Create a differentiated service experience for enterprise customers

Enterprise customers want seamless, frictionless experiences

The enterprise sector has become a significant growth engine for communications service providers (CSPs). Just like consumers, today’s enterprise customers want seamless, frictionless experiences that drive efficiency and excellence in their own operations.

While most CSPs today provide some type of integration to an enterprise customer, integrations can be a complicated and costly journey to embark on.

Communications service providers have traditionally pursued two options for integrating with an enterprise customer: building custom portals or building custom integrations to their instance. Both approaches typically take 10 to 12 weeks to integrate per enterprise customer and can run a CSP approximately USD $50,000 per integration. What’s more, this approach incurs ongoing maintenance and costs: for every enhancement or change in the service catalog or services offered by the CSP, the integration also needs to be updated.

In environments where a CSP does not offer integration, enterprise customers can spend hours requesting status updates on a ticket or a request using expensive assistance channels, which significantly reduces NPS and customer satisfaction.

Creating a single workflow between the CSP and the enterprise

Communications service providers need a way to create a differentiated service experience for enterprise customers by streamlining and digitizing the engagement channel—fostering deeper loyalty while reducing the cost to serve. ServiceNow Telecommunications Service Management provides Service Bridge, a capability that gives CSPs an out-of-the-box, configuration-based approach that connects the enterprise customer’s and the CSP’s ServiceNow instances.

With Service Bridge, a CSP can publish the enterprise customer’s available services in their service catalog, creating a single workflow for the customer’s administrators to extend existing IT service applications (e.g., tickets, requests, and cases) directly with the CSP. This seamless experience—combined with bi-directional sync of status and exchange between the CSP and enterprise customer, all in a single seamless application—provides total transparency, reducing care costs, improving loyalty, and most importantly, speed.

Why Service Bridge

Empower enterprise customers with self-care channels (e.g., request own services) while increasing their visibility of service information

Engage and empower enterprise care teams with proactive omni-channel communication

Bi-directional sync of incident data and status between the CSP and the enterprise

Integrate the entire value chain across enterprise customer, CSP and supplier on a single incident/case, providing complete visibility and transparency for faster response times

ServiceNow Product

Telecommunications Service Management; Service Bridge application

"Not only does Service Bridge, formerly known as eBonding for Telecom, enable BT to deliver exceptional experience to its enterprise customers, but by investing in this capability our enterprise customers see BT as a critical part of their own transformation strategy.

- Hriday Ravindranath
President, CTO & CIO, BT Global"
How Service Bridge works

When both the CSP and their enterprise customer have a ServiceNow instance, Service Bridge enables CSPs to create a single workflow between themselves and their enterprise customer.

The bond between the two instances is built using basic configuration information, such as instance ID of the enterprise customer and an approval workflow.

Once the bond is configured, a CSP can share the enterprise customer’s entitled services to be configured on their own instance. From here, any requests, cases, etc., created by the enterprise customer using their existing applications are created on their own instance and are seamlessly replicated into the CSP’s instance.

Value Impact of Service Bridge

<table>
<thead>
<tr>
<th>Before</th>
<th>Value Metric</th>
<th>After</th>
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</thead>
<tbody>
<tr>
<td>12 – 15 weeks integration effort per customer</td>
<td>Time to market</td>
<td>&lt;15 minutes configuration effort per customer</td>
</tr>
<tr>
<td>Additional cost per integration for any change in service catalog</td>
<td>Additional costs</td>
<td>Refresh of service catalog for change of services</td>
</tr>
<tr>
<td>High volume of assisted support interactions</td>
<td>Support</td>
<td>Reduced assisted interaction by up to 50%</td>
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</tbody>
</table>

Figure 2: Comparison of major value drivers achieved in the customer’s environment after using Service Bridge

For more information

View the [Telecommunications Service Management](#) product page, or visit [ServiceNow for Telecommunications](#).

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