

# Playbooks for Customer Service Management

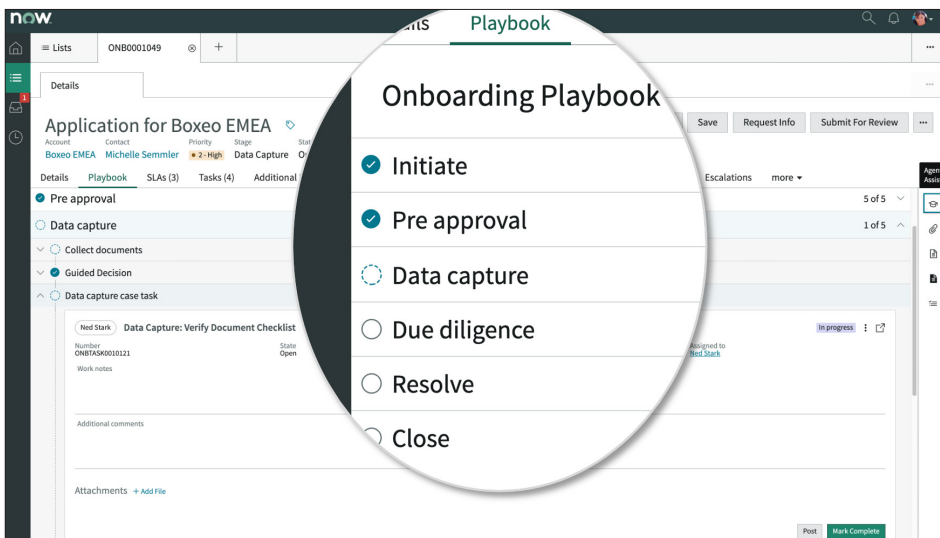
## Digitize and automate customer service processes

Many companies struggle to service customers – to onboard new accounts, resolve complaints, or process claims. Multi-step processes span disconnected teams and systems. These silos prevents companies from delivering an end-to-end digital experience, render agents helpless to connect with other teams quickly, limit executive's ability to pinpoint and address problems with service delivery, and drive up the cost of service. Agents lack visual guidance of the entire process lifecycle and can't monitor work being done by downstream teams.

## Playbooks for Customer Service Management

With Playbooks for Customer Service Management, organizations can automate complex customer service processes that span siloed teams and systems. They define the data, tasks, and automation needed to digitize these service processes. Playbooks provide agents with a visual guide of the sequenced tasks required to resolve customer issues using visual cards to execute each step.

Agents can review information and add to it, request information from or send information to customers, create tasks for other teams or customers, initiate workflows, run Guided Decision processes – anything needed to properly handle the issue, in the correct order, without skipping required steps. Playbooks empower agents to monitor the progress of downstream teams, give executives cross-team visibility to pinpoint process improvements, and reduce the cost of service.



Playbooks guide middle and front office agents through processes step-by-step

## Scale customer service

Playbooks for Customer Service Management help agents resolve cases faster, increase productivity and first call resolution, and help organizations scale customer service. It is included in the Customer Service Management Pro package. To learn more about ServiceNow Customer Service Management, visit [servicenow.com/csm](https://servicenow.com/csm).

### Break down silos

Enable middle and front office teams to resolve customer issues quickly.

### Shift to digital faster

Define the data, tasks, and automation needed to digitize complex service processes using a visual Process Automation Designer. Speed playbook creation with packaged Case Playbooks on the ServiceNow Store.

### Increase agent productivity

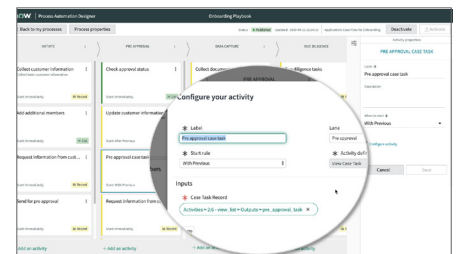
Guide middle and front office agents through resolution steps and surface contextual recommendations in the Agent Workspace.

### Resolve issues more quickly

Empower customer service agents to monitor the progress of downstream teams and give visibility to every team involved in the resolution process.

### Improve first contact resolution

Augment playbooks with Guided Decisions to dynamically steer customer service agents along the optimal resolution path.



Empower business users to configure processes using a visual designer

© 2020 ServiceNow, Inc. All rights reserved. ServiceNow, the ServiceNow logo, Now, Now Platform, and other ServiceNow marks are trademarks and/or registered trademarks of ServiceNow, Inc. in the United States and/or other countries. Other company names, product names, and logos may be trademarks of the respective companies with which they are associated. SN-DataSheet-CSM-Playbooks-Paris-092020