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# Transform Your Customer Experience with ServiceNow



## EVOLVING IN THE ERA OF INTERNET OF THINGS AND 5G

The IT service management (ITSM) industry is experiencing a digital revolution, and communication service providers (CSPs) are increasingly transforming their core networks with powered by software-defined networking and network function virtualization. And at the dawn of the 5G era—already entrenched in internet of things (IoT) devices—CSPs are starting to build industry vertical solutions for a more cohesive, cloud-focused future characterized by best-of-breed, centralized platforms.

This new digital reality is offering major opportunities for growth. The market is exploding with fascinating new use cases, more advanced service offerings, and innovative ways to do business. At the same time, as telecom leaders review their enterprise strategies, they see many challenges on the horizon, not least of which is that enterprise clients are struggling to navigate an increasingly complex technology environment. Fundamentally, the market has shifted from product-focused to customer-focused.

Aps Chikhalikar, ServiceNow's chief innovation officer, APJ, and telecommunications industry lead, sees the market reality in stark terms: "Service providers need to fundamentally transform their operating models and the way they take products to market, so that their methods are focused on 'What are the solutions that customers want to buy?' rather than 'What are the products we build and take to market?' They need to build with a 'customer first' rather than 'product first' mindset."

Transforming the customer service experience is paramount in our evolving ITSM industry. This ebrief will discuss how service providers can evolve faster than telecom disruption and build a competitive advantage through transforming the customer experience.

## MARKET CHALLENGES AND OPPORTUNITIES

Enterprise digital transformations are taking place in all sectors as businesses adjust to a new cloud- and digital-focused reality. However, the telecom market still faces three primary challenges:

**The need to become proactive.** A service evolution is taking place in the ITSM industry. Enterprises are moving beyond historical transactional customer care and starting to ask questions such as *How can we automate processes to solve basic issues? How can we connect better? How can we innovate the customer service experience?* A big differentiator for any successful organization or brand is the relationship that it builds with its customers through service. According to IDC Research, "Customer service is the new marketing."

To that end, CSPs need to transition away from *reactive* customer service to provide proactive customer service. They need to discover innovative ways to solve issues more quickly, and they need to find ways to leverage their community to predict, correlate, and address potential issues. "Customers have certain expectations that their interactions will let them get their work done quickly," says Chikhalikar. "Beyond providing a user-friendly interface from which to perform their tasks, service providers need to make sure they're earning the trust of their customers by knowing—before they call—what the customer needs." That means having the right insight mechanisms in place so that technical teams working on a given issue have a cohesive understanding of the entire ecosystem.

**The need to break down silos.** The organizational silos that historically make up an enterprise can stymie growth and innovation. Silos complicate communication and collaboration across business units, which become resistant to cooperation and the sharing of information. This organizational disconnect can take the form of geographic silos, project silos, technology silos, and information silos—and all of them can be deadly. In the new digital era, it's essential to create a unified vision.

A centralized platform with access to key intelligence breaks down telecom's traditional silos. "As service providers upgrade from legacy platforms to new best-of-breed solutions," says Chikhalikar, "they need the ability to integrate across the life cycle of the customer. If the customer has an array of tools across the core network space, connectives need to be built across the ecosystem so that the customer need only access the centralized platform to view the entire life cycle."

**The need to migrate from legacy environments.**
Many telecom operators have legacy systems in their environment—and that's going to determine how and whether they'll be able to successfully roll out IoT or 5G. Scattered departments beholden to

antiquated technology are often disconnected, causing myriad challenges. There's also the question of cost: Enterprises reportedly spend nearly 70% of their budgets on legacy environment upkeep, throwing money at performance problems and security issues that can lead to downtime and lost productivity.

Customers have an understandable expectation that they will receive the best level of quality of service at the right time. "It's imperative that service providers step up their game and start capturing more of the market," says Chikhalikar. "They need to refresh their platforms and technologies—not just individual silos such as field service management, or event management, or service auto management, but across the entire customer life cycle."
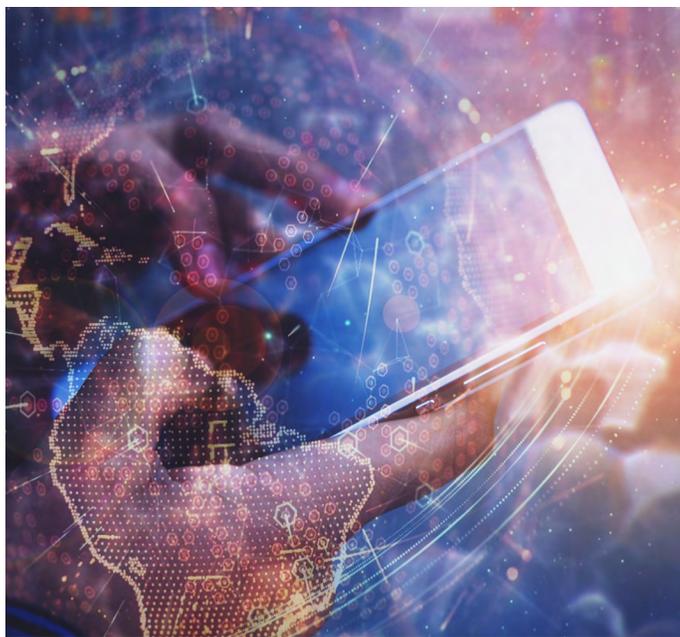
Despite these challenges, telecom operators face new opportunities, not least of which is the potential to offer their customers more advanced service offerings such as machine learning for diagnostics in healthcare, long-distance surgery, remote machine operation, and so on. "With 5G and IoT coming into play, there's a lot of interesting activity going on in the enterprise or business segment," says Chikhalikar. "Whereas service providers traditionally have provided basic IT offerings (e.g., internet communications, technology offerings such as endpoint network management), there are a lot of higher-order type services further up the stack that they'll be able to offer once they surmount the above challenges." And to do so, they must ensure that their processes and technologies can keep up and that they can meet agreed-upon service-level agreements.

## THE BENEFITS OF THE SERVICENOW SOLUTION

Industry-leading ServiceNow stands behind a unified platform that allows clients to streamline customer service processes, scale to an enterprise level, and capture many data points. The ServiceNow platform—supporting operations, customer service, service owners, and field service personnel—provides the ability to integrate with many systems, helping CSPs become more efficient.

### TELIA CASE STUDY

Telia Company is a telecommunications operator in Sweden, Finand, Norway, Denmark, the Baltic States, and Eurasia. It serves millions of customers every day in one of the world's most connected regions. With its strong connectivity base, Telia is the hub of a digital ecosystem, empowering people, companies, and societies to stay in touch with everything that matters 24/7/365. Behind the scenes, the company was stagnating because it was operating in silos. With its multiple ticketing systems, there was no way to collaborate. In essence, Telia's customers managed the company. It was not a sustainable business model, and it resulted in low customer satisfaction. The team selected ServiceNow Customer Service Management to provide a central way to handle customer support. The solution also brought unprecedented support for customer service agents, who could now freely collaborate with one another. See the entire video case study and see how you can benefit from ServiceNow.

## TATA COMMUNICATIONS CASE STUDY

Tata Communications is the world's largest wholesale voice carrier, operating the world's largest wholly owned submarine fiber network. Following an intensive review process, the team selected ServiceNow Customer Service Management to deliver the first stage of a project that will eventually drive automation and further efficiencies throughout the broader Tata business. Essential to Tata was that the solution be an off-the-shelf, cloud-based, software-as-a-service, 100% digital solution. ServiceNow Customer Service Management has enabled Tata to provide responsive, transparent incident resolution services to its customers. Next, the business plans to deploy machine learning to correlate events and services between different networks and different solutions. Tata is now delivering "100% availability and customer delight." See the entire case study and see how you can benefit from ServiceNow.

**Workflows.** Workflows give users a drag-and-drop interface for automating multistep processes across the platform. Each workflow is composed of a sequence of activities to help clients align customer engagement with service management. The solution ultimately helps companies move on from legacy environments, break down silos, and assist with the rollout of new services—all of which feeds potential use cases and drives better agreement with service-level agreements, which has the potential to save customers millions.

"Creating workflows in ServiceNow is incredibly simple," says Chikhalikar. "It's a very agile platform on which to create workflows—and specifically for an industry like telecom, which is still coming to grips with agile operations. ServiceNow's workflows give them a strong advantage in terms of rapidly taking new solutions to market or building new ways of engagement for their customers."

Atop the workflow concept is Integration Hub, which helps integrate the interoperability of the workflow into other platforms. If a customer builds an integration once into a particular tool, they can capture that as a catalog integration and, next time, simply drag that integration into the workflow. Creating reusable, repeatable elements provides significant productivity benefits, not just from a workflow perspective but from an integration perspective.

**Omnichannel journey.** ServiceNow's omnichannel capabilities enable customer service agents to respond in context to any customer through the use of voice, messaging, email, portal or chat. Regardless of the channel, all interactions are cohesive and focused. The benefits of omnichannel are that service inquiries achieve a response more quickly, in context, and across all channels: Customer service agents get the information they need, recognize the incident, properly route the case, drive the work forward more quickly, then drive that through the service chain, whether it's a repair or another resolution.

"Within ServiceNow, we have the ability to have not just a new kind of engagement experience, across any channel," says Chikhalikar, "we can also gauge customer satisfaction at the end of each transaction, agnostic of channel, and use machine learning to gradually build capabilities into the platform. We can use keywords to push the right information to customers at the right time. As a customer starts typing a query, we can push relevant knowledge articles to them. It's all about tweaking the back end to improve the customer experience. This kind of intelligence is powerful!"

**360-degree customer view.** ServiceNow offers CSPs a platform that effectively constructs a 360-degree view of the customer: a single, end-to-end picture of the customer's environment and experience. The strategic approach of offering a unified view of all customer touchpoints enables the best customer experience across all channels. A 360-degree view of the customer helps CSPs build closer relationships with customers, helping to streamline interactions and even predict customer behavior.

According to Chikhalikar, "ServiceNow looks at the customer ecosystem and integrates into other platforms across the life cycle so that an agent can go to one place to get that 360-degree view—whether it's an service request or order management view, a change management view, an incident or event management view, a full service management view—in one console so they don't have to alt-tab-info onto separate screens to provide a better experience."

## FASTER TIME TO VALUE

ServiceNow's proven professional services methodology not only revolutionizes traditional ITSM but also brings a new, iterative approach to accelerating time to value. In the telecom segment, ServiceNow drastically improves project deployment pace: Projects that once took 12–24 months can now be delivered in upto 4–5 months. Beyond providing best-of-breed experience and value outcomes, the value agility of achieving such outcomes is one of ServiceNow's greatest strengths.

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