ServiceNow Service Desk Solution

Provide Faster Response and Resolution for Mission Partners and Agencies

Challenges to Delivering Superior Service

It's all about enabling the mission. Improving service is among the top priorities for most organizations in government and private industry, and for good reason. Studies show that focusing on the "customer" experience nets improved gains in satisfaction for organizations and productivity for internal personnel. Yet despite the obvious rewards from delivering a superior service experience, most organizations aren't doing it. In fact, most service functions struggle with the following:

Inefficiencies. Mission partners are inconvenienced by having to call and wait for responses from service desks, and frequently have no options for resolving issues themselves. At the same time, service desk personnel spend hours each week grappling with cumbersome, legacy systems and processes to triage the issue and find answers.

Poor service quality. Often, service desk agents cannot effectively address mission partner's questions or solve their problems. Data indicates that agents fail to answer customers' questions up to 50% of the time.[1] This is largely because organizations have invested in faster service without adopting processes and systems to effectively resolve the underlying causes of issues and improve the resolution process.

Reactive focus. Service teams spend most of their time reacting to customer problems. This leaves them with little time to focus on strategic new services and transformational work. When customer service cannot be proactive, organizations increase requests and miss opportunities to preemptively solve problems, respond quicker and more effectively, and drive continuous business improvements.

Why Are Some Organizations Struggling to Deliver Excellent Service?

ServiceNow commissioned Intergram Research to survey senior managers in customer service roles at 200 U.S. enterprises with at least 500 employees. Respondents were asked to identify their biggest obstacles to delivering excellent service. Here's how they answered:

57%

Disconnected service processes that do not flow easily from first contact to permanent problem resolution

56%

Too buried to address longer-term strategic issues

54%

Siloed and the various silos don't talk to each other

50%

Lack of automation for customer service processes

Read the full survey report, Putting Service First Check out the Secrets to Providing Excellent Customer Service.

1 Harris Interactive Survey.

Customer Service is a Team Sport

We believe the future of service demands more than today's CRM systems can deliver. To succeed, organizations must offer an effortless experience by connecting mission partner service to the rest of the organization so they can find, fix, and prevent issues. They must move beyond managing contacts and individual interactions to embrace a new model. In a modern customer service organization, teams will fix problems for many customers at once instead of chasing issues one at a time. Machine learning will enable service agents to respond faster to customer concerns. And service will move beyond operational demands to deliver proactive strategies that improve response to the mission. With ServiceNow® Customer Service Management, you can deliver effortless service that increases satisfaction while reducing case volumes and costs.

Deliver Effortless Customer Service

Automate common solutions such as address changes and registration with out-of-the-box self-service to connect front-end requests to back-end systems. Utilize machine learning to quickly categorize, prioritize, and assign cases. Connect customers to peers and experts with communities.

Connect Teams to Find and Fix Issues

Fix—and even prevent—issues by connecting customer service to other departments for faster resolution. Assign and route work from customer service to field service, engineering, operations, finance, legal, and other departments and track it to completion.

Proactively Prevent Calls

Take advantage of the Internet of Things (IoT) to pinpoint and resolve issues before customers call. Identify trends, send preemptive customer communications, and align contracts with customer product or service performance.

The Essentials for Excellent Service Desks

The essential capabilities for enabling effortless, connected, and proactive government service desks are:

Make It Easy for Customers to Engage

Contact center management Omni-channel engagement: Email, phone, chat, social media, mobile

Supervised machine learning to automatically categorize, prioritize, and assign cases

Contract and entitlement management Intelligent routing to get cases to the right agent or technician

Reduce Case Volume with Self-Service

Personalized portal experience

Service catalog for automating recurring requests

Information on demand with communities and knowledge bases

Intelligent automation and visual workflow

Monitor for Issues and Create Cases Automatically

IoT for issue monitoring and management

New insights from communities

Intelligent automation and visual workflow

Assign Tasks Across the Enterprise

Accountability with task assignment to other departments

Visibility into issue resolution status with visual task boards

The ability to integrate field service, project portfolio management, and asset management

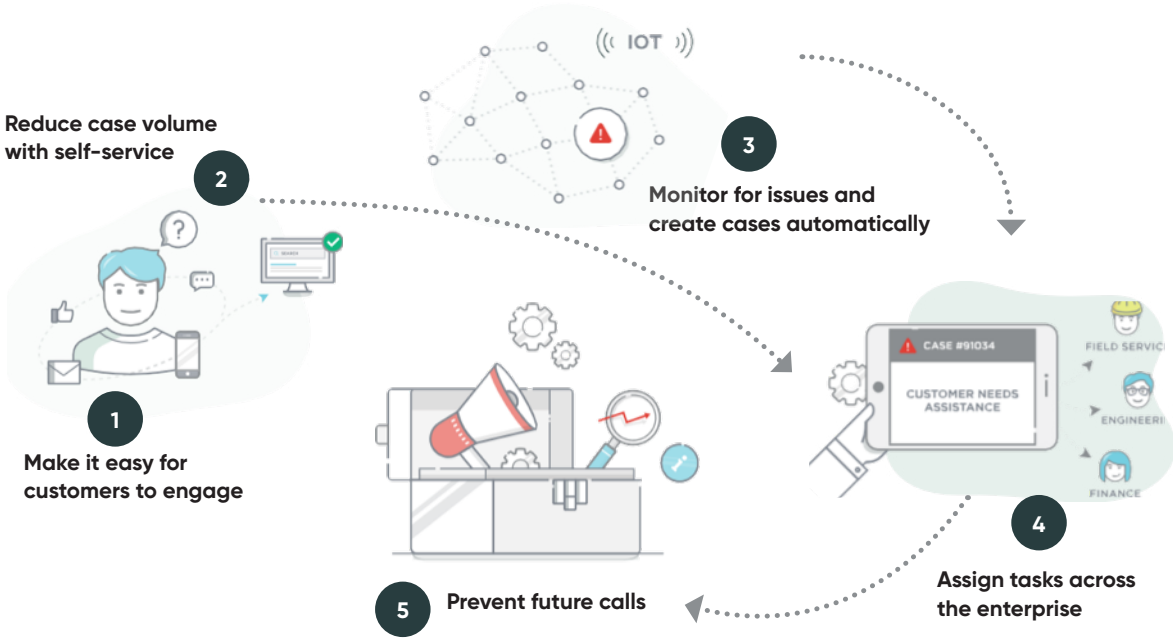
Prevent Future Calls

Resolution of root cause of issues with problem and change management

Preemptive notifications to customers with targeted communications

Trend prediction with performance analytics

How Does ServiceNow Service Desk Solution Work?



1. **Make it Easy for Customers to Engage**
   Provide effortless customer service across any channel at any time.

2. **Reduce Case Volume with Self-Service**
   Encourage customers to help themselves with a self-service catalog, communities, knowledge base, and portal.

3. **Monitor for Issues and Create Cases Automatically**
   Proactively monitor customers' products and services and take action on potential issues and outages.

4. **Assign Tasks Across the Enterprise**
   Connect customer service with engineering, field service, finance, and other teams to drive accountability for resolution.

5. **Prevent Future Calls**
   Fix underlying issues to eliminate calls, drive knowledge base content changes, preemptively notify customers, and act on trends revealed in ServiceNow® Performance Analytics.

> Based on feedback from our customers, a service management approach was a much better fit than traditional CRM to engage our customers' business holistically and to help them grow.

– Ian Ashby, Senior Vice President, Global Support, Epicor Software Corporation

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