IDC conducted research with retail banks serving large customer bases with significant business operations about their use of the ServiceNow platform. These banks reported that ServiceNow has ensured their ability to compelling services to employees and customers. Use of ServiceNow results not only in significant efficiencies for service management teams, but also higher productivity for banking and other LOB teams.

**Key Results**

- **28%**
  More efficient customer service and service management operations

- **316%**
  5-year ROI

- **11 months**
  Breakeven on investment

**Customer Quote:**

“We needed to transform not only processes, but also our culture… ServiceNow is an example of how changes to the culture result in getting things done more efficiently. As a result, our IT team is no longer looked at as sluggish, insufficiently agile and responsive, or as a possible cost drain. We were considered difficult to work with but ServiceNow has helped drive that cultural change.”

**Customer Service and Service Management Efficiencies with ServiceNow**

- **28%** more efficient service management/helpdesk

**Impact on Business Operations and Risk with ServiceNow**

- **5.9** hours per year of additional productivity per teller/banker
- **43%** faster to full productivity, new hires
- **25%** higher productivity, compliance teams

**Message From Sponsor**

To access the full Business Value of ServiceNow for Retail Banks White Paper, please click here.