



Retail

Markets are an increasing challenge for retailers. Their ongoing success, or even survival, will depend on frictionless operations and service—both online and in-stores. But retailers are often stuck with disparate systems and communication channels, resulting in major inefficiencies and poor customer experiences. Retailers need to automate service relationships across their operations so they can adjust to changing market dynamics. Customers and franchisees need a single point of contact for support. And employees need a streamlined view of all cases and their progress. So, they can cut costs while accelerating resolution times and improving customer satisfaction.

Enter ServiceNow - The Platform of Platforms

Unlock Intelligent Retail Operations

Get the most out of in-store technology, location remodels, and refreshes using Project Portfolio Management to optimize store layout and configuration. In addition to maximizing shelf space, ServiceNow keeps locations in alignment with corporate branding and IT strategy. Continuous IoT monitoring and internal orchestration workflows automatically keep in-store technology running efficiently and reduce expensive truck rolls. Digital customer journey maps provide full visibility into the consumer experience, from mobile order to pickup.

Elevate Customer Service from Request to Resolution

Build customer loyalty by consolidating siloed snapshots of activity into a centralized system for responding to all requests and issues. Customers gain a single point of contact for accessing knowledge articles, registering new products, initiating service requests, and checking order statuses. End-to-end orchestrated workflows automate and accelerate processes while optimized agent workspaces ensure employees have all the data they need to take quick action on service requests.

Centralize Franchise Support

Maintain a high level of support across a complex global network of franchisees. ServiceNow allows retailers to replace convoluted email chains and phone trees with a unified portal that gives franchisees a single place to turn to for any support issue—wherever they are. Automate case management with digital workflows, accelerating time to resolution and freeing corporate employees to work on more important tasks. Easily onboard by simplifying the delivery of franchisee materials. And keep close track of individual locations' customer service performance with survey-case correlation.

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