



SELF-SERVICE: DIGITALLY TRANSFORMING CUSTOMER SERVICE MANAGEMENT IN FINANCIAL SERVICES

Like most consumers, clients of financial services organizations prefer to avoid problems. But when they need customer service, they're seeking quick solutions on their schedule, not yours. ServiceNow Customer Service Management's out-of-the-box Knowledge Portal offers a customizable online service experience that encourages customers to help themselves.

ROBUST KNOWLEDGE BASE

Chelsea wants to add to her 401(k) but is unsure of the best way to transfer funds.

— Browsing the Retirement Products & Services section of the Knowledge Portal, she locates a step-by-step tutorial that makes it a snap.

EASY-ACCESS FORMS

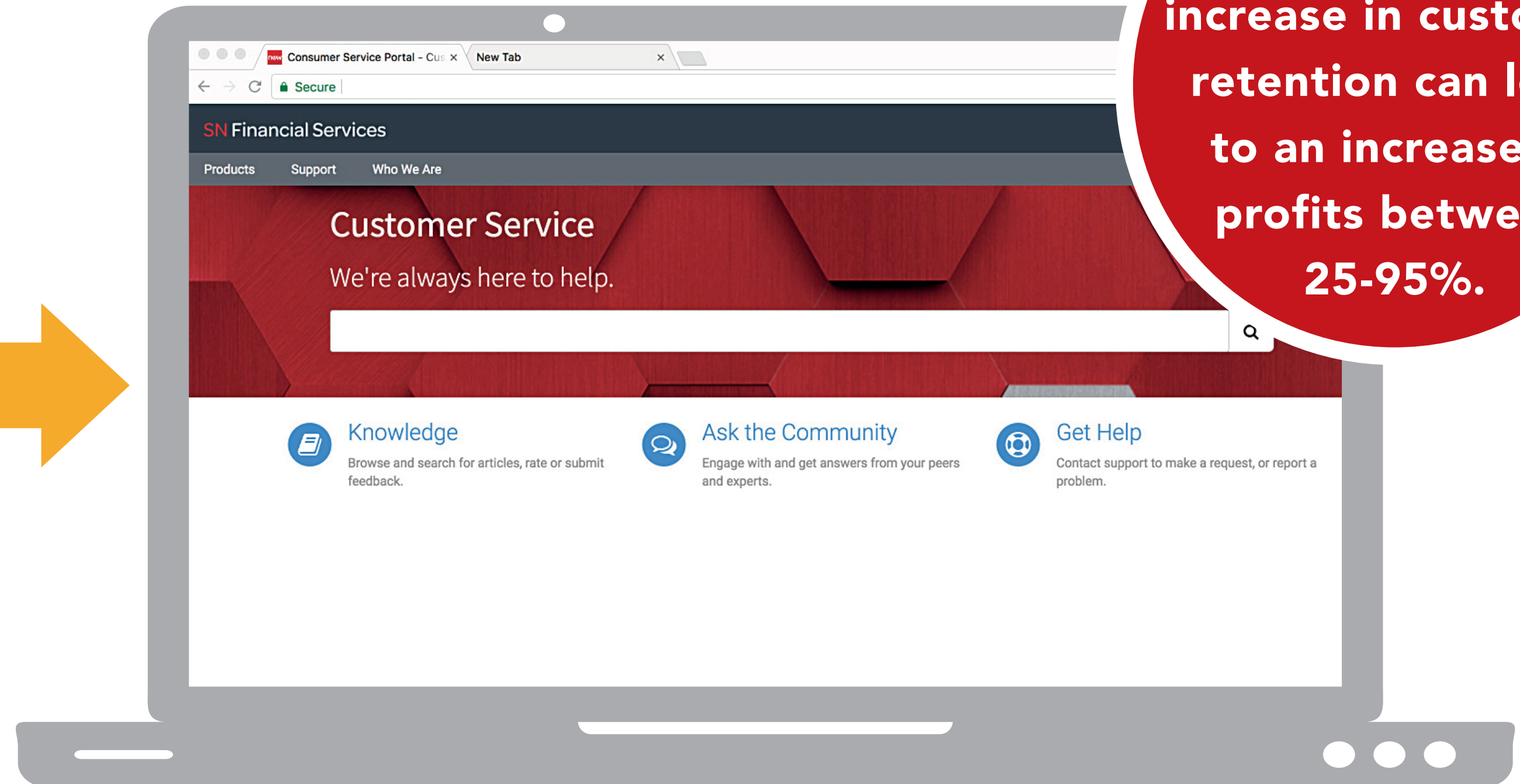
Tim's eager to file his tax returns, but he's missing a 1099-DIV.

— He downloads everything he needs from the Tax Forms section of the Knowledge Portal and is e-filing within minutes.

SUBSCRIPTION SERVICES

Hector subscribed to receive alerts relevant to his portfolio.

— Today he received a timely shareholder communication and voting instructions.



As small as a 5% increase in customer retention can lead to an increase in profits between 25-95%.

CUSTOMER SERVICE MANAGEMENT FOR FINANCIAL SERVICES: