

Service Bridge

Enterprise customers want effortless experiences

While enterprise customers want consumer-like experiences, the reality is that most have to swivel chair to another tool to make requests and receive support from their service provider and then manually copy the updates back into their internal system. The process is cumbersome, slow and error-prone.

Service providers on the other hand have invested heavily in dedicated support staff, custom portals and integrations to better serve their enterprise customers. Yet these efforts have kept the cost to serve high, have not measurably improved NPS and CSAT, and are poorly integrated with partners.

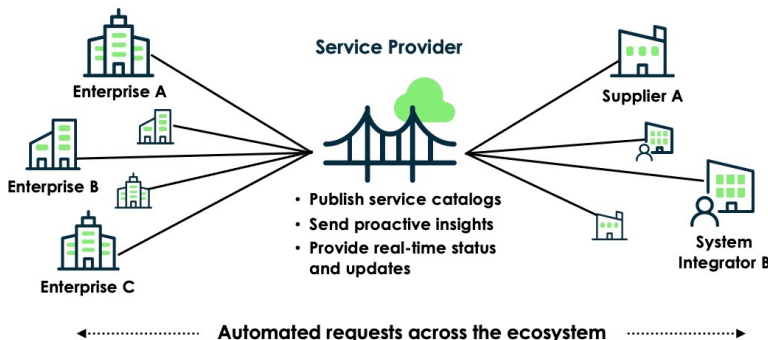
Service providers need a new approach that better addresses customer needs and capitalizes on the value of the ecosystem. With many enterprise customers and partners already using ServiceNow, Service Bridge, an application included with the Technology Provider Service Management and Telecommunications Service Management products, provides an easy path to the solution.

Reimagine the enterprise customer experience and fuel growth

Service Bridge lets enterprise customers make service requests and receive support with their service provider from their own ServiceNow instance, without having to swivel chair to another system. It securely powers the flow of work across the ecosystem, between the service provider and their enterprise customers and partners that also use ServiceNow. It provides a frictionless experience that makes it easy to collaborate and process requests while giving users the convenience of working in their own ServiceNow environment.

Service Bridge further transforms the business by accelerating and opening up new revenue opportunities, and unlocking efficiencies that enable scale and growth. ServiceNow instances are connected using a simple registration process, eliminating slow and costly integrations that can delay revenue by months. Partner supply chain, system integrator and field service capabilities, are easily integrated into workflows to grow new revenue streams and increase differentiation.

With Service Bridge, service providers can tap into the value of ServiceNow's network and realize the full potential of end-to-end automation and visibility, creating more effortless experiences and new efficiencies for all.



Ecosystem powered by Service Bridge

BENEFITS

Reimagine the enterprise customer experience

Let enterprise customers request services and support from their service provider from their own ServiceNow instance for a more integrated experience.

Fuel revenue growth

Grow revenue faster with rapid customer and partner onboarding onto your ecosystem and with quick updates to subscribers' service catalogs.

Unlock efficiency and scale

Standardize a low-cost approach for connecting enterprise customers and partners that use ServiceNow and increase automation with connected ecosystem workflows.

SOLUTION

Service Bridge is an application included in both the Technology Provider Service Management (TPSM) and Telecommunications Service Management (TSM) products.

Eliminate custom integrations to enterprise customers and partners with a simple, configuration-based registration process.

Key Service Bridge capabilities:

Customer and partner onboarding

Be revenue-ready faster with a simple registration process for enterprise customers and partners that use ServiceNow.

Authorized user

Manage and control access at the catalog item level to meet security and compliance requirements.

Remote catalog

Let enterprises make requests directly from their ServiceNow instance and refresh subscriber service catalogs as new items are introduced.

Remote choice

Ensure up-to-date field options in subscriber service catalogs by pulling data in real-time from the technology provider ServiceNow instance.

Proactive case

Deliver proactive service notifications directly to enterprise customers' ServiceNow instances for fast action.

Remote task

Reduce swivel-chairing and increase automation with seamless multi-party and multi-instance workflows across the ServiceNow ecosystem.

Transform framework

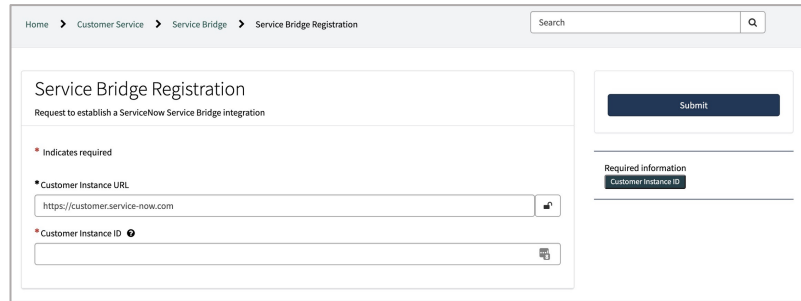
Transforms inbound and outbound remote task data for easy processing between ServiceNow instances.

Status updates

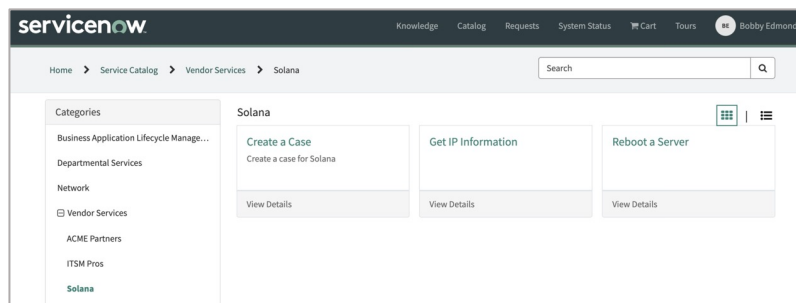
Provide enterprise customers transparency with status updates in their ServiceNow instance as requests flow across the ecosystem.

Integrated partner workflows

Easily leverage partner capabilities to expand and differentiate products and services.



Service Bridge Subscriber Registration screen



Service Bridge Remote Catalog screen

BEFORE	METRIC	AFTER
About 8 weeks or longer of integration effort per customer	Time to revenue	About an hour to walk-through registration with a customer
Integration costs for each update to the service catalog	Costs per service catalog update	Minimal, requires simple refresh of the service catalog
High volume of assisted support interactions	Cost to serve	Reduces assisted support interactions by up to 50%

Service Bridge Value Impact Analysis

