Technology Provider Service Management (TPSM)

As technology providers grow their businesses and continue to innovate, they must ensure customer service excellence at every interaction while keeping processes scalable and efficient.

Moreover, customers want fast, responsive service. While self-serve portals and customer support can quickly receive requests, resolving them usually involves multiple teams, including technical support, Cloud/IT operations, and field services. These teams often work in silos in different systems, leading to manual, error-prone hand-offs between them, lack of transparency, and poor visibility.

Further, due to the high integration costs, partners are poorly integrated into the technology provider’s end-to-end ecosystem. This slows the resolution, is inefficient, and leads to poor customer, employee, and partner experiences.

**Improve customer experience or lower cost to serve? YES!**

With a single data model that unifies digital operations and harmonizes portfolio management, Technology Provider Service Management (TPSM) brings together technology providers’ teams and ecosystems to delight customers and scale cost-effectively. With TPSM, technology providers can empower their customers, reduce effort, and lower cost-to-serve with feature-rich, AI-driven self-service and integrated workflows that optimize end-to-end processes.

With TPSM’s Proactive Service Experience Workflows, technical support can proactively serve customers by turning real-time insights into real-time actions. Working in the Service Operations Workspace, support engineers have immediate visibility into the customer accounts that are affected by a detected incident or an authorized change request. From their workspace, they can immediately assess the impact of the incident or change, auto-generate proactive cases, and communicate with a customer.

Using TPSM’s Service Bridge application, technology providers can seamlessly connect enterprise customer and partner ServiceNow instances to harness the full power of their ecosystem. They can reimagine enterprise customer experiences, unlock new revenue opportunities with remote catalog publishing, drive down integration costs, and scale cost-effectively with connected service and support experiences across their ecosystem.

---

**BENEFITS**

- **Optimize portfolio management**
  Harmonize portfolio management with an end-to-end approach that enhances performance, accelerates product and service launch and delivery processes, and enables digital transformation.

- **Provide fast and proactive service**
  Delight customers by empowering them with a comprehensive, AI-driven self-service and delivering a complete proactive service experience.

- **Connect your ecosystem**
  Rapidly onboard enterprise customers and partners, reimagine experiences, unlock new revenue opportunities, and collaborate effortlessly across the ecosystem with Service Bridge.

- **Improve the efficiency of digital operations**
  Leverage a single platform to optimize digital operations end to end and drive continuous improvements to scale cost-effectively.

---

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

Eyal Lubin, VP, Cloud Operations, NICE
Key TPSM capabilities

**Advanced Product Catalog**
Manage, visualize, and track product offerings and their components in a single configurable workspace.

**Digital Portfolio Management**
Track product and service performance metrics and usage to make improvements and plan roadmaps.

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

**Persona-based Workspaces**
Optimize employee experiences with workspaces designed for customer support, technical support, and portfolio management.

**Service Operations Workspace**
Predict, prevent, and resolve incidents proactively from a single workspace with clear visibility into context and impact.

**Proactive Service Experience Workflows**
Identify impacted customers, communicate with them, auto-generate cases for faster issue resolution, and gain business context and account data to make the right decisions fast (with operations account 360).

**Service-aware CMDB**
Simplify service management using a single common data model and structure.

**Common Service Data Model (CSDM)**
Enable service reporting and provide prescriptive guidelines for service modeling within the service-aware CMDB.

**Investigate Framework**
Investigate the incident and review the details, including the attached log data, all in one place.

**Incident and Case Management**
Efficiently manage incidents and cases with intelligent routing and built-in collaboration that provides service and business context.

**Service Management**
Identify, diagnose, and permanently resolve customer issues for change, request, and problem management.

**Service Bridge**
Integrate seamlessly with enterprise service catalogs to launch new products and services in minutes for customers that use ServiceNow.

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

**Remote catalog**
Let enterprise customers make requests directly from their own ServiceNow instance and quickly refresh subscribers’ service catalogs.

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

**Process Optimization**
Quickly address order fulfillment inefficiencies and bottlenecks with process optimization models.

*Professional package