ServiceNow Customer Service Management

Increase Customer Satisfaction by Solving Issues Faster

Challenges to Delivering Superior Customer Service

Improving customer service is among the top priorities for most businesses, and for good reason. Studies show that a 5% increase in customer loyalty can increase profits by up to 95%.[1] And acquiring a new customer is anywhere from five to 25 times more expensive than retaining an existing one.[2] Yet despite the obvious financial rewards from delivering a superior customer service experience, most businesses aren't doing it. In fact, most customer service functions struggle with the following:

Inefficiencies. Customers are inconvenienced by having to call and wait for responses from the service department, and frequently have no options for resolving issues themselves. According to a Harris Interactive survey, 75% of customers believe it takes too long to reach a live agent.[3] At the same time, agents spend hours each week grappling with cumbersome, manual service processes to triage

Poor service quality. Often, customer service agents do not effectively address customers' questions or solve their problems. Data indicates that agents fail to answer customers' questions up to 50% of the time.[4] This is largely because organizations have invested in faster service without adopting processes and systems to effectively resolve the underlying causes of issues.

Reactive focus. Customer service teams spend most of their time reacting to customer problems. This leaves them with little time to focus on strategic new services and transformational work. When customer service cannot be proactive, companies increase requests and miss opportunities to preemptively solve problems, generate more revenue, and drive continuous business improvements

Why Are Some Companies Struggling to Deliver Excellent Customer Service?

ServiceNow commissioned Intergram Research to survey senior managers in customer service roles at 200 U.S. enterprises with at least 500 employees.

Respondents were asked to identify their biggest obstacles to delivering excellent service. Here's how they answered:

57%
Disconnected service processes that do not flow easily from first contact to permanent problem resolution

56%
Too buried to address longer-term strategic issues

54%
Siloed and the various silos don't talk to each other

50%
Lack of automation for customer service processes

Read the full survey report, Putting Service First
Check out the Secrets to Providing Excellent Customer Service in this infographic

1 *"The Value of Keeping the Right Customer," Harvard Business Review, October 2014.*
2 *Ibid.*
3 *Harris Interactive Survey.*
4 *Ibid.*

Customer Service is a Team Sport

We believe the future of customer service demands more than today's CRM systems can deliver. To succeed, organizations must offer an effortless experience by connecting customer service to the rest of the company so they can find, fix, and prevent issues. They must move beyond managing customer contacts and individual interactions to embrace a new model. In a modern customer service organization, teams will fix problems for many customers at once instead of chasing issues one at a time. Machine learning will enable agents to respond faster to customer concerns. And customer service will move beyond operational demands to deliver proactive strategies that drive business growth. With ServiceNow Customer Service Management, you can deliver effortless service that increases customer satisfaction while reducing case volumes and costs.

Deliver Effortless Customer Service

Automate common solutions such as address changes and warranty registration with outof-the-box self-service to connect front-end requests to back-end systems. Utilize machine learning to quickly categorize, prioritize, and assign cases. Connect customers to peers and experts with communities.

Connect Teams to Find and Fix Issues

Fix—and even prevent—issues by connecting customer service to other departments for faster resolution. Assign and route work from customer service to field service, engineering, operations, finance, legal, and other departments and track it to completion.

Proactively Prevent Calls

Take advantage of the Internet of Things (IoT) to pinpoint and resolve issues before customers call. Identify trends, send preemptive customer communications, and align contracts with customer product or service performance.

The Essentials for Excellent Customer Service

The essential capabilities for delivering effortless, connected, and proactive customer service are:

Make It Easy for Customers to Engage

Contact center management Omni-channel engagement: Email, phone, chat, social media, mobile

Supervised machine learning to automatically categorize, prioritize, and assign cases

Contract and entitlement management Intelligent routing to get cases to the right agent or technician

Reduce Case Volume with Self-Service

Personalized portal experience

Service catalog for automating recurring requests

Information on demand with communities and knowledge bases

Intelligent automation and visual workflow

Monitor for Issues and Create Cases Automatically

IoT for issue monitoring and management

New insights from communities

Intelligent automation and visual workflow

Assign Tasks Across the Enterprise

Accountability with task assignment to other departments

Visibility into issue resolution status with visual task boards

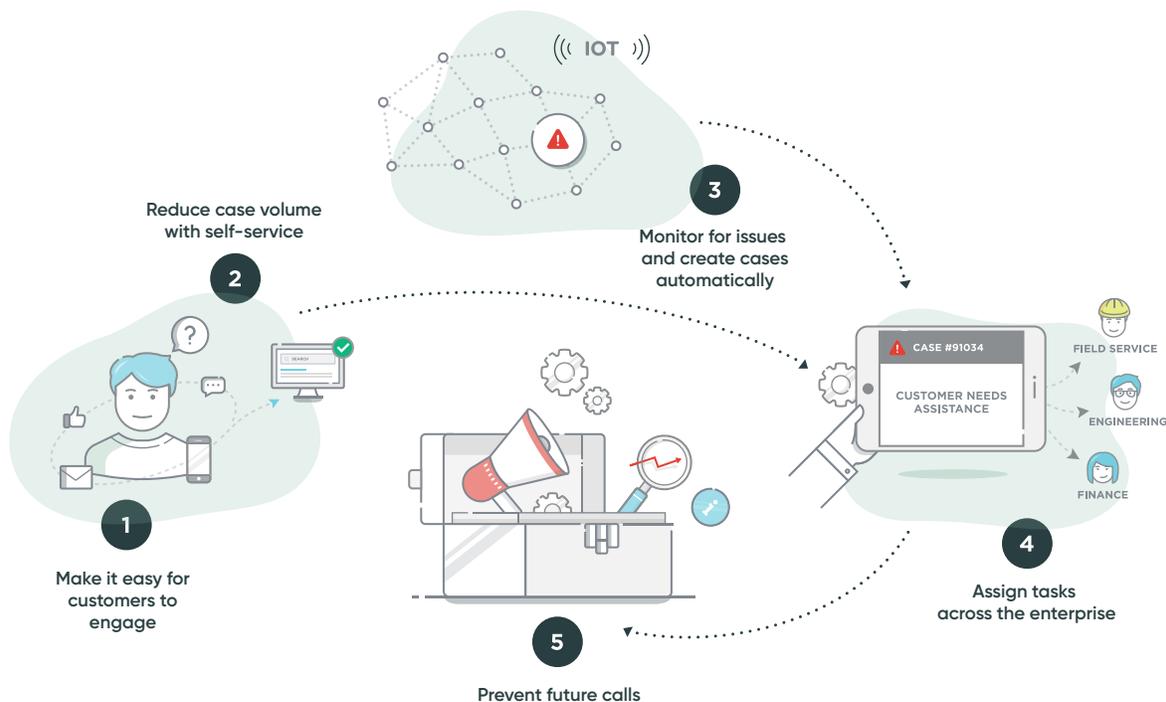The ability to integrate field service, project portfolio management, and asset management

Prevent Future Calls

Resolution of root cause of issues with problem and change management

Preemptive notifications to customers with targeted communications

Trend prediction with performance analytics

How Does ServiceNow Customer Service Management Work?

1. Make it Easy for Customers to Engage
Provide effortless customer service across any channel at any time.

2. Reduce Case Volume with Self-Service
Encourage customers to help themselves with a self-service catalog, communities, knowledge base, and portal.

3. Monitor for Issues and Create Cases Automatically
Proactively monitor customers' products and services and take action on potential issues and outages.

4. Assign Tasks Across the Enterprise
Connect customer service with engineering, field service, finance, and other teams to drive accountability for resolution.

5. Prevent Future Calls
Fix underlying issues to eliminate calls, drive knowledge base content changes, preemptively notify customers, and act on trends revealed in ServiceNow® Performance Analytics.

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> "Based on feedback from our customers, a service management approach was a much better fit than traditional CRM to engage our customers' business holistically and to help them grow."
>
> – Ian Ashby, Senior Vice President, Global Support, Epicor Software Corporation

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