Service Model Foundation in ServiceNow Customer Service Management

Organizations in every industry are looking for ways to reduce costs and remain competitive without compromising the customer experience. However, they often find that in order to support the complexity of their organizational structures, they must customize their customer service solution. For example, in the hospitality industry, hotel locations can be corporate-owned (internal), or franchises (external). Support can be delivered by corporate staff, or from the location staff. The locations themselves may need support for equipment installed on-site. Locations are organized into regions, and staff and managers should only be able to access and potentially resolve cases in their own region or location. Finally, some support is outsourced. This same complexity exists across industries. Customizing software to address these needs increases costs, reduces flexibility, and jeopardizes customer experience.

Deliver seamless customer service experiences while reducing costs

Service Model Foundation in ServiceNow Customer Service Management (CSM) empowers you to model your service organization via configuration, not customization. Now you can flexibly model your business location hierarchy, and relationships with staff, installed products, serviced offered, and customers. Whether you’re in financial services, health care, education, manufacturing, automotive, technology, or another industry, Service Model Foundation supports your business needs.

Service Model Foundation provides key capabilities

Service Model Foundation delivers the core framework for creating and modeling the entities that are involved in the customer service value chain. It expands the CSM data model (including the install base model), providing the flexibility and security needed to support business organizations – either their customers, or the business locations themselves! It allows organizations to:

- Create a hierarchical service organization structure that includes both internal and external business locations.
- Define external staff members who will be assigned to external locations.
- Assign internal or external staff members (agents and managers) to business locations.
- Assign roles and responsibilities to grant users access to the cases and customer information in their business location hierarchy. This includes specific roles for ‘contributor users’ for location staff who may need to create, but not resolve, cases at their location.
Service Model Foundation capabilities, cont.
- Assign products, install base, and available services to a business location.
- Specify customers served by a business location.
- Define Service Organization criteria to dynamically associate service organizations to a service or customers to a service organization, (e.g., all customers in Arizona).
- Assign staff to work with specific accounts or consumers (e.g., a relationship manager).
- Track and manage cases for the business location.
- Support outsourced customer service.

Define security for supported personas
It’s essential to provide the granular roles and responsibilities organizations need to minimize time consuming and expensive customization. Service Model Foundation provides out of the box roles and responsibilities to ensure that staff members and managers do only the activities they’re authorized to do. Here are a sampling:

- A location agent can view and resolve cases belonging to their business location(s).
- A location contributor can create and view only cases belonging to their location, for either a customer or for a product installed at the location.
- A location manager fulfiller can view, edit and resolve any case within their business location hierarchy. For instance, if they manage ‘Arizona’, they can manage cases at or below the Arizona level of the hierarchy.
- A location relationship manager oversees and manages products, services, performance, and stakeholder inquiries at external business locations (e.g., franchises) as a liaison for the parent company.

Gain visibility and control with the Business Location Service Portal
The Business Location Service Portal is a purpose-built portal for location managers and staff that provides a one-stop shop for managing both internal and external business locations. Using the portal, based on user roles, staff can:
- Get a 360º view of a business location’s subsidiary locations, staff, install base, products, and cases.
- Add and manage staff members.
- View and submit cases, either for the location’s customers, or for the location’s sold products or install base.
- Access KB articles and engage with the community.

Unity operations for internal and external service organizations
The Service Model Foundation capabilities in ServiceNow Customer Service Management provide you with the flexibility you need to model and support your service organization through configuration, not coding. It helps you to deliver seamless customer service experiences—for your business locations and end-customers—while reducing costs.