Leadership trends report: customer experience

A 2022-2025 roadmap for effortless experience and complete integration
The world is changing, and the quality of the experiences you provide needs to keep up

The world can change overnight, but some things never change. Two key examples: the imperative for organizations to innovate, and the need to meet demands from the business and customers alike. The customer experience had to be completely reimagined for an increasingly digital, contactless world. And while organizations rose to meet the challenge, new issues are still cropping up—especially when it comes to the global economy.

Since 2020, the economy has operated at only 90-95% of its capacity. That's not distributed evenly, of course: while some countries are doing well, others are struggling. All of which means that customers have less buying power and less disposable income, and with uniformly good customer service across organizations, there's less to differentiate one company from another. In other words, service doesn't just need to meet a high standard. It needs to stand out. It needs to be exceptional.

To keep your organization competitive, check out the trends, challenges, and opportunities that will define the customer experience in 2022.
In this trends report you’ll find:

**What’s new in ’22**
- 3 trends having the biggest impact 4
- “Road to optimization” playbook 5
- “Welcome to the future” assessment 6

**Challenges and opportunities**
- For the chief customer officer 8
- For the VP of customer service 12
- For the line of business GM 16
- For the chief operating officer 20
- For the chief information officer 24

**A practical example** 28

**Next steps** 29
What’s new in ‘22

Trend 1: Experience is the new sales

The good news: 81% of Americans report that businesses are meeting or exceeding their expectations for service. The bad news: ditto.

Standards are high. It’s no longer enough to just provide good service. Organizations need to stand out from the crowd, and to do that, they have to find better ways to address customer needs and provide additional value. They need a business experience model that extends past traditional customer touchpoints and influences product innovation, employee experience, and even the organization’s purpose and values. And most importantly, they need to redefine the customer in a way that puts positive experiences first.

This isn’t just a B2C trend, either. Gartner predicts that B2B companies that provide e-commerce personalization will outsell by 30% compared to those that don’t.

86% How many B2B CMOs consider the customer experience to be "very important"?

57% How many of those same CMOs report marginal CX performance?

Trend 2: Rework and reward

Here’s something to consider: 80% of call center agents say that having up-to-date customer service software is critical to their engagement, but only 35% have access to it. In other words, the people tasked with keeping customers happy don’t have the tools to do their job, and organizations are paying for it—59% of customers will walk away after several poor customer services experiences, and 17% give up after just one.

It’s clear that things need to change. Siloes need to be eliminated. Cross-function collaboration needs to become the new normal. And the walls between the front, middle, and back office need to be knocked down, so employees can manage and see case activity, prioritize tickets, and work together.

But that’s only one hurdle. The next? Retaining top talent in a time when 40% of employees are at least “somewhat likely” to leave their job in the next six months. Skilled employees make for happy customers, after all—and unfortunately, the opposite is true, too.

According to one estimation, 40% of all customer interactions will be automated by 2023. There’s a catch, though: 82% of US and 74% of non-US consumers desire more human interaction, not less.

Don’t despair just yet, though. As a Deloitte report suggests, “marketers should aim to create a more integrated machine–human handoff to better serve customers and support employees.” As repetitive queries and manual tasks are automated, employees will have more time to focus on specialized requests and escalations. Even better, they’ll have the resources to focus on more strategic priorities: solving issues before the customer even knows anything’s happened, identifying what assets to prioritize during volatile circumstances, defining a novel service offering, and more.

In other words, working smarter really is better than working harder.

40% of all customer interactions will be automated by 2023.

Trend 3: Smarten up

What’s new in '22

How many B2B CMOs consider the customer experience to be “very important”?

57% How many of those same CMOs report marginal CX performance?

40% of all customer interactions will be automated by 2023.
Roadmap to optimization

One small step for you, one giant leap for your business. It’s as easy as one, two, three. This roadmap shows the path forward for your organization, and your role in it. See what business imperatives will matter most and how you can collaborate with peers to achieve your goals. It’s a team effort, and here’s the playbook.

This roadmap to success is based on ServiceNow’s experiences working with industry leaders and helping companies from a range of industries achieve their digital transformation initiatives. This is not based on any one organization, and several assumptions have been made about the organization’s size, digital maturity, and alignment to industry imperatives.
Welcome to the future

Digital leaders will need to keep pace and thrive as new technologies are adopted across the enterprise. But not everyone is a Google or an Amazon. Most companies will take one of two approaches: they work to catch up as quickly as possible, or they wait to see what everyone else does first. Fast starters have the chance to catch up to the industry leaders over time, as they innovate and carve out market space. Late adopters, on the other hand, won’t have the right foundations in place to keep up—and in tomorrow’s marketplace, they’ll fail. Here’s a quick look at how digital leaders, fast starters, and late adopters will fare in the next few years, along with a few key milestones.

This roadmap to success is based on ServiceNow’s experiences working with industry leaders and helping companies from a range of industries achieve their digital transformation initiatives. This is not based on any one organization, and several assumptions have been made about the organization’s size, digital maturity, and alignment to industry imperatives.
Take me to the essential insights
Discover the challenges facing your role in 2022—and learn what opportunities lie ahead

For the chief customer officer
For the VP of customer service
For the line of business general manager
For the chief operating officer
For the chief information officer

Click on the title closest to yours to learn more.
The chief customer officer
Challenges and opportunities
Labor costs are typically 70–80% of the budget—and overstaffing can further bloat costs.

**What’s the score?**

Today, B2B customers want a B2C experience. So how can we provide it to them?

Retail has some answers. The industry tracks CSAT and NPS scores, and has pioneered multiple ways to evaluate how they’re doing and hear customers’ thoughts about the company, products, and services. It’s time for other industries to follow their lead. Whether you’re a software company or an auto parts manufacturer, it’s critical to focus on building relationships with customers.

And this approach doesn’t just benefit your CSAT and NPS metrics. Providing a good experience can be essential to closing a deal—not to mention opening new revenue streams in the future.

**Stop the churn**

All-remote call centers have made it harder for agents to quickly access up-to-date knowledge and specialized staff such as floor managers. This breakdown in communication and slowed response times inevitably damages Customer Experience (CX)—but it also affects Employee Experience (EX), too. No one wants to sit on the phone with a dissatisfied customer feeling powerless to help them, after all. Agents take 108 minutes a day seeking and gathering information. That’s almost 10 hours a week. What else could employees be achieving in that time if only they had properly functioning search capabilities?

Employees are asking the same question, and it’s leading to a talent shortage and high churn rates.
Forecasting that makes weather reports look easy

Forecasting a contact center is tough. Staff shortages can result in long wait times for customers, as well as leave agents frustrated, even unmotivated. And while customers may be forgiving of a delay once in a blue moon, you'll lose them the moment it becomes a regular issue. On the other hand, labor costs are typically 70–80% of the budget—and overstaffing can further bloat costs. Companies that don't forecast won't have the right agents available at the right time, and that’s seriously detrimental to CX. It’s a fine balance, and a crucial one.

All-remote call centers have made it harder for agents to quickly access up-to-date knowledge and specialized staff such as floor managers.
Cross-functional collaboration comes about when teams or individuals with different functional expertise unite to work toward a common goal. By removing the barriers to cross-functional operations, you boost employee satisfaction and staff retention, which in turn boosts CX.

Collaboration efforts can happen organically when a team or individual takes the initiative to reach out and work with another, but also when the organization is looking to leverage the skills of employees from disparate departments. Combining skill sets and experiences generates new insights and approaches, and holds the potential to forge novel ways of solving old problems. Cross-functional collaboration not only increases innovation, therefore, but also fosters a more creative environment, cultivates a culture of ingenuity and ownership over one’s work, and benefits customers by delivering to them a wider variety of solutions.

For the CCO

Opportunities

Serve yourself

Customers expect their questions answered quickly and their issues resolved effortlessly—empower them to make that happen.

By giving customers the ability to find answers to their issues without having to contact a representative, you streamline CX and better allocate human employees to more complex issues.

Self-service enables your business to provide online customer support that doesn’t necessitate interaction with humans, so you can free up your teams to tackle the tough problems that let them shine (and delight your customers). You can achieve that through FAQs, online discussion forums, and a knowledge base, as well as chatbots with natural language programming and a range of predetermined answers to common enquiries.

Get the best of both with hybrids

COVID measures galvanized monumental societal change. e-commerce grew by orders of magnitude, and continues to do so. Touchless services such as curbside pickup and virtual interactions in banking and healthcare are now not only accepted by many, but actively preferred, too. That’s why enterprises must innovate immersive hybrid experiences powered by technology to meet customers wherever’s convenient for them.

But employee needs have shifted, too—so achieve their hybrid workforce goals, organizations must be able to engage their “everywhere talent” as much as their “everywhere customer.” That means accessing new and diverse talent pools and converging traditional commerce with e-commerce. At the center of all this is an evolving hybrid work model.

“CCO, tear down this wall!”

Cross-functional collaboration comes about when teams or individuals with different functional expertise unite to work toward a common goal. By removing the barriers to cross-functional operations, you boost employee satisfaction and staff retention, which in turn boosts CX.

Collaboration efforts can happen organically when a team or individual takes the initiative to reach out and work with another, but also when the organization is looking to leverage the skills of employees from disparate departments. Combining skill sets and experiences generates new insights and approaches, and holds the potential to forge novel ways of solving old problems. Cross-functional collaboration not only increases innovation, therefore, but also fosters a more creative environment, cultivates a culture of ingenuity and ownership over one’s work, and benefits customers by delivering to them a wider variety of solutions.
The VP of customer service

Challenges and opportunities
Minimal visibility, maximal disconnection

For CX to effectively drive ROI, every step of the customer journey must be connected in such a way that points of failure and opportunities for feedback alike may be managed. A lack of visibility across all stages of the journey leads to employees struggling to collaborate on partner-based service solutions, hindering one of the primary goals of retail CX programs: to provide the organization with the data required to identify trends and emerging issues across the customer lifecycle. Disconnected customer touchpoints and the lack of a holistic view makes it incredibly challenging to tie individual stages of the customer journey to specific KPIs, and misses out on opportunities to harness workflows, AI and automation for quicker issue resolution and greater efficiencies.
Great expectations
Consumers and business customers alike increasingly demand superlative service. It needs to be frictionless, effortless, as well as consistent even as they hop between communication channels. No more ‘You need to speak to that department—let me find their number for you’; customers want a single unified experience, in which they’re recognized instantly and every time and their issues are proactively resolved. The substance of the interaction with the company also shouldn’t be affected by the channel the customer’s communicating via. They should receive consistent, distinctively branded customer service no matter which channel they’ve reached out on.

Widen your horizons
Cross-selling and up-selling are essential to any service-based organization. No matter your business or industry, expanding your service offerings contributes to building new revenue streams within your current client base.

But first, you must consider what services your company could offer. Will they save your clients time or money? For example, a manufacturing company could identify additional customer needs, opening up new opportunities to upsell new products and services in the aftermarket (and witness an explosion in revenue as a result). Evaluate your company’s mission, and see where you might be able to offer more solutions related to those currently utilized by your clients. Survey your client base to learn in what areas they would like to see additional products or services. Where possible, make sure they’re easy to cross-sell in your industry, too. It never hurts to widen the range of services you offer if you can make a client stickier, with a view to long-term customer retention.
The D2C strategy is fast becoming a popular way for manufacturers and CPG brands to enter the market direct, rather than via a middleman. Going direct to the consumer eliminates the barrier between producer and consumer, empowering the former with greater control over its brand, reputation, marketing, and sales tactics. D2C also helps the producer directly engage with their customers, and learn from them first-hand about their needs and preferences. Remember, though: While the barriers to enter the fray as a startup D2C brand are relatively low, you'll be competing against retail giants like Amazon and Walmart, with almost unimaginably vast customer followings. So ensure you have a strategy in place to help distinguish your brand—and disrupt the status quo.

**Opportunities**

**Map the terrain**

Organizations should be aiming to create a roadmap of the customer journey, with CX problems and opportunities alike, to anticipate and prioritize at every step of the customer’s interaction with the brand. By mapping feedback inputs to the customer journey, key stakeholders can identify sources of delight and despair—and then act.

Moreover, visibility into each stage of the customer journey demonstrates CX’s ROI by ensuring the full impact of every customer interaction with the company is clearly understood. By visualizing their experience end-to-end, leaders can capture the outcomes of interactions, then take steps to improve CX and continually improve processes and create efficiencies with workflows, AI and automation. This is particularly important when CX is underperforming and negatively affecting the business, because the ROI of acting and fixing the problem before it snowballs is unambiguous and demonstrable.

**Get insightful**

To acquire customers and retain them, organizations must harness the insights garnered from customer data to execute precise business decisions. This is data monetization—and the better your understanding of your customers, the easier it is to design new revenue streams. But just having one or two sources of revenue isn’t enough to fully support an enterprise. Companies must therefore leverage data analytics to expand their niche by providing new services and provide proactive, more efficient services with workflows, AI and automation which will ultimately result in increased streams of revenues, while strengthening services and decreasing cost of delivery. The more streams of revenue an organization has, the broader its audience can become. The business can attract new customers while still influencing existing customers to continue to use their products or services, and continually evolve processes and efficiencies along the way with time and cost reducing technologies.

**The more streams of revenue an organization has, the broader its audience can become.**

**Go directly to the source**

The D2C strategy is fast becoming a popular way for manufacturers and CPG brands to enter the market direct, rather than via a middleman. Going direct to the consumer eliminates the barrier between producer and consumer, empowering the former with greater control over its brand, reputation, marketing, and sales tactics. D2C also helps the producer directly engage with their customers, and learn from them first-hand about their needs and preferences. Remember, though: While the barriers to enter the fray as a startup D2C brand are relatively low, you’ll be competing against retail giants like Amazon and Walmart, with almost unimaginably vast customer followings. So ensure you have a strategy in place to help distinguish your brand—and disrupt the status quo.
The line of business general manager

Challenges and opportunities
Scattered puzzle pieces, lost revenue

Time is money. And so is knowledge. When expert and experienced staff are overwhelmed with skill-specific tasks, costly bottlenecks can occur. Self-service knowledge bases can’t be updated. The team’s ability to operate efficiently is deterred. That can quickly impact the bottom line. Additionally, with limited customer visibility, a business quickly begins to struggle with analyzing its sales trends, how well its departments are operating, and identifying the behaviors of its target audience.

Revenue is also hampered, as sales teams don’t have the insights they need to identify and act on opportunities. This becomes particularly obvious when salespeople attempt to build a relationship and establish a rapport with a customer. Maintaining and analyzing data that’s muddled is costly, and guarantees a headache for anyone endeavoring to glean meaningful insights from it. This leads to significant barriers for both decision makers working on high-level strategies and departmental executives simply trying to report on monthly results and activity.

And don’t forget the power of artificial intelligence

One reason for customers to love AI? It can provide more personalized CX because of its access to real-time data, and open up self-service so they can solve their problems, effortlessly. These functions enable human agents to leave behind the rote, repetitive aspects of their work to focus on more creative and strategic solutions to endemic issues.

As an employee, you too could experience the benefits of AI for yourself—AI is helping businesses deliver user-friendly HR services via fully conversational chatbots, which can instantly provide immediate, in-depth and personalized responses to most questions. But balancing human and AI resources to deliver optimal CX is hard, and leaders must find that equilibrium to maximize AI’s utility while bringing out their best in their employees’ innovation and expertise.
Tripping over digital sprawl

When a business can’t scale and operationalize service effectively, it struggles to remain competitive by increasing time-to-resolution, and providing customer-centric products and services. POC projects are affected by the sheer volume of collaboration and communication tools employees must use to carry out their roles. Yet the number of such tools required continues to rise, and this so-called “digital sprawl” was exacerbated further by the continuing health crisis. Digital sprawl means employees must navigate an overwhelming number of internal applications and portals, and have to deploy, support, and scale multiple websites. This not only wastes time and money, but also leads to dissatisfied employees who are fed up with drowning in easily solved, mundane tasks, and inconsistent and unreliable digital experience. Frustrated employees are less engaged, perform worse, and feel less inclined to bring their best selves to work. They are also more likely to leave your organization to move to one that will prioritize their work on the cases that challenge their expertise, and give them the tools to do the work they do best – making customers smile.
Opportunities

Unite your systems

A single system of record and the tools to act on them gives teams full visibility and puts those insights to use, enabling them to work concurrently and more efficiently. Money is saved. Duplicate work is avoided, collaboration enhanced, and outcomes improved on a greater array of projects. More coherently managed data paired with the tools to put it to good use can be a massive motivator for employees: It saves a huge amount of time that they might have otherwise spent searching, cleaning, and verifying data before being able to use it. Their time is freed, enabling them to focus on strategy, industry research, and experimentation, rather than repetitive and monotonous tasks which frequently offer only uninspiring results at best. Employees feel that they’re adding more tangible value to the business, and make the role their own.

Furthermore, enterprises centered around a single overarching data system are most able to innovate in an increasingly competitive business landscape, staying ahead of trends and expanding their reach while nurturing their existing client base. They can deliver highly personalized customer communications and product recommendations. And with advanced insights into customer browsing and purchasing activity, businesses can better identify in-demand products and services and common pain points in the buying journey to execute bespoke campaigns.

Take the most efficient route

Through the process of intelligent routing, also known as “skills-based” or “smart routing,” contact centers benefit from a unified system that sees all incoming customer queries—no matter their channel—reach the correct agent or solution. When executed well, intelligent routing makes customer service organizations more efficient and economical, bolstering CX in the process. Intelligent routing via AI ensures internal experts are reserved for escalations, and that knowledge is more equitably distributed across employees. POC projects and innovation are encouraged, and regular experimentation and improvements become an embedded element of the LOB fabric.
For the chief operating officer
Challenges and opportunities
The new C in the C-suite: CX

The C suite is always elevating the importance of Employee Experience (EX) and Customer Experience (CX) as their capacity to boost business performance is increasingly recognized year on year. Organizations need solid EX to sustain great CX, after all. As COOs understand this connection better, more and more seek a way to harness the power of the two across the entire ecosystem of the enterprise. At the heart of this is a desire among leaders to activate employees to drive CX and the resulting business outcomes, because they realize that business success simply doesn’t happen without a strong EX.

Trending challenges

Organizations need solid EX to sustain great.
Broken crystal balls

The best time to solve a problem? Before customers feel the impact. But when organizations can’t resolve issues proactively and predictively, they can’t consistently give complex issues the time they deserve. And when agents can’t solve complex issues fast, they risk losing customers (whose expectations for effortless, fast fixes are only increasing). Lengthy SLAs are no longer acceptable. And the need to support the growing pace of change in intricate, interdependent systems is complicated by modern architectures and an explosion of data.

When technology becomes this essential to business operational excellence and topline growth, the potential costs of an experience breakdown are exorbitant. But given the pressure that service and operations teams are under, antiquated technologies, manual processes, and siloed organizational structures are simply no longer enough to keep pace.

Sometimes ignorance can be bliss

The best CX comes about when the customer is blissfully unaware of the invisible walls separating them from the company’s front, middle, and back offices. Preempting customers’ problems is a fine way to maintain this demarcation, but doing so entails a whole host of streamlined processes whose equilibrium can be tough to find. When customers don’t receive the seamless issue resolution that they expect, experience suffers. Many customers will leave your brand after only a handful of poor experiences—and some will call it quits after just one.

Many customers will leave your brand after only a handful of poor experiences—and some will call it quits after just one.
Opportunities

Consolidate existing systems

There are four ways to align EX and CX to enhance operational efficiencies, employee productivity, and financial impact. These can help companies empower employees to drive CX and effect dramatic increases in business performance:

- **Analyze**: Find patterns by examining statistical links between EX and CX
- **Visualize**: Make data-driven decisions with actionable insights
- **Converge**: Pool technologies and competencies company-wide
- **Involve**: Empower employees to take responsibility and create tangible change in the business

**Follow the yellow brick road (to a great customer experience)**

Businesses must think up new ways to streamline their operations fast if they want to stay ahead of the competition. Fortunately, there are steps they can take:

**Proactive makes perfect**

Businesses should be striving to identify emerging problems and lookalike customers to proactively and preemptively resolve issues before they escalate, then communicate their status to across the team. This enhances CX by ensuring issue resolution is smooth, fast, and efficient, and increases the likelihood that customers will communicate their positive experiences to others. After all, everyone wants to go opt with the brand that’s speedy and streamlined, and whose services never seem to go wrong.

For the COO

**Get proactive:**

- Streamline proactive problem management by automatically detecting clusters of recurring incidents.
- Improve and personalize customer experiences with intelligent routing for complex queries, introduce self-service portals and conduct ongoing customer journey analysis.
- Implement advanced analytics to help leaders make better data-driven decisions.

**Analyze services:**

- Investigate and resolve groups of problems at pace with automated identification of incidents that refer to the same situation.
- Continually monitor customer journey infrastructure to respond to real-time customer behavior and identify further opportunities to consolidate, simplify and improve touchpoints.

**Get visibility:**

- Real-time transparency provides a full view of the state of customer service operations.
- Join IT service, customer service, and operations teams to create a common user interface and an interconnected picture of customer data.
- Discover and connect assets and relationships to create cross-functional task forces.
For the chief information officer

Challenges and opportunities
Problems arise when insights can’t be garnered because of a convoluted delivery environment, and business outcomes suffer as a result.

Operating with blinders on

Customer insights are derived from data analysis, and help organizations better understand who their customers are, what they really want from the brand, and how, when, and what to sell to them. But problems arise when insights can’t be garnered because of a convoluted delivery environment, and business outcomes suffer as a result. Without access to these insights, marketers can’t improve CX, optimize their campaign results, or increase profitability. Despite this, many marketers continue to waste budget on misplaced ads, with the full potential of customer insights simply left by the wayside. They can’t make data-driven decisions or ensure their campaigns are reaching the right people on the right channel at the right time.

Putting band-aids on band-aids

For many companies, the primary technology pain point is so-called “band-aid solutions,” which sees platforms, systems, and programs cobbled together just to get the job done in the here and now, even though these disparate elements don’t naturally tessellate. Integration problems with band-aid solutions and third-party providers fail to treat root issues, leading to customer data compliance complexities. A single task may require the employee to hop endlessly between a spreadsheet, database, and any other number of tools, while their coworkers struggle to stay on the same page (and experience suffers).
Trending challenges

The imperative to innovate without inconvenience

A volatile business landscape means enterprises are endlessly striving to stay ahead of the curve and the competition. But to meet their strategic goals, they need best-in-class services, infrastructure, and must at the same time continually innovate cutting-edge solutions without incurring downtime or instigating service disruption. Organizations are more dependent on the availability and efficiency of their IT infrastructure than ever. A seemingly inconsequential issue can balloon into a major problem, impacting multiple facets of the business by diminishing revenue, edging toward compliance failure, and detracting from CX while risking the tarnishing of the brand reputation.

There are too many “band-aid solutions,” where platforms, systems, and programs are cobbled together just to get the job done...even when these disparate elements don’t naturally tessellate.
Opportunities

Mining for gold

Customer intelligence is the way forward for any brand with e-commerce ambition. By emphasizing the customer and their data, companies personalize and improve CX, which boosts conversions, loyalty, and retention.

Organizations typically rely on focus groups, customer surveys, and website behavioral data to get information about their customers. However, by mining a combined, up-to-date view of connected customer information, you can get a better, more holistic picture.

Another benefit? Aggregate, truly anonymous data can be used to influence decision making at the industry level.

Smooth the way with self-serve

By empowering customers with the ability to self-serve requests without contacting a representative, enterprises provide better business reporting and more effective resource allocation. In fact, self-service has become an all-out dealbreaker. 70% of customers expect a company’s website to include a self-service application as simply par for the course. If it doesn’t, they’re likely to move on to another brand that demonstrates smoother CX and more coherent website navigation. Today, self-service is undoubtedly a must-have—not a nice-to-have.

Data privacy is paramount to the success of any business. Many stringent laws are in place to support consumers who feel their personal data has been misused. Data management regulations put pressure on enterprises to establish systems and processes that demonstrate responsible use of customer data. Therefore, more strongly secured customer data on a simplified platform and existing in a streamlined ecosystem contributes to a more trustworthy CX. Such a platform does much to mitigate the risks associated with data protection regulations, whose contravention can result in a hefty fine. Customer data platforms ingest data from existing systems and databases, then structure, standardize, and normalize it into meaningful information, unifying data attached to individual customers into single profiles.

70% of customers expect a company’s website to include a self-service application as simply par for the course.
Car parking is becoming an increasingly digital business, and Scheidt & Bachmann are leading the way. The company’s solutions include ticketless entry and exit, cameras that monitor parking space availability, and the use of QR codes, UHF tags, RFID, and payment cards.

Scheidt & Bachmann’s customers include local councils, airports, facilities managers, and large enterprises—all of which expect parking systems to work 24/7. To ward off competition and uphold its reputation for innovation, Scheidt & Bachmann wanted to implement a harmonized service management tool and fully integrated customer portal. Their goals? To better support customers, fix issues faster, and drive operational efficiency.

Scheidt & Bachmann implemented ServiceNow Field Service Management and Customer Service Management within all of its global subsidiaries and 20 distribution partners. This created a single service management tool with a new customer portal that integrated more than 5,000 customers and nearly 11,000 car parks worldwide.

The decision paid off. Now, data can be accessed in real time. Businesses can investigate every service call, look at wait times, and make sure engineers have the tools they need to fix issues. Best of all, 97% of customers report that they’re “satisfied” or “very satisfied” with the new service.
ServiceNow facilitates consistent, frictionless experiences across multiple channels.

Unusually high customer service staff attrition is coming into conflict with the increasing expectations from customers who assume their issues should be able to be fixed immediately (or even proactively). They demand a seamless switch when they change communication channels or follow up on an issue, but problems are arising as more and more agents work remotely. The “swivel chair” model of the past meant staff could rapidly interact with their coworkers in person to acquire essential information for customers, but now they rely on either finding it themselves or else having to message and then wait for a response from a coworker. This affects CX—and of course, being on the end of the line with an unhappy customer takes its toll on employee experience, too.

The C suite is under pressure to source new, more accurate, more holistic ways of measuring CX. After all, CSAT and MTTR are now considered suboptimal indicators of the end-to-end experience. That’s where ServiceNow comes in. Together, we can empower your leaders to incentivize and motivate staff by more effectively recognizing and acknowledging their value, and rewarding them for their efforts. We can help you serve your customers better and operate in a lower-stress environment, where employees can develop their corporate skills and organically further their careers. By forging a superior EX across your enterprise, we in turn can create a superior CX.

Interested in learning more about the future of customer experience? Take a look at this resource.

Let’s go >
Sources

1 Is the world economy recovering?
2 #WellActually, Americans Say Customer Service is Better Than Ever.
3 5 Trends In B2B Customer Experience Management.
7 Experience is everything. Get it right.
8 'Great Attrition' or 'Great Attraction'? The choice is yours.
9 Debunking Automation Myths In Customer Support.
10 Experience is everything.
11 Supercharging customer service with AI.
12 The Metrics of Contact Center Productivity.
13 The Self Service Economy.
About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions deliver digital workflows that help organizations find smarter, faster, better ways to work. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow.

For more information, visit: www.servicenow.com.

© 2022 ServiceNow, Inc. All rights reserved. ServiceNow, the ServiceNow logo, Now, and other ServiceNow marks are trademarks and/or registered trademarks of ServiceNow, Inc. in the United States and/or other countries. Other company names, product names, and logos may be trademarks of the respective companies with which they are associated.