



## Technology

As tech companies vie for competitive advantage in a rapidly evolving marketplace, they often struggle to scale support operations for a growing customer base while delivering an exceptional service experience. System intelligence is divided between silos, and support teams are overburdened. There's too much to monitor, too many tools, and too much swivel chair. You need to cut costs by replacing legacy processes with end-to-end digital workflows and self-service tools. You need at-a-glance visibility into operations to detect potential service impacts before they become major issues. And more agility so you can quickly adapt to market demands and deliver technology efficiently.

### Enter ServiceNow - The Platform of Platforms

#### Provide Proactive Care

Transform reactive customer care into a proactive, AI-driven process with automated case workflows that help tech companies stay one step ahead of service disruptions. ServiceNow empowers support staff to detect threats before they become major events, so teams can provide early warnings to customers and drive rapid resolutions. Uninterrupted service and operations not only keep customers happy but also fuel staff efficiency and productivity.

#### Monitor Service Health and Meet SLAs

Replace disparate support applications and expensive customized support systems with an automation-driven solution that reduces costs and elevates the customer experience. ServiceNow provides effortless customer engagement across all channels and devices, giving support teams unparalleled visibility into processes and systems—empowering them to deliver issue resolution with the immediacy customers expect.

#### Accelerate the Customer Onboarding Process

Provide a seamless end-to-end experience by integrating customer onboarding functionality into a self-service portal. ServiceNow collects all relevant customer information and order details, automatically launching the appropriate workflow to fulfill the request. Onboarding agents have an at-a-glance view of all open orders for quick request approvals, and customers can follow their request status via the portal, keeping them informed and satisfied.

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