Order Management

The challenge
Order management is critical to customer experience. Ensuring great customer experience requires more than just making the ordering process easy. It also means ensuring orders are fulfilled promptly and efficiently, giving customers and agents visibility into status, and then enabling effortless post-order support. It sounds easy, but several challenges stand in the way.

First, multiple systems are used to capture, decompose, fulfill, and provide customer service on orders. These systems are disconnected, resulting in the use of manual processes to ensure orders are processed in a timely manner and minimize fallouts. Next, customers lack visibility into their orders, driving up contact volume as they reach out with questions. Finally, companies must build customized apps and integrations to plug these gaps, driving up costs.

The ServiceNow solution: Order Management
ServiceNow® Order Management is purpose-built to allow companies to manage orders more effectively across the full order lifecycle, from order capture, to order decomposition and fulfillment, to post-order servicing, all on a single platform. It sits atop ServiceNow’s Customer Service Management (CSM) to help customers, agents, and fulfillment teams manage the order process more effectively. It includes:

- Product catalog. Define product offerings, specifications, and attributes.
- Order capture. Use the order data model and Order Capture API to import orders from third-party systems. Empower agents to create and track orders via the workspace.
- Order fulfillment. Create workflows in ServiceNow that automate order decomposition and order tasks.
- Order tracking. Provide customers with visibility into order status and details from the ServiceNow portal.

Benefits
Grow revenue
Empower agents to capture, monitor, and fulfill orders for customers. Give agents complete visibility into order line details and tasks across the order lifecycle.

Improve efficiency
Create and automate order tasks with workflows to reduce fulfillment time, meet SLAs, and lower costs. Import orders from third-party systems and fulfill them within ServiceNow. Use the product catalog to define product offerings, specifications, and attributes.

Increase satisfaction
Enable customers to track order status and details and create cases when they need help via the customer portal or Virtual Agent, reducing customer effort, frustration, and contact volume.

Unite your order management
Order Management helps companies grow revenue, increase efficiency, and provide more effortless customer experience. It can be added to any Customer Service Management package. To learn more, visit servicenow.com/csm.

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