Customer service for communications service providers

Deliver better experiences while improving profitability and resilience
It’s estimated it takes $315 to acquire a new telecom customer.


When it comes to sales, the probability of selling to an existing happy customer is up to 14 times higher than the probability of selling to a new customer.”


The telecom industry is going through a transformation

Like all industries, telecommunications is experiencing a disruptive time. While profit margins are tightening on legacy phone and voice services, communications service providers are making big investments in new technologies, such as 5G and IoT, to support expanded demand and fluctuations in requirements.

These investments will enable providers to deliver new digital services for consumers and businesses that will generate new revenue streams and help keep them resilient long-term. To successfully make this transition, providers need to look at ways to optimize their business and create cost savings quickly, while also supporting the evolving needs of customers. If they can streamline their operations and take steps to maximize customer satisfaction, they can accelerate the adoption of key services as they become available.
The imperative to transform customer service in telecom

Customers want a convenient, frictionless experience from their telecommunications provider. Their expectations are influenced by the interactions they are having with services like Airbnb and Lyft, so it’s no surprise that customer experience has become a focal point of effort and investment by communications service providers. According to a 2020 TM Forum study, the primary reasons providers cite for focusing on customer experience transformation are reducing costs, increasing operational efficiency, and strengthening brand.

Unfortunately, it can be difficult to make advancements when you’re contending with so many different underlying systems for service fulfillment and assurance in the network. The complexity of these systems working together means that the network operations teams can’t see which customers are being impacted by faults, and customer support organizations are unable to tell a customer why they are having service difficulties.

These disconnects on the back end lead to frustration and disconnects on the front line for both agents and customers, resulting in low satisfaction, slow resolution times, and missed service-level agreements (SLAs). Service providers need a solution that allows them to break down silos and connect customer service to every corner of the business to deliver consistently fast, convenient customer experiences.

Everyone needs a smarter way to workflow. Read on to see how you can start to resolve complex issues end to end, proactively address problems, and provide self-service options to improve satisfaction, maintain profitability, and lower costs.

- Automated service assurance
- Field service
- Proactive customer care
- Customer service checklist

Instead of taking a year to 18 months to deliver a product, I can do that in three months. I can do rate card changes in a week; I can do simple products in a month. It has enabled me to be very, very fast and efficient. When the market moves, I can develop a new product very quickly.”

—Nick Leake, Head of Satellite Networks, Optus Satellite

We went away from operating in silos, multiple systems, and customers managing us. Our frontline agents have one unified means for working with customers which translates to improved customer value.”

—Rickard Lundmark, Director of Enterprise Services, Telia

Automate network service issue resolution to maximize availability and quality of service

When a customer has an issue, they want it resolved fast. This takes breaking down silos, connecting teams, and automating processes to enable quick diagnosis and resolution. With a single platform that integrates with your OSS/BSS stacks, you can manage everything:

• Connecting front-to-back office teams to eliminate “swivel-chairing” and creating efficient workflows between network and customer operations centers
• Correlating network and service health and identifying root causes for issues, so they can be fixed permanently
• Accelerating the deployment of next-generation offerings and services enabled by innovations such as 5G, artificial intelligence, IoT, and cloud computing

A single platform makes it easy to automate network and service issue resolution to maximize availability and quality of service while minimizing SLA penalties and churn.

For example, see how Tata Communications was able to use ServiceNow to unify multiple customer and field service management platforms into a single platform to improve ticket routing, tracking, and resolution.
Before digital transformation, Vodafone was a collection of systems...it was a really complex environment...a customer would know about a problem before we would. Our agents now have one application to help them provide excellent service. We drove up agent productivity by 45% and customer satisfaction by 25%.”

– Head of Digital Experience, Vodafone

Learn More: www.servicenow.com/customers/vodafone

Manage location-based work efficiently and safely

Get alignment between your customer service reps and your field technicians so you can resolve customer issues quickly and provide a better customer experience. To efficiently manage location-based work tasks, you need to:

• Empower reps in the call center and improve technician efficiency in the field with digital tools and knowledge to handle every customer issue (technical support, billing care, service changes, etc.)

• Help agents solve issues faster by intelligently routing assignments based on proximity, availability, and expertise

• Improve technician efficiency to meet service level agreements

By transforming your field service organization, you can drive down costs while increasing customer satisfaction. If you can automatically assign technicians with the right skills and parts for the job, you’ll reduce service delays. When the truck rolls, your technicians will be mobilized with complete information about the job. Their schedules and routes are optimized so that priority jobs are handled first. If you can fix problems quickly and safely, you can improve customer satisfaction and loyalty.
The end goal of freeing up our employees from repetitive and unnecessary tasks is to enable them to focus on more complex challenges where they can add value to the business.”

— Lorenz Vandamme, Agile Product Manager at Proximus

Deliver exceptional customer experience cost-effectively

The stakes are high. Customers’ expectations continue to increase, and churn is a constant concern. Providing the best possible experience is critical not just in maintaining the business but in growing it. That’s why when the occasional issue occurs, you must be ready to quickly address it—ideally before the customer even encounters it—and get them back on track. Yet how can you ramp up customer service while controlling operational costs? The solution to all this lies in a customer service platform that gives you and your customers the ability to:

• Give customers choice in how, when, and where they interact with you

• Help customers easily take care of common requests themselves, with self-service tools that will allow them to learn, make service changes, and troubleshoot issues on their own

• Decrease service load, allowing consumers and businesses to get answers to simple, routine questions via a searchable knowledge base, virtual agent (chatbot), or discussions with peers/experts

• Automate issue resolution and keep customers informed on current disruptions and how they are being resolved

• Empower customer care reps with a single AI-drive desktop and mobile interface to handle customer issues quickly and effectively

“As consumers continue to grow more adept at working with technology, there is a built-in expectation—particularly among younger people—that many tech issues can be fixed easily with a visit to a website or even a tweet to a social media account,” said Ian Greenblatt, managing director at J.D. Power. “We often say satisfaction is profitable. Providers that understand this and give customers easy access to the tools they need to troubleshoot common issues enjoy higher customer satisfaction, and—importantly—are spending less on customer service phone calls that begin at upwards of $7 to $12 per call.”

Checklist for transforming your customer experience

The following are capabilities to look for to deliver experiences that will increase satisfaction, drive down costs, improve operational resiliency, and unlock new services.

- **Unify lines of business**, departments, systems, and field service under one service platform
- **Accelerate issue resolution and improve technician efficiency** to meet customer expectations and SLAs
- **Empower consumers**, business customers and agents with self-help for common issues
- **Solve problems proactively** with insights on issues and trends
- **Personalize experiences** with omnichannel customer service options
Transforming customer service

ServiceNow® Telecommunications Service Management (TSM) elevates telecom service and operations by connecting the customer and the network on one native cloud platform. With real-time visibility and end-to-end service assurance, communications service providers (CSP) arm employees with insights to take higher-quality actions and deliver better customer experiences. CSPs leverage TSM to digitize processes, enhance customer care, and improve workforce productivity, while reducing the cost to serve. Ultimately, CSPs who use TSM deliver better experiences for customers and employees, while improving profitability and resilience. Find out more about Telecommunications Services Management at www.servicenow.com/products/telecommunications-service-management.html and learn about ServiceNow solutions for communications service providers at www.servicenow.com/solutions/industry/tech/telecom.

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