

ServiceNow Customer Service Management

The Customer Service challenge

Your customer service team faces growing volumes of service requests across multiple, disjointed engagement channels. At the same time, agents are hindered by the use of various, disconnected systems and manual processes and having to address the same issues day-after-day. Despite this, there is pressure to reduce operational costs.

At the same time, customers are frustrated because service agents are unable to efficiently diagnose issues and effectively resolve them, resulting in lower customer satisfaction scores and retention issues. Insights into the reasons people are contacting customer service are limited. Cross-company investigation of customer problems, collaborative analysis, and problem solving don't exist.

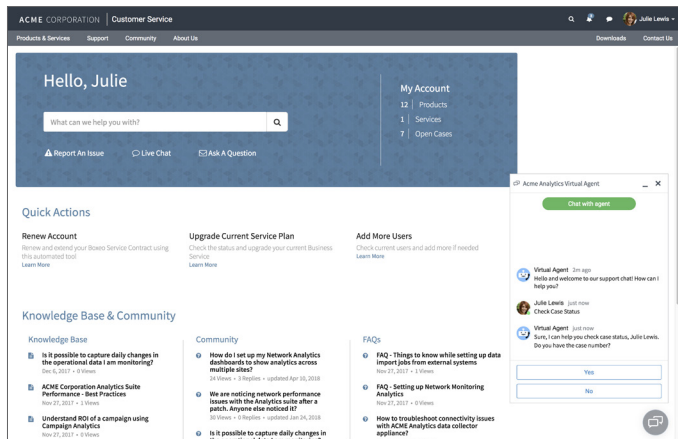
All of this results in customer service functioning in a reactive mode, with high cost service delivery and low customer satisfaction.

The ServiceNow solution

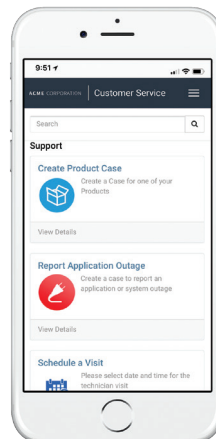
ServiceNow® Customer Service Management (CSM) goes beyond traditional customer service solutions to serve your customers—consumers or businesses—faster and more effectively. Give customers their choice of contact options with omnichannel engagement. Quickly route customer issues to appropriately skilled agents with machine learning. Provide customers with self-service options, including automated solutions to recurring requests, conversational answers from a chatbot, knowledgebase articles, and an online community of peers and experts.

Make customer service a team sport by engaging other departments in the resolution of the root cause of issues, driving permanent solutions, and improving product quality. Integrate CSM with ServiceNow® Field Service Management, giving customer service visibility into on-site repairs. With access to real-time operational health of customers, agents receive alerts of potential issues before the customer is even aware.

CSM analytics provide insight into current service trends and can help you identify common issues to automate. Add integration with ServiceNow® Financial Planning to monitor and drive down costs while maximizing revenue opportunities in the service center.



Offer customers an online customer self-service portal, with chatbot, knowledgebase, and community



Automate solutions with the Service Catalog

Engage customers across channels

Connect with customers over their channel of choice—web, telephone, chat, text, or social media—anytime, anywhere, and from any device

Offer self-service

Deliver automated solutions with the Service Catalog, and provide additional self-service options with integrated Virtual Agent, Knowledge Management, and Communities

Deliver customer service as a team sport

Resolve issues faster and fix the root cause of issues by connecting customer service to other departments with the Visual Task Board, workflow, and automation

Utilize Internet of Things (IoT)

Visualize the health of IoT connected devices using ServiceNow® Operational Intelligence to identify issues before they occur

Anticipate trends and deliver proactive service

Leverage dashboards and analytics to visualize trends and manage problems potentially affecting many customers with Major Issue Management to resolve issues before customers encounter them

Provide end-to-end customer service

Integrate with ServiceNow Field Service Management and ServiceNow® Portfolio Project Management for complete visibility and accountability across teams

Customer service is a team sport

In today's competitive environment, providing excellent customer service is a key differentiator. As a result, customer service demands more than what typical Customer Relationship Management (CRM) systems deliver. To provide high-quality service and succeed, organizations must offer an effortless experience by connecting customer service to the other parts of your organization, so they can work together to diagnose, fix, and even prevent issues.

A new approach is needed. Customer service must move beyond simply managing customer contacts and individual interactions. The modern customer service organization works with teams across its company to fix problems for many customers at once instead of addressing issues one-at-a-time. They respond faster to customer concerns with real solutions. And they move beyond day-to-day demands to deliver proactive strategies that drive real business improvement and growth.

With ServiceNow Customer Service Management, you can provide service that is effortless, connected, and proactive, resulting in increased customer satisfaction while reducing case volumes and costs.

Deliver effortless customer service

Customers today want to engage using the channel of their choice. They seek quick solutions on their schedule, not yours.

CSM's out-of-box customer service portal offers a customizable online service experience. Empower your customers with fast and personalized self-service, enabling them to:

- Perform common requests such as address changes, warranty registrations, and password resets with the Service Catalog, using visual workflow and

automation to orchestrate front- and back-end processes

- Provide answers in a conversational format with Virtual Agent (chatbot)
- Discover solutions by engaging with peers and experts in Communities
- Find answers to common issues with Knowledge Management

When customers prefer other means of support, such as telephone, email, or chat, their cases are delivered to the most appropriate agent quickly with intelligent recommendations that automatically assign the work based on agent skills, location, and availability. Use the machine learning capabilities in Agent Intelligence to streamline the categorization, prioritization, and assignment of cases, eliminating the need for customers to select a category and priority for their issue while speeding case assignment.

Connect teams to find and fix issues

Customer service often operates as an island. They can respond to customers, but they don't own the cause and ultimate solution to the issue.

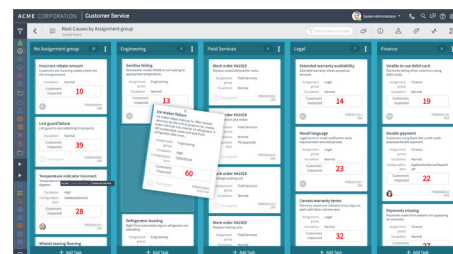
CSM takes a different approach. Permanently fix—and even prevent—issues by connecting customer service to other departments for faster resolution.

Fix the root cause of issues by delivering service as a team sport with the Visual Task Board: identify issues in customer service and assign them directly to field service, engineering, operations, finance, legal, and other departments and track those issues to resolution. And when the problem is solved for one group of customers, future customers won't experience it. Additionally, gain visibility to manage assets, projects, costs, and profitability when CSM is integrated with Asset Management, Project Portfolio Management, and Financial Planning.

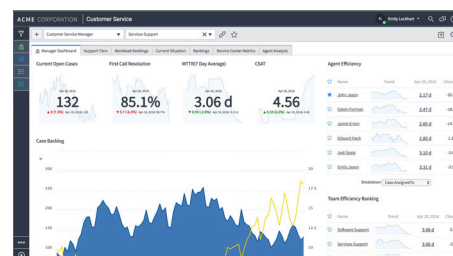
Proactively prevent calls

You want to provide the best customer experience; likewise, customers prefer to avoid problems. While problems might be inevitable, if customers were alerted to a possible issue—or the issue could be avoided—their satisfaction and loyalty will naturally be greater than if they encounter the problem and must contact you.

Take advantage of the IoT to provide real-time visibility into the operational health of customer systems, driving continuous improvements in products, services, and processes. Identify and predict trends with ServiceNow® Performance Analytics to drive actionable improvements, such as automating the most frequently recurring problem resolutions. Use Major Issue Management to send preemptive alerts only to potentially affected customers, notifying them of a solution when available and preventing their need to contact customer service.



Assign tasks to other departments with the Visual Task Board



Monitor and predict service trends

