

Harness the power of the entire organization to better serve customers

Digitally transform operations to address customer issues quickly and transparently.

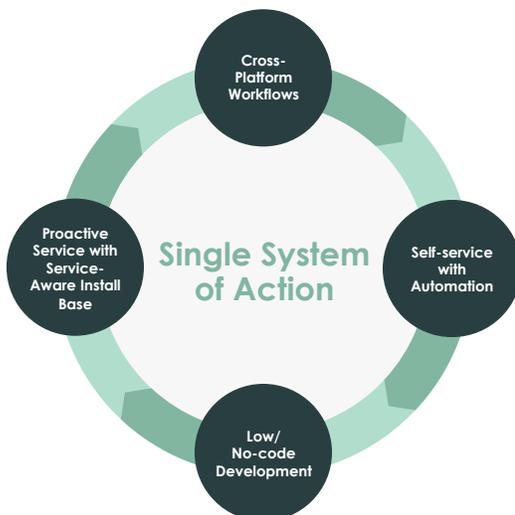
Organizations of all sizes, in every industry, are competing for customer loyalty. As their products become commoditized, it's difficult to earn loyalty based on capabilities. Loyalty is earned one interaction at a time. Long lasting customer relationships are created through continued positive encounters with sales, professional services, support, and the many channels of communication such as the website, mobile apps, chat, social media, and more.

When companies lack digital organization, employees struggle to deliver basic support, products don't arrive on time, clients with payment disputes spend days contacting the bank, and suppliers struggle to fulfill orders. In the stark reality of isolated legacy systems and siloed data, organizations are challenged to unify their people and processes. Employees resort to using unruly spreadsheets, disparate email threads, manual delivery methods, and clumsy coordination across departments. Facing a constant stream of frustrated customers, employee morale suffers.

To provide great customer service, an organization must first establish great employee experience. The whole organization, including employees and operational systems, must work together to deliver an outstanding customer experience – every time.

ServiceNow transforms customer experience

ServiceNow has helped thousands of organizations successfully digitally transform their customer service and business operations to deliver best-in-class customer experience with one platform, one architecture, and one data model. ServiceNow brings people, systems, and data into one System of Action, enabling a single process flow across people and functions. This allows front, middle, and back-office operations to come together and solve customer support issues quickly and seamlessly.



Digitally transform your organization with ServiceNow's one platform, one data model, and one architecture



- Leading UK-based financial services group, providing banking and financial services to personal and commercial clients
- 30 million clients and 65,000 employees

Challenge

- Back-office operations for customer payment requests and issues were manual, requiring hundreds of staff to handle each transaction
- Manual processes needed digital transformation to function smoothly during the pandemic

Solution

- Automated core operational processes securely through digital applications and workflows
- Transformed payment operations processes using digitization, automation, and ecosystem integration with ServiceNow Financial Services Operations

Results

- 91% payment exceptions resolved with automation
- 62% direct debit refund cases processed in 30 minutes, down from 3 days
- 7 payment operations processes digitally transformed in 12 weeks.

ServiceNow enables a single process flow across people and functions by breaking work objects, like cases, into discrete tasks and by connecting any system where people do their work. This allows the front, middle, and back office to come together and solve a customer support issue quickly, with full transparency.

Proactive service allows organizations to uncover issues before the customer is made aware, solving and communicating status as well as identifying and pre-emptively resolving emerging problems.

Self-serve support enables customers to initiate requests such as subscribe to a new service, change a service, get product help, or update a profile, using the channel of their choice without having to speak to or chat with anyone.

Automation and optimization of processes provides end-to-end visibility to representatives and customers on the support request status at every step. Issues such as cross-department onboarding are performed seamlessly and in record time.

Connecting a hybrid workforce and ensuring last mile customer experience brings together people and systems across the value chain, providing one unified view of the work involved to successfully meet a desired customer outcome. Receive status at every step and enjoy a more consistent experience across in-house and third party resources by leveraging automation and structured work.

Improved efficiency and accuracy of service dispatch and resolution leverages the ServiceNow platform and workflows to improve service delivery from initiation to completion. Increase scheduling efficiency, enhance technician effectiveness through mobile-enabled technologies, and ensure the right resources are deployed for issue resolution and preventative maintenance.

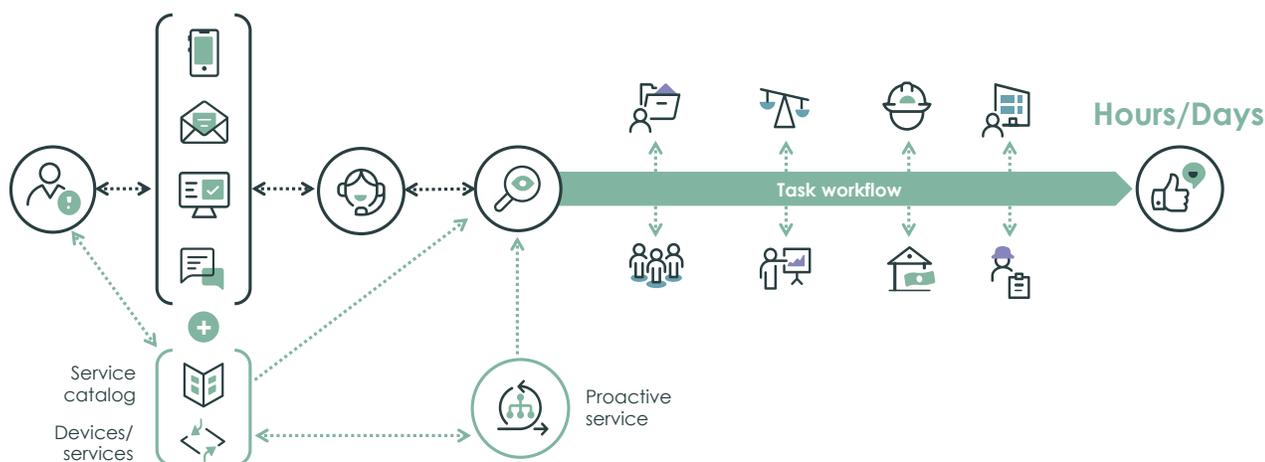
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The vision of the customer experience and that journey of what we need to do to continue to do to disrupt and improve the customer experience was one of the most single important factors for choosing ServiceNow.

– Steven Bandrowczak, Xerox President & COO



ServiceNow empowers employees to deliver a great customer experience



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