5 Enterprises increasing customer satisfaction by solving issues faster with ServiceNow customer service management
In highly-competitive industries, most executives believe customer service is the key to their enterprise's success. If the Bain & Company's statistic is true: “A 5% increase in customer retention can increase profits by up to 95%,” then the executive assumption is a good one.

Unfortunately, customer service costs are going up, while customer satisfaction is not. Enterprises are financially motivated to improve service but have found managing customers and their cases with CRM is simply not sufficient.

ServiceNow Customer Service Management (CSM) is the solution enterprises need to address their customer service challenges. With CSM, you can deliver effortless service to increase customer satisfaction while proactively reducing case volumes and costs. And CSM enables you to connect departments, workflows, and systems; resolve underlying issues; and automate service across the enterprise.

In the following pages, five enterprises describe how they have successfully employed ServiceNow Customer Service Management to meet their challenges. We are sure you will find these case studies enlightening and encouraging.
Transforming Customer Service

“We can now provide proactive monitoring and maintenance for our customers.”

– Eyal Lubin, Service Operations Director, NICE

About NICE

NICE provides software that analyzes data from phone calls, mobile apps, emails, chat, social media, video, and transactions to improve customer experience and business results, ensure compliance, fight financial crime, and safeguard people and assets. Founded in 1986, NICE solutions are used by over 25,000 organizations (85% are Fortune 100) in more than 150 countries. NICE reported $1.03 billion in total revenue for 2016. Headquartered in Ra’anana, Israel, NICE has approximately 3,500 full-time employees.
NICE customer service had four major challenges that needed addressing. First, its MTTR (mean time to resolve) cases was too long due in part to their lack of a knowledge management system.

Second, it had a poor partner and customer portal that hindered efforts to improve engagement, negatively impacted business retention, and led to decreased sales.

The third and fourth NICE challenges were to increase CRV (customer relationship value) and to upgrade their slow, manual Excel®-based reporting, which inhibited their executives’ ability to make good business decisions.
Transforming Customer Service

Solutions

NICE met their challenges by implementing ServiceNow Customer Service Management (CSM) and transformed their global customer service delivery. NICE’s transformation journey began with new and improved case management that was supported by making the process intuitive and enhancing the user experience.

To address their MTTR, portal, and CRV issues, NICE used ServiceNow’s service management approach focused on services availability, scalability, and cost reduction. Knowledge Management made their customer support more collaborative by using KCS® (Knowledge-Centered Support) methodologies. This stage was followed by customer empowerment efforts that included a significantly better portal, designed for self-service and case deflection.

ServiceNow’s System of Action™ gave NICE the added benefit of allowing their cloud operations and managed services to work hand-in-hand with customer support. To address NICE’s slow reporting issue, NICE used ServiceNow Performance Analytics to generate KPI trends and real-time analytics.

The final leg in the transformation journey was the use of automation and improved efficiencies that came as a result of CSM’s system consolidation, case routing, and event management.
For NICE, the use of ServiceNow CSM led to increased resolution of root causes and that resulted in an increase in customer satisfaction. In addition to CSM, NICE made use of ServiceNow Performance Analytics, a module that provides trends and real-time analytics to global service leaders. This allowed NICE executives to make better and more timely business decisions.

The numbers don't lie
Since employing ServiceNow solutions, NICE has seen across-the-board improvements in their delivery of customer service. For example, NICE now sees 65% of cases are opened via the new and improved customer portal. Additionally, now 200 cases per day are automatically created by event management. Also, there are now 3,700 knowledge base articles (and, of course, now they have good visibility and reporting to provide these numbers).
Redefining the Future of Services

“We’re setting new standards for servicing with ServiceNow.”
– Katia Battheu, enterprise business operations, Proximus

About Proximus

Proximus is a telecommunications company operating in the Belgian and international market. It is the largest telecommunications company in Belgium, headquartered in Brussels and is primarily state-owned. Proximus Group offerings include fixed line and mobile communications. They operate in a complex professional market landscape with five separate delivery avenues: fixed voice, fixed data, mobile, cloud, and ICT. Proximus has 6.5 million mobile customers and 1.49 million unique TV customers, supported by 14,000 full-time employees.
Redefining the Future of Services

Challenges

- Set New Industry Standards
- Customer Benefit Convergence
- Increase Digitalization
- Adopt an Agile IT Landscape

Proximus wanted to work in new ways, supported by simplified systems, tools, and processes. It also needed to ensure its ability to offer, quote, sell, invoice, and maintain industrialized solutions to all its corporate customers.

Firstly, Proximus challenged itself to set new industry standards for customer experience.

Secondly, it wanted to create a true convergence of customer benefits while safeguarding business continuity. Thirdly, it wanted to increase digitalization for better customer, partner, and sales experiences at a lower cost. And lastly, it wanted to increase its flexibility by adopting an agile IT landscape at an industry competitive time and cost to serve.
Proximus conducted a rigorous process for selecting the right solutions to assist them in meeting their challenges. It settled upon ServiceNow Customer Service Management (CSM) and ServiceNow IT Operations Management (ITOM).

With CSM, Proximus had found a better way to serve its customers. For one thing, the service portal provided online self-service and omni-channel service. It also helped connect customer service with other departments to identify and resolve issues faster.

ITOM gave Proximus enhanced visibility into their connected systems and devices, allowing them to see real-time status and availability, and increasing their agility when needing to adjust services or respond to outages.

The combination of CSM and ITOM created a solution that not only improved the customer experience but gave them newfound visibility into the health of their services and the ability to provide true proactive service.
Using ServiceNow CSM and ITOM, Proximus was able to greatly extend their IT service capabilities. The goal to set new standards in digital interaction was achieved. They created a new synergy between employees and systems, while also increasing the outreach to customers.

The ServiceNow solutions gave Proximus a 360-degree view and a consistent omni-channel experience that enabled Proximus to set new standards on resolution by quickly identifying and resolving incidents, and to increase their first time resolution rate.

By employing CSM and ITOM, Proximus increased digitalization and offered greater transparency in the availability of services and information as well as provided customer-centric capabilities in case lifecycle, knowledge management, and community.

CSM and ITOM also allowed Proximus to be responsive to customers, keeping them informed and reducing the number of reactive tickets through event monitoring, correlation, automated notification, and embedded root cause analysis.
Modernizing Customer Service with a “Flexible Centerpiece”

“Driving up customer-submitted cases is not only a cost-savings for us but a better customer experience.” – Doug Folsom, CIO

About TriMedx

TriMedx is a leading healthcare technology management organization that elevates clinical engineering and clinical asset management through innovative management programs, medical equipment lifecycle solutions, and service data for 1.7+ million medical devices worth more than $15.6 billion. Headquartered in Indianapolis, they focus on the outsourcing of clinical equipment management and maintenance, providing cost savings by right-sizing inventory fleets, increased staff productivity, and intelligent capital equipment planning for global hospital systems of over $10 billion in annual revenue.
Modernizing Customer Service with a “Flexible Centerpiece”

Challenges

TriMedx had a 17-year-old platform that was disjointed and had many apps. Furthermore, the platform had “historical bolt-ons” that inhibited agility and growth, and the app architecture lacked consistency.

The healthcare company also had issues managing the data and workflow for 78,000 different types of devices (1.7 million in total) and tracking over 170,000 work orders per month. Another challenge was the diversity of operations, which included 1,800+ client healthcare U.S. locations, and the mixture of technicians from TriMedx and hospitals.

TriMedx needed a flexible centerpiece to build new value-add offerings for customers. Also, they required that their data be available across the enterprise and accurate for decision support and analytics.
Modernizing Customer Service with a “Flexible Centerpiece”

Solutions

TriMedx considered several vendors’ platforms. The solution they were looking for needed to support a seamless workflow from their call center—unique in their industry.

Upon completing their due diligence of comparing key functionality, future potential, and costs, they selected ServiceNow.

What differentiated ServiceNow most from other solutions was its ability to become a hub for TriMedx operations; its configurability and flexibility; its speed to market; and its “out-of-the-box” functionality options.

Another major ServiceNow differentiator is the Now Platform’s domain separation that supports diversity of operations while maintaining process and data standardization.

The ServiceNow applications that TriMedx was most interested in deploying included Customer Service Management (CSM) and Field Service Management (FSM), with particular interest in the customer portal and mobile capabilities they offered.
Modernizing Customer Service with a “Flexible Centerpiece”

Results

ServiceNow became the “hub” of TriMedx operations and it was quickly deployed, providing a more nimble and much faster speed to market.

“That’s a huge benefit, and that along with the customer transparency and their ability to customize dashboards and other components take us to a higher level of customer satisfaction,” said TriMedx CIO Doug Folsom.

TriMedx used CSM to reduce customer effort and increase customer satisfaction, while driving new business opportunities. It lead to lower supports costs and enabled the prediction of trends to drive actionable improvements. Also, TriMedx employed FSM to access and deliver work orders anytime, anywhere.

“By leveraging the ServiceNow engine, we were able to take advantage of a lot of out-of-the-box functionality, so we don’t have to reinvent the wheel. We can go much faster speed to market, which is critical,” said TriMedx CIO Doug Folsom.

Another benefit for TriMedx with ServiceNow is data consistency and normalization.
Delivering the EpicCare Platform

“ServiceNow helped us transform into a customer-centric organization and have a single support system for all our customers and products globally.”

– SVP Global Support

About Epicor

Epicor is a global software leader dedicated to providing integrated software solutions to the midmarket and Global 1000 companies. Founded in 1972, Epicor services over 20,000 customers in more than 140 countries, with ~$900 million reported in revenue for 2015. Headquartered in Austin, Texas, Epicor has 3,900 employees worldwide.
Epicor was looking for a new way to deliver customer service. It wanted service to be effortless, connected, and proactive. How? By making it easy for customers with problems to contact them, reducing case volume with self-service, better monitoring issues, assigning tasks across the enterprise, and preventing future calls.

One of the biggest challenges for Epicor was having more than 10 different CRM platforms and more than 50 customer portals as a result of prior acquisitions. They also had a lack of visibility into their customers’ experience as well as their internal performance. They were aware of low customer satisfaction ratings as a result of disjointed and inconsistent experience. Furthermore, Epicor had no method to deliver complex product and support service entitlements.
Delivering the EpicCare Platform

Solutions

Epicor decided to partner with ServiceNow and used CSM to deliver the EpicCare platform: a common and consistent support system underpinning the service they deliver to all of their customers and partners, for all of their products, worldwide.

They also decided to focus initially on getting the system implemented and rolled out globally with a minimum of true “customizations.” From there, they would move into a “continuous improvement” phase of delivering service improvements to customers and partners, and improving the user experience and efficiency for their support analysts.

The solution featured:

✔ Establishment of a single customer support platform
✔ Incorporation of common delivery best practices and simplified customer service processes
✔ Case management with integrated CTI using click-to-call, chat, and a single portal
✔ Performance Analytics that provided KPI trends and real-time analytics
Delivering the EpicCare Platform

Results

After deploying CSM, Epicor was able to consolidate their 10+ CRM systems and 50+ customer portals and connected all departments to solve customer problems. This allowed Epicor’s support agents to deliver superior service quickly and effectively, and increased their customer Net Promoter Scores (NPS) and customer retention. Additionally, they enjoyed significant cost reduction through consolidation and business process automation.

Success by the numbers

Epicor saw an increase in customer satisfaction, resulting in a bump of $6.6 million in revenue from improved customer retention. The enterprise’s organizational efficiency improvements lead to increased productivity and better decision-making, resulting in $1.3 million in benefits. They also saw an increase of over 10 percentage points in NPS in the first 10 months of their CSM deployment.
Automating Field Service Worldwide

“ServiceNow provides us with the ability to continually improve our operations and ensure the experience for the public transportation patron goes uninterrupted.”

– Dan Hedstrom, VP, System Solutions and Services, Cubic

About Cubic

Cubic Transportation Systems is a leading solution integrator for intelligent travel applications. They design, deploy, and maintain many of the world’s best-known transportation payment and information platforms, such as Transport for London’s Oyster Card system. Worldwide, Cubic systems process more than 24 billion transportation payment transactions every year. Cubic reported $1.462 billion in revenue in 2016 and is a global company headquartered in San Diego, California with 2,300 employees.
Automating Field Service Worldwide

Challenges

- Global IT Platform Needed
- Paper Driven Processes
- No Real-Time Visibility

Cubic needed a solution to manage their back-office systems in London, England, as part of an ISO 20000 certification initiative. They also required a global IT service management platform for the ticketing machines in 192 railway stations.

Furthermore, Cubic's IT team was seeking a solution to manage their field service operations in Brisbane, Australia, which was an almost entirely paper-driven process. This meant that they didn’t have real-time visibility and couldn’t easily measure or optimize field services.
Automating Field Service Worldwide

Solutions

Using Field Service Management (FSM) and other ServiceNow products, Cubic was able to automate nearly every aspect of its field services in Brisbane, Australia. Now, Cubic monitors all of its ticketing machines, raising an incident in ServiceNow when a machine fails. Ticket vendors can also report incidents directly via ServiceNow’s self-service portal.

Cubic’s dispatch center then uses FSM to assign and dispatch technicians to repair the equipment. FSM automatically pushes assignments to the technician’s mobile device so the technician doesn’t waste time calling in for their next activity. If a technician is lightly loaded, dispatchers can also schedule preventative maintenance activities for the technician, maximizing their productivity and averting future breakdowns.
Automating Field Service Worldwide

Results

Having successfully tackled Brisbane, Cubic is already deploying ServiceNow for field service in Sydney, Australia—and they have many more locations on their roadmap. As ServiceNow becomes their global platform, they anticipate many benefits from having a worldwide view of their operations.

For example, the same components are used in many regions, allowing Cubic to analyze how components are performing around the world. Cubic is particularly enthusiastic about using predictive analysis to schedule preventative maintenance, with the goal of replacing devices before they fail.

By using ServiceNow to create a global knowledge base, Cubic is also avoiding solving the same problem again and again in different regions.
If the five profiles of the diverse enterprises in this eBook prove anything, it’s that customer service can be easily and quickly transformed with the right solution.

Using ServiceNow Customer Service Management, you can connect departments, resolve underlying issues, and automate service for your customers. When you do, you will be delivering effortless service that increases customer satisfaction while proactively reducing case volumes and costs.

**Ready to join the list of successful enterprises?**

Your enterprise can become a ServiceNow success story like the five companies you just read about.
Next Steps
Interested in learning more? Take a look at these additional studies, reports, and white papers.

**Value Calculator for Customer Service**
Calculate the potential value of ServiceNow with a business case tailored to your company.

Get The Report

**Forrester TEI Study for Customer Service Management**
This Forrester Total Economic Impact™ study provides a framework and customer example to illustrate the benefits, costs, and risks associated with ServiceNow Customer Service Management. For this commissioned study, Forrester interviewed Epicor Software, the world’s sixth largest ERP software provider, that has been using ServiceNow Customer Service Management since October 2015.

Get The Report

**IDC Perspective on Digital Transformation and How Companies Can Innovate Rapidly**
Read this report by IDC and learn what it takes for an enterprise to become “digital native” in the way they think, create and operate. The report describes three core principles that exemplify digital native enterprises so you can learn the keys to success.

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