Drive customer loyalty with connected digital workflows

Acquiring a new customer is **five to 25 times** more expensive than keeping an existing one.


It doesn’t take much to lose a customer – even before the global pandemic, **33 percent** said they would consider switching companies after just a single instance of poor service.

> “U.S. Consumers – Especially Millennials – Say Businesses are Meeting or Exceeding Their Service Expectations,” American Express, 2017.

Can your customer service handle whatever comes next?

When the unexpected happens, customers want to know they can depend on you to hear them and meet their needs. Your ability to adjust to current conditions and help customers navigate the new challenges they are facing will likely define your relationship with them going forward. Do it well and you could have a customer for life; do it badly and you may lose them forever.

How confident are you that your service can deliver during uncertain times to keep your business going? In this brief, see how to evaluate your customer service, so you can identify and address broken processes and gaps. Be certain you can do what’s needed to ramp up fast and meet expectations to keep your customers satisfied. It’s the best way to increase the loyalty and lifetime value of your customers and keep your business on track.
Solving service challenges is all about digital workflows

Many organizations are finding their service operations are not as resilient as they had hoped. Assisting and satisfying customers who have ever-changing demands and expectations is challenging, particularly when contact volumes increase, employees are remote or unavailable, and processes rely on manual steps. How can you mitigate these risks?

You can start by looking at service holistically, from an organizational perspective, to identify the digital workflows that are broken or missing. Typically, when companies think and talk about customer service, they focus on the contact center and the channels that customers use to interact with agents. But this is just where the engagement happens. The contact center doesn’t solve many of the high-impact problems customers are experiencing. The rest of the organization does.

To meet the expectations of today’s customers and deliver an optimal service experience, you need to look at all the people, processes, and tools that are involved across your organization. You need to put in place smart digital workflows that connect your front office to your middle and back offices and to your field service teams.

What to consider when evaluating your service delivery capabilities

ServiceNow believes great service is delivered from three areas:

1. Customer engagement
2. Customer operations
3. Field service

Examining each and understanding their interactions and interdependencies will help you uncover broken processes and service gaps that you may or may not have known about. Once identified, you can prioritize efforts and establish the digital workflows you need to address any deficiencies, so you are prepared for whatever the future may bring.

“Companies that prioritized and effectively managed customer experience were three times as likely than their peers to have significantly exceeded their top business goals in 2019.”

How to uncover broken processes and service gaps

Every organization has its strengths and weaknesses. Identifying where you have gaps in your service delivery will help you prioritize where to invest time and effort to make improvements. Here are a few questions to help uncover opportunities to boost the efficiency and resiliency of your service delivery:

**Customer engagement**
The front line of your service organization who interact most directly with customers

- Do you want to reduce agent contact volume?
- Do you offer self-service options to customers today?
- Is it easy for customers to complete requests or find the answers they are looking for on their own?
- Can you route customer requests to the right agents with the appropriate skills and capacity?
- Do you provide your agents with a workspace where they can resolve customer issues automatically?
- Can you guide agents through process steps specific to the type of case?
- How well can you accommodate customer channel preferences and engagement across channels?
- Do you have real-time visibility into your service delivery metrics and SLAs?

**Customer operations**
The work that flows from the front to the middle and back-office teams to complete requests and resolve issues

- Can you resolve complex issues requiring cross-organizational input, such as from your middle and back-office teams?
- Can everyone across the organization see task assignments and their statuses for a case?
- Can you monitor the health of customers’ products and services to identify potential issues?
- How well can you analyze current and past performance across teams to identify opportunities for automation and efficiency?
- Do you have a complete (auditable) process trail to meet regulatory requirements for issues that involve multiple teams?

**Field service**
The employees that go on-site to provide services, perform work, or fix issues

- Does your staff need to perform services at multiple locations, either for the same customer or different customers?
- Can you ensure the right person is assigned to the right job?
- Do you consider workload, location, and past experience when scheduling employees?
- Can you dynamically update schedules as higher priority jobs come in?
- Are your staff set up for success? Do they have all the information, equipment, and expertise they need before they arrive at a job?
- Can your employees safely perform the work and document steps with checklists?
- Can you maximize technician utilization and meet customer SLAs?
Ensure your customer service can handle the unexpected

After you’ve identified areas for improvement, you can start to address them with connected digital workflows to make sure your customer service is ready for whatever comes next for your business.

ServiceNow® Customer Workflows can help you expand capacity via automated self-service, organize resilient operations to address unforeseen circumstances, and manage location-based work efficiently and safely. Solve your customer engagement, customer operations, and field service challenges to ensure your customer service is predictable, even when the world is not.

Customer engagement: Expand capacity via automated self-service
Reduce the load on your agents by helping your customers get what they need, when they need it, in a way convenient for them. Help customers complete requests and get answers with an AI-powered chatbot. Increase customer use of self-service by providing automated solutions to common requests through a service catalog and workflow. When escalating to agent-assisted service, empower agents to resolve customer issues from an intelligent workspace.

Customer operations: Organize resilient operations for unforeseen circumstances
Break down silos and automate processes across teams to complete customer requests and resolve issues permanently. Prevent downtime by proactively monitoring the health of customers’ products and services to identify potential issues and to notify affected customers if necessary.

Field service: Manage location-based work efficiently and safely
Send the right people and equipment to complete work the first time. Dynamic scheduling automates the assignment process, basing it on skill, travel time, priority, and availability. Field service technicians can quickly view and record information in an intuitive mobile application. Maximize uptime for the customer by fixing problems before they know they have them through insight into potential failure.

To learn more, visit servicenow.com/customer-workflows