



# The Roadmap to Transforming the Customer Service Experience

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**1** Evaluate the consistency and the accuracy of how you measure customer satisfaction. What is the full experiential picture that your customer service metrics are painting?  
By 2020, more than 40% of all data analytics projects will relate to an aspect of customer experience. –Gartner

**2** Identify where your current customer journey becomes disrupted, where data silos create obstacles, redundancies and repetition, and where resolution is affected by a lack of employee knowledge.

**89% of customers get frustrated because they must repeat their issues to multiple representatives.** –Accenture

**3** Look for opportunities to empower employees by providing them centralized access to company knowledge and expertise, helping them to become proactive experts in their own right.  
About 1.68 trillion US dollars are forecast to be spent globally in telecom services in 2019. With mobile technology innovation reaching "maturity," customer service will continue to be the biggest differentiator between providers in the future. –Statista 2018

## In Telecoms

**5** Redefine the traditional barriers between departments and find ways to turn customer service into a more collaborative "team sport." This process might mean finding ways to better connect departments like field service, engineering, finance, and other departments to provide faster, better resolutions for customers.

Telia Company, the leading telecommunications firm in Sweden, Finland, Norway, Denmark and the Baltic States, employs approximately 20,000 people. Prior to engaging ServiceNow Customer Service Management, the company's CRM data and support teams were siloed by product and service stream, creating inconsistencies and confusion for customers.

ServiceNow Customer Service Management has allowed them to consolidate, scale and standardize their service processes, dramatically improving the work experience for agents and customer satisfaction scores.

**4** Move beyond purely transactional customer care, to a more holistic measurement of the end-to-end customer journey.  
Measuring satisfaction on the entire customer journey is 30% more predictive of overall customer satisfaction. –McKinsey & Company

**6** Find new ways to put your customers in the driver's seat to get answers anytime, anywhere.  
**70% of customers now expect a company's website to include a self-service application.** –The Self-Service Economy

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**7** Use performance analytics and trend analysis to correlate and anticipate service issues and use AI to pre-empt quality issues and minimize customer impact.

**By 2020, 30% of all B2B companies will employ artificial intelligence (AI) to augment at least one of their primary sales processes.** —Gartner

**8** Create a consistent, omni-channel customer experience across every aspect of your business.

**87% of customers think brands need to put more effort into providing a consistent experience.** —Kampyle

**9** Learn from other industry leaders who have used technology to transform their customer service delivery.

Tata Communications has more than 8,500 employees across 38 countries. The team needed to become more proactive and predictive in its customer service during breakages, and other incidents involving its global network.

Tata Communications elected ServiceNow Customer Service Management because they wanted to work with a company at the forefront of technology, that would act as a true partner, and that had the flexibility and agility to provide the services and tools that met the organization's needs.

With ServiceNow, Tata Communications has a platform with 100% availability and customer delight.

**10** Schedule a discovery workshop with your ServiceNow Telecom Innovation team to explore the next steps to your future competitiveness.

Want more information about how ServiceNow helps organizations create an exceptional customer service experience?

Learn more  
[servicenow.com/CSM](https://servicenow.com/CSM)

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