

# The future of service assurance in telecommunications

To meet the demands of today's savvy customer, communications service providers (CSPs) must turn service assurance into a competitive differentiator. But oftentimes, legacy systems, manual processes, and siloed teams stand in the way of a truly exceptional customer experience.

CSPs need an easier way to standardize and streamline their complex and ever-expanding systems and partnerships. **The future of service assurance lies in a connected telecom ecosystem that leverages automation and digital workflows to transform service delivery and issue resolution.**

## Your customers

### Give real-time updates

Be transparent in your service and your response to customer issues. Stay ahead of the customer by proactively notifying them when—or even before—there's an issue. Connect your back, middle, and front office operations to deliver a consistent, reliable experience by automating incidents and requests to resolution.

### Help customers find answers fast

Customers expect answers immediately. Arm them with knowledge and capabilities to find solutions on their own. Meet—and exceed—customer expectations with modern customer systems and tools that are accessible via desktop and mobile devices.

→ Discover more ways to delight customers

## Your partners

### Standardize and streamline integration

Connect key systems and align to industry standards to unite operations in an optimized, scalable way. Tap into standardized processes and products that work across all platforms to create a lifeline across your entire ecosystem infrastructure.

### Speed up time to value

Build stronger partner relationships by working better and faster together through an agile cloud platform. Create a better omni-channel experience for partners by simplifying, streamlining, and automating cumbersome processes to accelerate time to value.

→ Create a more connected, efficient partner ecosystem

## Your workforce

### Speed up the resolution process

Move away from the time-consuming process of manually correlating multiple events from a related incident. Leverage a single CMDB to unite fragmented, legacy technology and disconnected, redundant data. Empower your teams to handle every customer issue—quickly, efficiently, and accurately.

### Proactively notify customers

Engage customers in the solution process with proactive notifications and self-service options. Leverage digital workflows to gain the line-of-sight needed to anticipate and communicate outages. Get ahead of problems and free up agents for more complex inquiries.

### Work faster and smarter

Automate processes and put information at employees' fingertips. Eliminate information silos with one data source to solve issues faster, protect the bottom line, and enhance staff productivity.

→ Discover more ways to connect and empower teams

With ServiceNow®, you can automate service assurance and deliver better experiences by connecting the customer to the network on one platform.

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