



## Telecommunications

In the fiercely competitive telecom industry, customer experience is everything. But siloed departments and complex IT environments make it nearly impossible to deliver the exceptional service consumers expect. At the same time, people-intensive processes drive up costs while creating a major barrier to growth, innovation, and productivity. What you need are purpose-built workflow solutions that address the unique challenges telecoms face as they rapidly grow their portfolios and digitally transform their businesses. So you can gain a true competitive edge by achieving greater agility and scale in today's cloud-first world.

### Enter ServiceNow - The Platform of Platforms

#### **Provide a Frictionless Experience for Customers and Employees**

Deliver exceptional, cost-effective service from issue to resolution—and solve customer issues before they even start. ServiceNow aggregates data across silos, providing a single view for both agents and customers—boosting productivity and driving customer loyalty. Service providers can remediate issues before they affect customers and keep them proactively informed about service interruptions.

#### **Reduce Operational Costs and Service Assurance Complexity**

Replace disparate tools and manual service management processes with data-driven automation that reduces costs and makes it easier to deliver on service-level agreements. ServiceNow seamlessly integrates with network monitoring tools to correlate performance issues and proactively alert operations teams behind the scenes—accelerating resolution.

#### **Maximize IT Agility**

Drive growth and innovation through an agile, interconnected work environment. ServiceNow fuels productivity by delivering a unified platform for efficiently digitizing workflows and running them at scale. Aided by AI-driven technologies, IT can rapidly deploy new apps, automate business processes, and transform the customer experience.

#### **Optimize Talent Management**

Attract and retain top talent with complete automation across the enterprise. ServiceNow helps employers meet the expectation of world-class digital experiences that today's career seekers expect. By digitizing, streamlining, and automating complex and repetitive HR processes, ServiceNow eliminates red tape and helps companies retain top talent. And centralized knowledge keeps HR data easily accessible for administrators.

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