

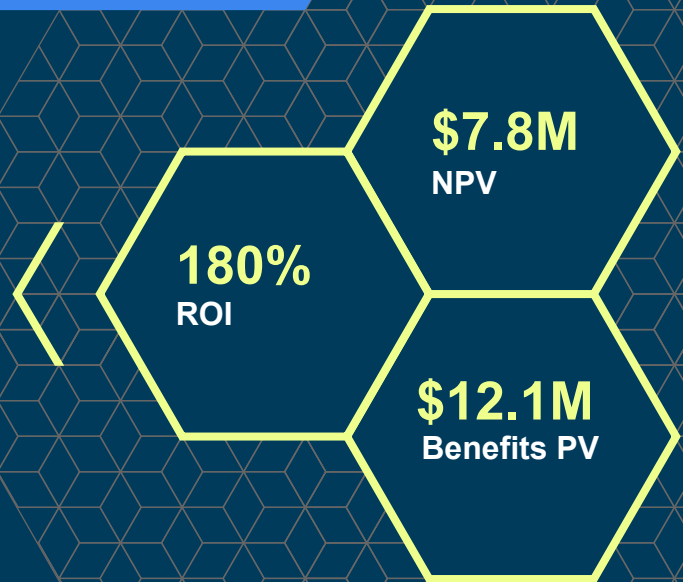
The Business Value Of ServiceNow Customer Service Management

FORRESTER®

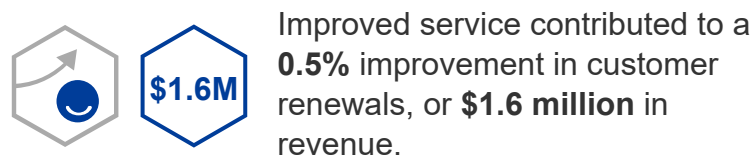
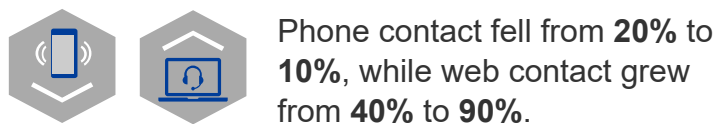
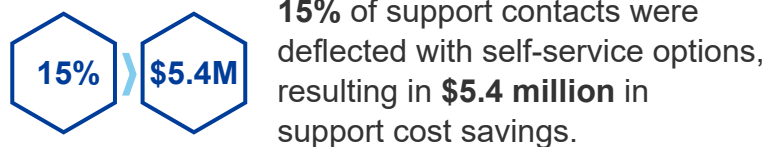
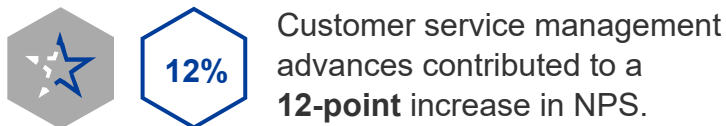
Forrester conducted a Total Economic Impact™ study to measure the cost savings and business benefits of ServiceNow Customer Service Management. Through four customer interviews and data aggregation, Forrester concluded that ServiceNow's customer support solution has the following three-year financial impact.

“They have doubled their productivity — agents have more information, so they are more prepared to handle the issue from the caller.”

*Vice president,
Online business services provider*



SERVICENOW CUSTOMER SERVICE MANAGEMENT BY THE NUMBERS



VOICE OF THE CUSTOMER

“Implementing ServiceNow . . . restored millions of dollars for our business.”

*Director of customer experience,
Software vendor*

“We really trusted what we are offering to the customer with our new ServiceNow portal, and we eliminated the option to interact with email completely.”

*Director of customer operations,
Data services provider*

“Even if they have to escalate it to another team, the initial responder always owns that ticket through its entire life cycle.”

*Platform engineering director,
Cloud platform provider*



Read the
full study

This document is an abridged version of a case study commissioned by ServiceNow titled: The Business Value Of ServiceNow Customer Service Management, April 2019.

<https://www.servicenow.com/lpayr/forrester-tei-customer-service.html>

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