Telecommunications Service Management

Rising customer expectations

Communications service providers (CSPs) are under a lot of pressure. They need to exceed rising customer and employee expectations, fight back disruptive competitors, transition from commoditized offerings, and pivot to the delivery of high-growth services and technologies like 5G and software-defined networks (SDN).

At the same time, CSPs must manage costs without sacrificing experiences. And, it’s a struggle to get insight and visibility into operations when working across a myriad of platforms, systems, tools, and fragmented data.

As 5G accelerates growth of B2B2x ecosystems, enterprise customers are increasingly focused on ecosystem outcomes. They want more than just connectivity from their CSPs—they want business partners who can co-create solutions and help them orchestrate ecosystems. Enterprises themselves also want differentiated experiences, with modern interfaces that speed up processes and offer consumer-like self service.

The ServiceNow Solution

ServiceNow® Telecommunications Service Management enables CSPs to deliver better experiences while improving profitability. Connect disparate systems to improve line of sight into potential problems, enabling better communication across teams and with customers around outages and service degradation. Employees share a comprehensive, single view of customer data, simplifying service delivery.

Orchestrate the Enterprise ecosystem

With eBonding for Telecommunications, an application within Telecom Service Management, CSPs can now digitally connect workflows across enterprise customers’ and partner workflows to seamlessly pass information and requests across organizational boundaries. This elevates the customer experience by providing transparency, improving quality, and accelerating speed of service—all with less effort. Most importantly, this frictionless engagement across your ecosystem drives better customer and partner loyalty.

BENEFITS

Deliver proactive experiences
Proactively address issues and empower customers with self-serving tools to learn, make changes and troubleshoot issues on their own.

Connect B2B2x ecosystems
Bring together complicated enterprise customer and partner ecosystems in a frictionless manner.

Resolve issues quickly
Automate issue resolution and keep customers informed on current disruptions and how they are being resolved.

Boost productivity
Rapidly digitize operational workflows with AL/ML to drive organization-wide efficiencies and cost reduction.

Streamline interoperability
Improve time to market using out-of-the-box workflows and industry standard integrations.

“Not only does eBonding for Telecommunications enable BT to deliver exceptional experiences to its enterprise customers—investing in this capability is an important step for our own digital transformation journey and driving automation interoperability between our customers’ businesses and ours.”

Hriday Ravindranath
President, CTIO, BT Global
Key capabilities of Telecommunications Service Management:

**eBonding for Telecommunications**
Connect your ServiceNow instances with ServiceNow instances of your enterprise customers.

**Telecommunications Assurance Workflows**
Provide pre-built, best practice workflows for common network incidents and service changes.

**Proactive Customer Service Operations**
Monitor your customers’ products and services to identify issues and proactively fix them.

**Predictive Intelligence**
Use machine learning to route issues, recommend solutions, and identify knowledge gaps.

**Virtual Agent**
Improve the customer self-service experience with conversational guidance using a chatbot.

**Performance Analytics**
Analyze trends with KPIs, metrics, and role-based dashboards for customer service.

**Playbooks for Customer Service**
Manage case flows across teams by digitizing and automating service processes.

**Guided Decisions**
Dynamically guide agents to resolve complex cases with contextual recommendations.

**Customer Central**
Give agents a consolidated view of internal and external customer data to boost productivity.

**Customer Project Management**
Manage your entire project lifecycle and empower customers and agents to manage project tasks.

**Continual Improvement Management**
Initiate and track improvements across the enterprise by aligning people, processes, and data.

**Agent Workspace**
Enhance agent productivity with multitasking, integrated solutions, and an optimized layout.

**Case Management**
Manage customer interactions and visually track activities, case status, and SLAs.

**Omni-Channel**
Integrate telephony systems and support customers across web, phone, chat, email, and social media.

**Visual Workflow and Automation**
Automate assignments, tasks, and service processes with a simple drag-and-drop interface.

**Self-Service**
Drive self-service from a portal integrated with knowledge, service catalogs, communities, and chatbots.

**Knowledge Management**
Provide instant access to relevant knowledge for customers and the agents who serve them.

**Mobile App**
Manage cases on the go with a consumer-style app using native device features.

**Service Management for Issue Resolution**
Identify, diagnose, and permanently resolve customer issues.

**Advanced Work Assignment**
Automatically route work to the best agent based on criteria or an affinity to the case (affinity requires Professional package).

**Visual Task Assignment**
Assign customer requests and tasks to other departments with visual task boards.

**Reports and Dashboards**
Generate and distribute customer reports and dashboards on demand.

**Process Optimization for Telecom**
Data-driven insights that drive improved efficiency in the overall ordering process.

**TM Forum Open APIs**
Create, track and manage trouble tickets with an industry-standard interface.

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**TM Forum Open APIs currently supported in Telecommunications Service Management:**
- TMF621 Trouble Ticket
- TMF642 Alarm Management