Scale customer operations

Why is good customer service still such a challenge?

Imagine yourself as a customer seeking service from a company you do business with. If you were asked, "How's Company X's customer service?" you would have an immediate response. When you respond negatively, what is it that makes you rate a company's customer service poorly? It's because you get bounced around and have to repeat yourself. They never resolved the issue, or it reoccurred, maybe more than once. You were on hold for ages. The process took way too long and was just too hard.

What's behind this poor service? Customer service solutions have been around for a long time. Vendors have added an abundance of service channels so customers can communicate how they prefer. Agent desktops have become more powerful, incorporating external data, recommending next best actions, empowering agents to resolve issues more easily. So what is still missing?

The root of the problem

Think about this. The contact center, or customer service, cannot solve many of the issues – or fulfill the requests – coming from their customers. They need other operational teams, sometimes called middle and back office, to help them. Typically, they are walled off from these teams that actually diagnose and fix issues and fulfill requests. They're also siloed from teams that monitor services – an ever-expanding area as companies move to digital services – so they are reactive, responding to things like outages only after customers call to report problems.

Agents can engage effectively with customers when they reach out, but they're disconnected from 'customer operations' – all of those other teams involved in resolving the actual issue or request beyond the front line staff. Those teams use separate systems, and customer service has no visibility into the information other teams are using. To follow through on a customer issue thus requires manual processes – emails, phone calls, spreadsheets – to track the work. This is the root of the problem with poor customer service: siloed teams and systems, reactive service, and no visibility of end-to-end service processes. But take heart – there *is* a better way!

A single platform to connect customer operations with customer engagement

ServiceNow empowers you to automate processes across front, middle, and back office teams, proactively predict customers' product and service issues and prevent downtime, and analyze current and past performance across teams to improve customer operations, all on a single platform. This gives everyone – internal users and customers – complete visibility into the status of the entire service experience.

Challenges

- Disconnected teams
- Reactive service
- Poor customer experience affecting retention, revenue, and growth

Solutions

- Customer Service Management Pro
- IT Operations Management Pro
- Field Service Management Pro
- Connected Operations
- IntegrationHub
- App Engine
- **For communications service providers**: Telecommunications Service Management and Telecommunications Network Performance Management
- **For financial services firms**: Financial Services Operations

Results

A Forrester Total Economic Impact™ composite study* found companies using ServiceNow:

- Improved first contact resolution by up to 20%
- Saved $4.1 million over 3 years through faster inter-departmental resolution, increased visibility, and shift-left of cases
- Improved employee experience (EX) scores by 42%, leading to a three-year PV savings of $1.2M

* The Total Economic Impact Of ServiceNow Customer Service Management, a November 2020 commissioned study conducted by Forrester Consulting on behalf of ServiceNow.

Bring front, middle, and back offices together

Let's first consider use cases, which vary by industry. Complaint management. Order changes. Disputes management. Payment error resolution. Product issues. Field service management for devices. No matter the use case, ServiceNow solves the problem of disconnected teams by uniting everyone involved in resolving customer issues and requests on a single platform using workflow, case and task management, and integration.

Whether it's a problem, like a lost credit card, or a request, like applying for a new business license, ServiceNow uses playbooks to structure the work and assign tasks to the right person at the right time, automating tasks where needed. Through the service catalog, customers can make requests which get routed directly to the proper team, even bypassing front line support when appropriate. Field service workers are seamlessly integrated into workflows touching customers. And citizen developers can use low-code/no-code tools to extend customer service when custom applications are required. The impacts? Complete visibility, shorter resolution times, and better agent and customer experiences, resulting in higher satisfaction and retention.

Proactively predict and prevent customer issues

The holy grail of customer service is preventing issues entirely and providing proactive service. With the move to digital services and the growth in connected devices, companies need to monitor service status and identify issues before they occur to minimize downtime and customer impact. Through a single platform that integrates proactive monitoring and connected IoT devices with customer service and field service, ServiceNow delivers on this vision.

Companies can now predict and prevent issues before they occur, reducing costs and improving the quality of service. When issues do occur, ServiceNow understands exactly which customers are impacted, allowing them to be informed proactively. Field service staff can be dispatched to fix things quickly, maximizing uptime. All of this leads to reduced case volumes and happier customers.

Optimize operations by analyzing performance

The beauty of running end-to-end customer service processes on a single platform is that, finally, the data is readily available to analyze and improve performance.

Process optimization uses audit log data to help visually identify and improve process bottlenecks and increase automation – without requiring months of tedious work and expensive consultants. Workforce optimization dashboards help leaders better manage agent workload and performance across teams and channels, both digital and voice. In-platform analytics and machine learning allow managers to quickly analyze contact drivers and case history. This assists in identifying knowledge gaps to drive knowledge creation, enabling both agents and customers to solve issues faster.

The rewards of scaling customer operations

Research* shows that companies with a seamless customer operations program outperform those without it, from increased customer retention to decreased operational costs.

ServiceNow helps deliver these outcomes by connecting teams, predicting and preventing issues, and optimizing performance.

* The ROI of Customer Operations Management: 6 Ways that Modernizing End-to-End Service Delivery Pays Off, Omer Minkara, Aberdeen 2020

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> With ServiceNow, there is no legacy. The platform is a cloud solution that is built to underpin and integrate all the workflows in our customer service operation.
>
> – Matthias Lippert, VP Customer Services, Basware

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