Technology Provider Service Management

As technology providers grow their business and continue to innovate, they need to ensure customer service excellence at every interaction. Customer expectations are increasing, and technology providers need to respond. Customers want seamless, effortless experiences where they have more control and visibility over their services.

Most self-service portals though are limited in what they can do. Customer care is disconnected from support and cloud operations that deliver services. Teams are siloed and there are too many manual processes and hand-offs. When a service issue occurs, the response is often slow and reactive. Enterprise customers have to swivel-chair between different tools and portals to process a request.

Limited integration and automation with suppliers and system integrators that support services also hinder service innovation and excellence.

Bring customer care and operations teams together to delight customers

Technology Provider Service Management (TPSM) connects the customer with customer care, support, cloud operations and partners to provide great experiences, first and foremost for customers, but for employees and partners too. Technology providers empower customers and reduce-the-cost to serve with feature-rich, AI-powered self-service. Proactive care is provided through service alerts and communication updates, and by resolving outages with AI intelligence and automated workflows insights are turned into action.

Efficiency tools, including dashboards, visual tasks assignments, reporting and analytics, and end-to-end workflows, all work to boost agent and cross-team productivity. When enterprise customers and partners use ServiceNow, technology providers can use TPSM’s Service Bridge application to connect buying, support and service experiences in minutes across their ecosystem.

ServiceNow helped us with more than optimizing our customer service processes. They helped us drive business change.

Eyal Lubin, VP, Cloud Operations, NICE
Expand self-service

- **Integrated self-service**
  Give customers control with knowledge, service catalogs, communities, chatbots and workflow integration.

- **Virtual Agent**
  Deliver rich, localized conversational guidance with smart chatbot.

- **Engagement Messenger/Messenger**
  Embed self-service in third party websites and engage customers through their preferred messaging channels.

Connect ecosystem (Service Bridge)

- **Remote catalog**
  Launch products and services faster with simple publish and refresh of service catalog to subscribers.

- **Proactive case**
  Deliver proactive service advisories directly to enterprise customers’ ServiceNow instances.

- **Remote task**
  Seamlessly task teams across the ServiceNow ecosystem.

- **Authorized user**
  Manage access to ensure security and compliance.

Deliver proactive care

- **Proactive customer engagement**
  Communicate service updates, disruptions and advisories with progress-tracking on digital channels.

- **Proactive Customer Service Operations**
  Monitor customer services to identify issues and fix them proactively.

- **Predictive Intelligence**
  Use AI to route issues, recommend solutions, and identify self-service and case trends.

- **Advanced Work Assignment**
  Automatically route work to the employee that can resolve issue.

Boost productivity

- **Custom reports and dashboards**
  Empower decision-making with on-demand reports and dashboards.

- **Agent Workspace**
  Provide agents with a single-pane view and optimized layout for faster resolution of customer service requests.

- **Customer Central**
  Give agents a consolidated view of customer data.

- **Playbooks for customer service**
  Visually manage service resolution case flows across teams.

- **Service Operations Workspace**
  Provide technical support in a single pane to assess impact and resolve incidents, problems, changes, and requests.

- **Technology Service Workflows**
  Leverage best practice workflows for common requests.

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

- **Performance Analytics**
  Unlock insights to anticipate trends, prioritize resources, and drive service improvements.

Other service management capabilities

- **Digital Portfolio Management (DPM)**
  View and manage the full lifecycle of your services and applications in a unified workspace.

- **Communities**
  Connect customers and employees with their peers to find answers and solve problems.

- **Service-aware CMDB**
  Streamline service and cloud/IT operations with a single common data model and structure.

- **IT Service Management**
  Full capabilities around Incident, Problem, Change, and Request Management processes.

- **Case Management**
  Manage interactions and SLAs, model account relationships, and support outsourced service.

*Professional package

1 With ServiceNow IT Operations Management

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