



Helping CSPs digitize enterprise customer engagement

Creating a seamless, frictionless experience that improves enterprise customer loyalty

Enterprise customers have many things to worry about. Communications service providers (CSPs) can reduce the load by automating the exchange of data and service information. By doing so, CSPs can offer an improved service experience and help enterprises get the visibility and control they want over their operations, leading to highly satisfied, loyal customers.

Building and maintaining custom portals or integrations for customers can be extremely complex and costly, due to a lack of visibility into internal processes and disconnected systems. Initial implementations and subsequent enhancements often take months and cost tens of thousands of dollars, involving a ton of phone calls and emails back and forth, which consumes expensive support resources and leads to frustrating, poor customer experiences.

What CSPs need is to digitize this engagement channel and simplify the process end-to-end. ServiceNow® can do just that. ServiceNow enables carriers to deliver the differentiated service experience that customers are looking for with a single workflow that connects everyone—customer, CSP, and vendors—in an automated, streamlined way.

Improving operational efficiencies and the customer experience

eBonding for Telecommunications is a purpose-built capability in ServiceNow Telecommunications Service Management designed to provide a streamlined, connected workflow from provider to enterprise, as well as to any of the vendors they are using to provide services. With ServiceNow, CSPs:

- Reduce deployment and maintenance time and costs by consolidating everything under a single platform.
- Lower call volumes and provide a differentiated customer experience using a single system of record that gives all parties—customer, CSP, and vendors—easy access and real-time visibility into service availability and status with issues.
- Improve loyalty with a seamless customer experience that increases operational efficiencies.

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

Industry

Telecommunications

Challenges

- It is complex and costly to connect all of a customer’s different databases and vendor systems. It can take months to implement a custom portal or instance for the customer
- Limited visibility makes it hard to track status and efficiently address bottlenecks—takes a lot of phone calls and emails to figure out what’s going on, leading to customer frustration and a poor customer experience
- Disconnected systems add complications

Solution

Telecommunications Service Management: eBonding for Telecommunications

Results

- Reduces development and maintenance time and costs—what once took 10 to 12 weeks per integration now takes less than 15 minutes
- Provides total transparency—on average, reducing assisted interactions by 50% and improving time to resolution of cases by 33%
- Increases loyalty—achieving improvements in customer and employee satisfaction scores



ServiceNow eBonding for Telecommunications

eBonding connects the enterprise customer's and the CSP's ServiceNow instances. This creates a single workflow that allows a customer's administrators to extend existing IT service applications (e.g., tickets, requests, and cases) directly to the CSP and enables real-time bi-directional updates of data and status.

To get started, the CSP will seamlessly publish their Service Catalog in the customer's instance. Once the Service Catalog is published, customers can start to use the services. The following describes the automated, digitized workflow that could be initiated when a customer submits a service request or reports an issue:

- 1 Detect and report a problem** – A customer may submit a service request or report an issue via eBonding, which will automatically create a case for the CSP. The customer will automatically be notified that their request has been received and is being investigated—the app synchronizes the real-time status between the CSP's and customer's instance for complete visibility, from initiation to resolution.
- 2 Create and verify** – Because the service catalog is published by eBonding, the case can be auto-verified to determine whether the issue is related to a service that is delivered directly by the CSP (internal) or billed by the CSP and delivered by another vendor (external). The workflow will trigger a script to automatically diagnose the issue or address the request, which will be attached to the case and sent to the appropriate network support engineer (internal) or vendor (external) to triage.
- 3 Manage and resolve** – The appropriate network support engineer or external vendor will be alerted of the issue and tasked with resolving and updating the case. All activity is captured and tracked in this single system of record, so progress can be monitored, and bottlenecks identified and addressed.
- 4 Clear and close** – A communication to the customer via eBonding will notify them when the issue or request is resolved. If they accept the resolution, the case is closed.
- 5 Provide audit trail** – All the data, communications, and timelines are tracked in the case, making information easy to pull for reports, audits, and analysis.

