Get to the root of customer issues to resolve them

Spot recurring issues quickly to reduce customer impact

When a customer has an issue, they are often not the first or only one with that problem. Unfortunately, due to data and organizational silos and unstructured processes, companies are rarely able to make the connections they need to identify larger trends or address the root cause of an issue to help prevent its ongoing, wider impact. Instead, they deal with each issue as it comes in, treating it like an isolated incident that they fix before moving on to the next one. This means problems can persist longer than they need to or ever should, driving up contact volume and reducing customer and employee satisfaction, as they deal with the same problem, over and over. ServiceNow can help.

Focus on fixing the underlying issue with connected workflows

ServiceNow’s customer service solutions are designed to help you connect people, data, and systems, so they can work as one to speed issue resolution and address root causes to prevent recurrences. With ServiceNow, you can use case data, combined with machine learning and analytics, to help spot trends and identify potentially widespread issues faster. When assisting customers, you can give agents contextually relevant help to speed resolution and promote satisfactory outcomes. In addition, you can connect customer service to the teams that can diagnose and fix the underlying issues, using structured problem and change management processes, to help prevent the issue from impacting other customers. With ServiceNow, you can:

- Empower agents and managers to spot recurring problems faster, using machine learning and analytics, to get ahead of issues and reduce the potential impact on customers.
- Speed time to resolution by providing agents integrated knowledge on potentially relevant fixes that could provide the customer faster time to relief.
- Reduce contact volumes by using integrated problem and change management processes to help ensure the right people are working to identify and address the root cause of an issue to prevent its recurrence and optimize service performance.

Find out how ServiceNow helps you improve customer satisfaction at servicenow.com/customer-workflows.
**ServiceNow customer problem removal workflow**

The specific stages and steps needed to resolve customer issues permanently can vary widely, depending upon the industry and use case, but they can each be digitized and automated within ServiceNow.

1. **Submit and assign** – A customer experiences a problem related to a product or service and reports the issue via their channel of choice. A case is created and directly assigned to an available customer service agent with the proper skills.

2. **Investigate** – The agent works with the customer to mutually agree on the problem and looks for a resolution. The agent can access relevant knowledge articles to help them figure out how to solve the issue. If there is no information available, they can create a new article to document the solution or workaround they come up with to help accelerate resolution for other agents in the future.

3. **Provide relief and resolve** – The agent follows the steps needed to resolve the issue satisfactorily. This may involve implementing a workaround, in the case of a software defect; applying a credit, in the case of a billing error or service outage; or initiating an exchange, in the case of an incorrect shipment. The immediate goal is to have the customer accept the proposed solution.

4. **Identify root cause** – To remove the defect, so other customers aren’t impacted, a workflow can be initiated to identify and address the root cause. A problem record will be created, using information from the case, which will then be assigned to the appropriate team to identify the underlying problem, understand the risk, and define a response path.

5. **Remediate** – With a higher risk issue, say a security vulnerability, a change record can be created and used to remediate the issue and notify customers. For more common, lower risk issues, like a software defect, a standard process can be used to remove the error, such as a patching or upgrading process. Once remediated, customers won’t experience the issue in the future.

6. **Share fix and close problem** – This step will be performed if the fix needs to be shared with customers, for instance notifying them of a patch release or a product recall.

7. **Provide audit trail** – All the data, communications, and timelines are tracked in the case, making information easy to pull for reports, audits, and analysis.