The Total Economic Impact™ Of ServiceNow Customer Service Management

Through four customer interviews and data aggregation, Forrester concluded that ServiceNow Customer Service Management has the following three-year financial impact.

SERVICENOW BY THE NUMBERS

- **ROI**: 176%
- **NPV**: $8.75M
- **PAYBACK**: 6 months

**BENEFITS OVERVIEW**

- **Contact centers realize significant gains by moving initial contact from humans to automated machine-based systems.**
- **Cut down on extenuating requests that involve IT and finance by shifting left and resolving issues early.**
- **Revenue retention improvement is the result of improved customer experience.**

ServiceNow was a natural fit with its out-of-the-box automation capabilities and standard ways to build a self-service customer portal. It helped us solve a lot of our problems, and we avoided having to invest a lot into building our own technology.

Director of IT, core SME, IT infrastructure org

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