



## Resolve complaints faster for a better customer experience

### Meet customer expectations by solving problems quickly

When customers have a complaint, they want to know you are listening to them and handling it. They want you to fix it fast, so they don't have to think about it anymore. If they don't get a quick response and have to follow up, it wastes their time and adds to your contact center's workload, which frustrates everyone. Lower satisfaction rates and higher case handling costs aren't the only potential consequences of mismanaged complaints. In some industries, the handling of complaints is subject to regulation, leading to fines and class action lawsuits if a company is found to have inadequately addressed issues brought to their attention.

Organizations need to quickly and efficiently investigate, resolve, and report on the complaints they receive. Unfortunately, disconnected systems and manual processes can slow progress and make it extremely difficult to track and manage resolutions, particularly if multiple departments or entities are involved. ServiceNow can help.

### Streamline the complaint processes from initiation to resolution

ServiceNow's customer service solutions go beyond traditional customer relationship management (CRM) systems to resolve your customers' complaints. With digital workflows, ServiceNow can connect customers, departments, and systems to automate tasks and speed resolution of issues. As soon as a complaint is received, it can be immediately routed and assigned to the right people or departments for appropriate action. With ServiceNow, you can:

- Empower customers through omni-channel support backed by automation and ongoing transparency into resolution status to improve trust, satisfaction, and loyalty.
- Solve complaints quickly and efficiently by facilitating cross-departmental collaboration, from the front office to the back office.
- Provide visibility into tasks and communications with tracking, reporting, and audit trails—helping to eliminate emails, spreadsheets, and extra manual steps—for increased visibility, improved accountability, and reduced operational compliance risk.

Find out how ServiceNow helps you improve customer satisfaction at [servicenow.com/customer-workflows](https://servicenow.com/customer-workflows).

### Use Case

Complaint management

### Challenges

- Disjointed data and management processes across systems and departments inflate the time it takes to log and handle cases
- Complex, labor-intensive compliance and reporting activities are tough to scale without adding more people
- An inability to identify and address root causes of issues drives up call volumes and customer care costs

### Solution

Customer Service Management plus other products available on the Now Platform®

### Results

- Resolve complaints quickly and efficiently with streamlined, automated workflows that include the right experts and departments
- Reduce operational compliance risks and decrease reporting and auditing costs
- Reduce contact volume by correcting the cause of recurring complaints
- Improve customer satisfaction and retention with a transparent, seamless customer experience



# ServiceNow complaint management

**1 Log complaint** – A customer may log a complaint, via portal, messaging, email, chat, or phone, to initiate a case. This triggers a workflow that automatically includes any relevant information, categorizes the complaint, notifies key departments, and routes and assigns the case to the right people to investigate (e.g., support agent, complaints manager, or quality control). The case will track all customer interactions and the actions taken throughout the organization, from initiation to resolution.

The specific stages and steps for complaint management workflows vary widely, depending upon the industry and use case, but all can be digitized and automated within ServiceNow.

**2 Initiate triage** – The complaint will be reviewed, and the appropriate agent or employee will take ownership of the complaint. They will track status, monitor service level compliance, and assign tasks to other staff and departments, as appropriate, to speed resolution.

**3 Collaborate** – Depending on the complaint, different departments or lines of business may need to get involved. This may include external parties, such as suppliers. Part of this process can be to analyze the potential causes of the complaint and address the underlying problem permanently to prevent it from reoccurring or affecting other customers. The case can spawn any additional tasks to complete, all of which will be monitored and tracked by the case.

**4 Resolve** – Agents or other responsible parties will be notified if there are open items or actions they need to take to keep the case progressing until it is resolved. Automation can pull data from and update systems of record as part of the workflow.

**5 Close the case** – A communication to the customer notifies them of the proposed resolution to the complaint and asks if they accept it. If they do, they will be prompted to complete a satisfaction survey, which can provide insights that can drive further business actions and improvements. Key departments will also be notified automatically of the resolution.

**6 Provide audit trail** – All of the data and timelines are tracked in the case, making it straightforward to create reports and pull everything needed for trend analysis and audits to help satisfy compliance requirements.

