



Seamlessly resolve lost card issues

Getting customers back on track fast

A lost or stolen debit or credit card can create a lot of anxiety for customers. They want reassurances that everything is going to be all right. They want to know you will take care of it, so they can get back to their life. (And regulators want to know the issue is being handled in a timely and satisfactory manner.)

Unfortunately, this is often easier said than done, particularly if multiple departments have to get involved, such as fraud and disputes, or information is stored in different systems. Most banks don't have a holistic view of how they are interacting with and servicing their customer, which can create disconnects, confusion, and time lag.

To deliver fast, convenient service, operations need to be digitized and streamlined, from the front to the back office, so issues like a lost or stolen card can be quickly reported, addressed and resolved. This is where ServiceNow® Financial Services Operations comes in.

Break down silos and automate processes to resolve complex issues end-to-end

Financial Services Operations provides a unified platform that connects departments, workflows, and systems to automate processes and speed resolution of any issue. As soon as a customer reports their card is lost or stolen, or the moment the fraud department flags a transaction as suspicious, customer service can work with the customer to quickly and efficiently get them back on track. With ServiceNow, you can:

- Fix and even prevent issues by connecting the contact center and the middle and back offices for faster resolution.
- Provide a seamless customer experience, with omni-channel support, to increase convenience, satisfaction, and loyalty.
- Track everything to provide a complete audit trail and ensure transparency and accountability.

Find out how ServiceNow Financial Services Operations helps you improve customer satisfaction at servicenow.com/financial-services-operations or learn more about ServiceNow solutions for financial services organizations at servicenow.com/finserv.

Industry

Banking & Finance

Challenges

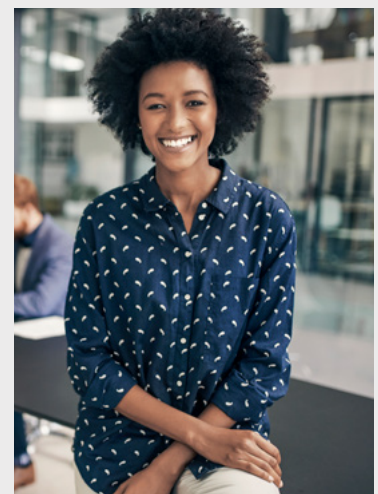
- Lack of visibility into all customer touchpoints and steps required for resolution
- Disjointed data and workflows across different departments
- Disconnected experience that can leave customers worried
- Inability to combat fraud in a timely manner

Solution

Financial Services Operations

Results

- Connect customer service to other departments to resolve issues fast
- Provide a seamless customer experience to increase satisfaction and loyalty
- Track everything for a complete audit trail



ServiceNow lost or stolen card

- 1 Initiate a Case** – A customer may report their card is lost or stolen, or the fraud department algorithms may flag a suspicious transaction to initiate a case. This triggers a workflow that automatically pulls the information together, routes the case to the appropriate department, and assigns it to an agent. The case will track all contacts (mobile, web, phone, etc.) and details of actions taken, from initiation to resolution.
- 2 Automatically Freeze Accounts** – A typical first step is to freeze accounts and lock all related cards to contain damage.
- 3 Verify Customer, Card and Transactions** – If transactions are suspected to be fraudulent, the case may spawn another workflow for the fraud department or disputes department to complete. All handoffs are seamless, with tasks and status tracked by the case.
- 4 Triage and Resolve** – Tasks are assigned and monitored to keep the case progressing. Agents or other responsible parties will be notified if there are open items or actions they need to take to speed resolution, which may be any combination of actions, from issuing a refund to sending a new card(s).
- 5 Close the Case** – A communication to the customer lets them know the issue is resolved, prompts a satisfaction survey, and automatically adds the account to a 'watch' list to ensure there is no further compromise.
- 6 Provide Audit Trail** – All the data and timelines are in the case, making them easy to pull when needed for reports or audits.

