

ServiceNow Performance Analytics for Customer Service Management

The Customer Service Challenge

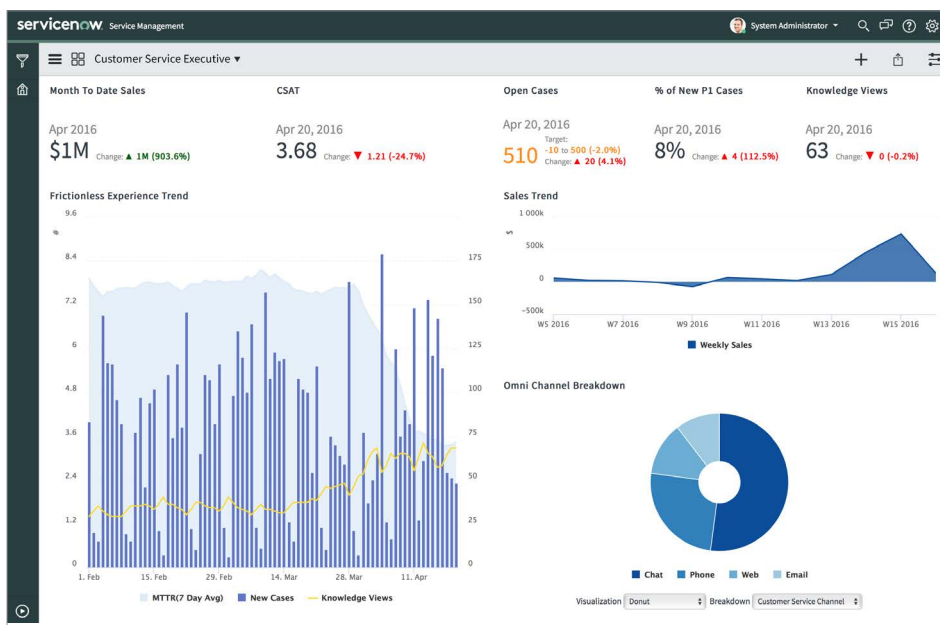
This is the start of a customer service revolution. Multiple factors have converged to elevate customer expectations in service delivery speed and quality. In order to compete and effectively differentiate, modern businesses need a way to quickly and seamlessly identify and remediate the root cause of customer issues before they turn into large-scale problems. Effective customer service management requires real-time visibility into service line performance to optimize service operations and align with overall business goals.

The ServiceNow Solution

ServiceNow® Performance Analytics for Customer Service Management is an easy-to-use, integrated application designed for reporting and analyzing customer service management performance and effectiveness in the ServiceNow enterprise cloud. It comes with over 100 predefined, best practice KPIs and out-of-the-box dashboards for monitoring customer service management processes.

The responsive, interactive canvas provides access to real-time trends with the flexibility to drill into performance results and answer questions on the spot. Embedded and contextual analytics empower everyone to make better decisions, and a unique visualization library delivers end-to-end transparency within each process.

Performance Analytics empowers customer-centric businesses to increase customer satisfaction and reduce operating costs by identifying areas for self-service and automation, reducing response times, and highlighting opportunities to improve products and services.



Performance Analytics dashboards provide customer service managers with deep insight into areas for investigation, improvement, and action

Benefits

Anticipate trends

Monitor current and prior performance to identify areas for improvement and detect service bottlenecks before they occur.

Prioritize resources

Bring absolute clarity to what matters, and quickly adjust service coverage to where it's needed most.

Maximize automation and self-service

Easily pinpoint areas where automation and self-service can increase efficiency, reduce costs, and deliver great experiences.

Guide continual service improvement

Advocate for progress and take action on KPIs using Analytics Hub, time charts, forecasts, breakdowns, and dashboards.

Act with confidence

Drive customer success and increase customer satisfaction with real-time visibility into service operations.

Extensible library of KPIs and dashboards

KPIs are quantifiable values that enable companies to measure how effectively they are progressing toward key business objectives. In Customer Service, KPIs might include metrics such as average response time, average handle time, number of open cases, and self-service effectiveness.

Performance Analytics for Customer Service Management provides out-of-the-box dashboards and 100+ KPIs based on best practices and our service industry experience.

Analytics Hub

Organizational objectives and metrics (KPIs) are automatically tracked in Analytics Hub, an immersive studio for analyzing, comparing, and predicting progress toward defined targets. For example, if a company is tracking toward a goal of more effective case resolution, they may choose to measure:

- First call close rate
- Average call handle time
- % of tickets opened online
- Self-service effectiveness

Performance Analytics automatically creates an Analytics Hub for each KPI's performance trend using both current and historical performance data.

Through Analytics Hub, customer service managers and reps can track KPIs in real-time and compare performance against targets.

Analytics Hub can be accessed using mobile devices to check the latest results and analyze their trends anytime, anywhere.

Responsive, Interactive Dashboards

Dashboards provide a graphical view of performance trends and real-time results, allowing executives and business service owners to make quick, informed decisions at a glance.

Performance Analytics delivers flexible and interactive dashboards for clear performance visualization and easy customization. Navigation is intuitive and familiar, with dashboards accessed from within the ServiceNow interface using drop-down menus and tabs.

From a dashboard, customer service owners can access Analytics Hub, drill into breakdowns, and directly access the underlying operational records. Interactive analysis and filters guide users towards meaningful patterns and trends. Dashboards can be shared with groups or individuals, ensuring there is a single version of truth driving operational improvement.

Embedded, contextual analytics

Performance Analytics includes powerful, in-platform analytics for ServiceNow Customer Service Management. This empowers employees with self-service intelligence based on secure, real-time data – while retaining the business context needed to turn insights into action.

Embedded analytics provide faster, more secure, and more reliable results than traditional business intelligence or third-party tools, and make data discovery more accessible to stakeholders at all levels of the business.

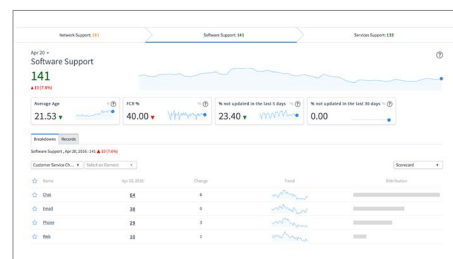
Using in-form analytics, customer service managers and reps can access context-sensitive trend data instantly and use that knowledge to set expectations,

triage escalations to the resources best suited to handle the request, and alert peers and management about developing situations that can cause service breaches.

In-platform analytics also ensures compatibility with any changes or customizations across the Now Platform®, making upgrades a seamless experience while delivering fast time-to-value for users across the enterprise.

Find out more

Visit servicenow.com/products/performance-analytics.html



Workbench widgets provide end-to-end transparency into KPI trends, breakdowns, and influencing factors.



Analytics Hub enables stakeholders to make quick decisions based on emerging and forecasted trends.

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