—contact center, middle office, or back office—with **Service Catalog** forms in the customer service portal.

Chat – Speed answers to questions and the resolution of issues by providing live support with an agent or by using an intelligent **Virtual Agent** able to infer intent through natural language understanding for automated conversations.

Email – Reduce manual email processing by creating cases automatically from emails. Simplify communication between customers and agents with templates that keep a case progressing.

Phone – Resolve complex issues by connecting customers with agents through computer telephony integration (CTI), resulting in quick identification of customer and account information for a personalized experience.

Social media – Create and resolve cases by communicating with customers through social media channels and record conversational history in the case.

Walk-up experience – Service in-person customers more effectively. Enhance customer experience with faster, more timely responses and increase staff productivity through digital queue management.

To learn more about ServiceNow Customer Service Management, visit servicenow.com/csm.

Increase customer satisfaction and loyalty

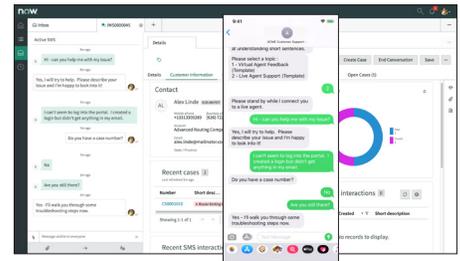
Enable customers to interact with your organization in the ways that are most convenient for them across integrated messaging, web, chat, email, phone, social media, and in-person channels.

Add convenience and consistency

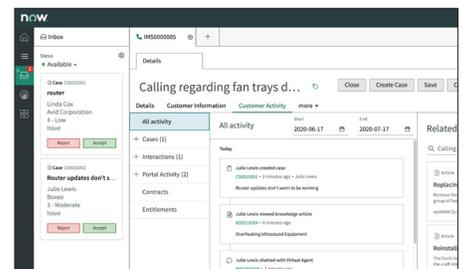
Continue conversations across communication channels with full visibility for agents in Customer Central. Allow walk-up customers to check-in online and view queue position and wait time.

Drive down service delivery costs

Empower agents to manage multiple channels and conversations with full context. For in-person customers, manage queues and route interactions automatically to the best agent.



With Messaging, agents can engage in ongoing conversations spanning cases, topics and requests.



The Customer Central activity history shows time-sequenced activity across portal and omni-channel interactions – cases, chats, virtual agent conversations, etc..