

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.

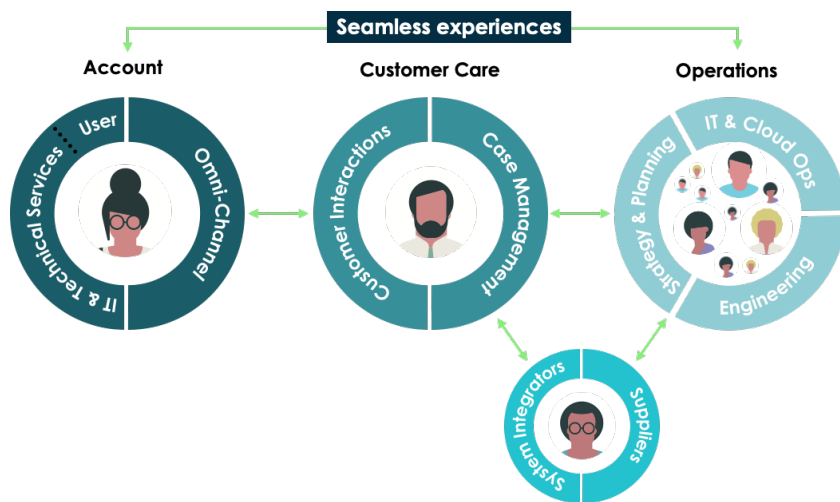
Most self-service portals though are limited in what they can do. Customer care is often disconnected from the Cloud operations and technical groups that deliver services. Teams are siloed and there are too many manual processes and hand-offs. When a service issue occurs, the response tends to be slow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

Also, as partners become more strategic to the business, limited integration and automation with partners 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 and operations teams to provide great customer and employee experiences. Technology providers can empower customers and reduce-the-cost to serve with feature-rich, AI-powered self-service. Proactive care is provided through service alerts, communication updates and by resolving issues fast with AI intelligence and automated issue resolution. 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 transform their value chain by connecting buying, support and service experiences in minutes with Service Bridge.



ServiceNow® Technology Provider Service Management (TPSM) unites customer care and operations for XaaS and managed services on one native cloud platform.

BENEFITS

Expand self-service

Engage customers more and reduce the cost-to-serve with integrated self-service approach.

Connect value chain

Connect buying, support and service experiences in minutes for enterprise customers and partners that use ServiceNow.

Deliver proactive care

Proactively identify service issues and automate issue resolution with AI-powered intelligence.

Boost agent and cross-team productivity

Increase efficiency with productivity tools and automated flows across teams.



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 web sites and engage customers through their preferred messaging channels.

Connect value chain

- **Service Bridge**
Connect service experiences in minutes for customers and partners that use ServiceNow.

Deliver proactive care

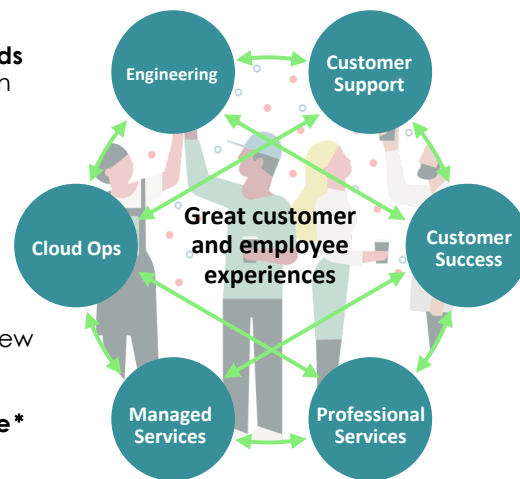
- **Proactive Customer Engagement**
Communicate service updates, disruptions and advisories with progress-tracking on digital channels.
- **Proactive Customer Service Operations*¹**
Monitor customer services to identify issues and fix them proactively.
- **Predictive Intelligence***
Use AI to route issues, recommend solutions, and identify self-service and case trends.
- **Advanced Work Assignment**
Automatically route work to the employee that can resolve issue.

Boost productivity

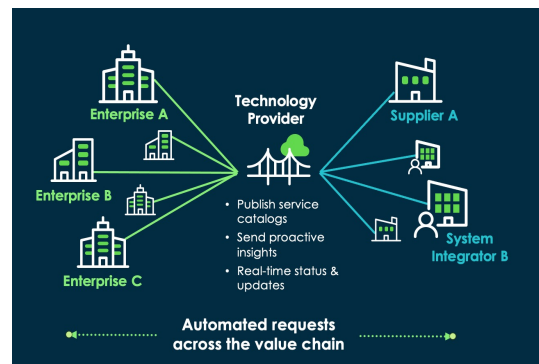
- **Custom reports and dashboards**
Empower decision-making with on-demand reports and dashboards.
- **Agent Workspace**
Enable an optimized layout and multitasking.
- **Customer Central**
Give agents a consolidated view of customer data.
- **Playbooks for customer service***
Visually manage service resolution case flows across teams.
- **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

- **Service-aware CMDB**
Streamline service and cloud/IT operations with a single common data model and structure.
- **Process Optimization***
Visualize process execution, identify bottlenecks, and resolve underlying issues.
- **Workforce Optimization***
Manage channels, schedules, team performance and skills from one location.



Unify processes across the organization with the Industry Data Model



Service Bridge

*Professional package
 +Enterprise package
¹ With ServiceNow IT Operations Management

