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 multiple channels. From workspaces, agents handle customer interactions from any channel. Customer Central gives them a time-sequenced view of the customer by channel or across channels to provide the context of previous interactions. The customer and their needs are the focus, not the channels. An omni-channel experience is supported by:

Messaging and Asynchronous Chat – Improve customer satisfaction by engaging in ongoing conversations that span cases and topics to provide help at any time. Meet customers on their preferred platforms—SMS, Facebook Messenger, WhatsApp, LINE, and so on. These conversation integrations are available on the ServiceNow store.

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 or Engagement Messenger.

Chat – Speed answers to questions and 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. Conversation Autopilot enables agents in a live chat to delegate tasks to Virtual Agent. Block profanity in agent-initiated messages using a pre-trained machine learning model.

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 – Seamlessly integrate modern voice experience providers with ServiceNow. Combine AI-driven natural language capabilities with ServiceNow digital workflows to expand self-service and drive more personalized conversations with agents.

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 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.

增加客户满意度和忠诚度
使客户能够以最方便的方式与您的组织互动——通过集成的即时消息、网络、聊天、电子邮件、电话、社交媒体和亲自渠道。

增加便利性和一致性
继续跨沟通渠道的会话，为代理提供全视图，以便在客户服务中央继续保持对话。允许走动式顾客在线登记，并查看队列位置和等候时间。

降低成本
授权代理管理多个渠道和对话，保持上下文。对于亲自顾客，管理队列并根据最合适的代理自动路由交互。

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