

ServiceNow Cloud Call Center for Customer Service Management (CSM) integration with Amazon Connect

Harness customer workflows to enhance voice experiences

Challenge: Improve service while reducing costs

For virtually every organization, customer expectations for great service keep increasing. In spite of predictions for the demise of the voice channel, phone interactions still comprise a large and growing volume of customer service contacts.

At the same time, customer service organizations are under pressure to reduce costs. Staffing levels can't increase in line with call volumes—it's too expensive.

Bringing greater intelligence and automation to the voice channel has never been more important to help meet customer expectations, address rising volumes, reduce costs, and improve both self-service rates and customer loyalty.

ServiceNow Cloud Call Center for CSM with integration to Amazon Connect: Reimagine the voice channel

ServiceNow Cloud Call Center combines Amazon Connect, Lex, Transcribe, Comprehend and other natural language AI technologies, with workflows and customer service capabilities from ServiceNow CSM. The result: richer voice experiences.

This best-of-both-worlds approach capitalizes on advanced capabilities from Amazon Connect and ServiceNow. Organizations can meet escalating contact center demands by quickly deploying a call center—at a lower cost and with greater efficiency than traditional solutions.

Natural language access to the service catalog in CSM bypasses traditional frustrating call trees and provides a more streamlined customer experience. This empowers customers to help themselves and solve common service issues, such as checking case status, updating addresses, and updating case comments, without having to speak to an agent. And for calls requiring human assistance, the solution provides agents with critical detail and context to accelerate resolution times.

Get an advantage: Leverage the power of two industry leaders

- A natural language experience: Customers can interact with Amazon Lex conversational bots using everyday language.
- More self-service: By automating the most frequent customer support requests, the solution helps lower support costs while maintaining the highest service standards.
- Integrated with ServiceNow Workforce Optimization*: The solution incorporates voice channel data into Workforce Optimization to augment native digital channels, giving managers clear visibility into contact center performance:
 - View queue stats for Amazon phone queues
 - View in progress phone interactions and click to listen in
 - View completed interactions with recording, transcript and sentiment analysis
- Process flexibility: Customer service organizations can deliver flexible, dynamic call flows and service processes. As business needs evolve, they can rapidly modify these flows and processes without disrupting the customer experience.

Ready to discover how ServiceNow Cloud Call Center can help you reimagine the customer service voice channel? Contact us today.



Provide richer voice experiences with ServiceNow Cloud Call Center for CSM