Enabling CSPs to proactively monitor service health and quickly resolve issues

Connecting customer and network operations centers to get ahead of issues

It would be great if service never went down, but when it does, communication service providers (CSPs) need to be ready. The issue needs to be immediately triaged and proactively communicated to minimize customer churn and damage to the brand caused by service disruptions.

Unfortunately, data and organization silos make it difficult for CSPs to arm their front, middle, and back office teams with the information they need to quickly and effectively address outages. Customer service agents typically don’t have visibility into what’s happening on the network in order to provide customers the answers they need, while network engineers don’t have the data to link a network resource outage (e.g., port, router, link, etc.) to the impacted service application or customers.

This disconnect between the network, service, and end customer can amplify dissatisfaction, which can adversely affect the CSP’s business long after service is restored. ServiceNow® can change all that with Telecommunications Assurance Workflows.

Transform your service delivery from a reactive to a proactive, connected experience

Telecommunications Assurance Workflows are purpose-built for ServiceNow Telecommunications Service Management. They work in combination with Telecommunications Service Operations Management to arm CSPs with the insights they need to proactively address and notify customers about service-impacting network issues.

In addition, ServiceNow’s service-aware configuration management database (CMDB) brings visibility to the network infrastructure and service relationships, aligning outages with impacted customers. This makes it easy for CSPs to quickly assess and manage service impacts and risks, and automatically trigger a workflow for remediation and resolution.

Service-aware CMDB, along with out-of-the-box workflows, enable CSPs to resolve issues early and proactively inform customers to minimize any impact. With ServiceNow Telecom Assurance Workflows, CSPs can:

- Increase productivity and reduce mean time to repair (MTTR) by connecting front and back office teams to eliminate ‘swivel-chairing’ while ensuring efficient collaboration between customer care, network operations and service operations centers
- Proactively communicate to potentially impacted customers about service issues and empower them to track status to increase satisfaction and loyalty
- Lower costs by reducing incoming calls and eliminating penalties for SLA breaches by quickly correlating network and service issues to pinpoint root causes and ensuring fixes are complete and permanent

Find out how ServiceNow Telecommunications Service Management helps you deliver the differentiated services customers want at www.servicenow.com/products/telecommunications-service-management
ServiceNow Assurance Workflows for Telecommunications

1. Monitor and correlate events – Telecommunications Service Operations Management monitors and correlates alerts to identify those that can impact service.

2. Create incidents and triage – Telecommunications Service Management can auto-create a case for the issue. Anyone from network operations to customer service team can also report an issue and trigger a case.

3. Conduct impact analysis and create case(s) – Telecommunications Service Management can auto-correlate the issue with customer data via CMDB to identify all potentially impacted customers. If multiple customers are involved, Telecommunications Service Management can auto-create the major case and the child cases for each customer for easy tracking.

4. Assess, diagnose, and resolve issue – The network operations team can assess, diagnose, and resolve the issue to close the case and potentially address the issue before it even has a chance to impact customers. Everything that anyone does is captured and tracked by the platform, creating a single system of record that allows everyone (including customers) to monitor progress and track status.

5. Notify – Proactive auto-notifications can be sent to customers throughout the process. Customers can also track the real-time status of the issue.

6. Provide audit trail – All the data, communications, and timelines are tracked in the case, making information easily available to pull out for reports, audits, and analysis.

6. Compliance: end-to-end audit trail

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