"We saw that the power of the ServiceNow platform could help us achieve our vision for providing the best customer service."

This ServiceNow case study is based on an interview with Ben Caffell, Sr. Product Support Manager, Americas, Automic Software.

Automic™

Industry
Enterprise Software
IT Services

Headquarters
Bellevue, WA
Vienna, Austria

Employees
600

Building a Self-Service Portal to Serve B2B Customers

ServiceNow Platform Enables Engaging, Responsive Experience

Business Need
Being a business automation company, Automic Software wanted to use service automation to create an engaging, responsive experience for its own customers. Interaction had to involve self-help through a new portal to enable B2B customers to answer their own questions and issues as well as to submit support incidents and immediately ascertain the status of them.

Business Solution
Automic used the ServiceNow platform to create an externally-facing portal with a set of customized applications to serve customer needs. Specifically, Automic:

- Created an external portal with a simple, engaging interface using the ServiceNow Service Catalog and the Content Management System (CMS). The portal features a unique application built on the ServiceNow platform called Customer 360. The app allow customers to upload system profiles of the Automic software associated with their account for more efficient interaction with the portal. The unique view tailors knowledge base articles, software updates and critical alerts based on the Automic products the customer is using

- Integrated the ServiceNow system to Automic's CRM so that the sales team would always have up-to-date status of their customers and be able to recognize opportunities for additional sales. In addition, the customer portal can use data from the CRM to auto-populate forms

- Utilized ServiceNow Knowledge Management to capture information about common questions or problems and answers or solutions and provide these as a self-service capability on the portal

- Developed an application on the ServiceNow platform to enable customers to submit incidents to a team of 40 support technicians and automatically assign them based on a set of complex rules and variables

Results

- Over 80% of customer problems and incidents are generated through the portal, rather than through email or phone calls

- Increased productivity for technical support team by enabling self-help for customers to deal with common problems and through the comprehensive auto assignment to get problems to the most appropriate

technician and to balance available capacity of the support team. The information a customer provides when logging a case through the portal determines who on the support team receives the case. It is a skill-based routing system, and cases get routed to those with the appropriate skills to handle each case. The system also knows who has capacity to take on a new case.

The Automic IT group also uses ServiceNow to provide service automation for the work of IT.
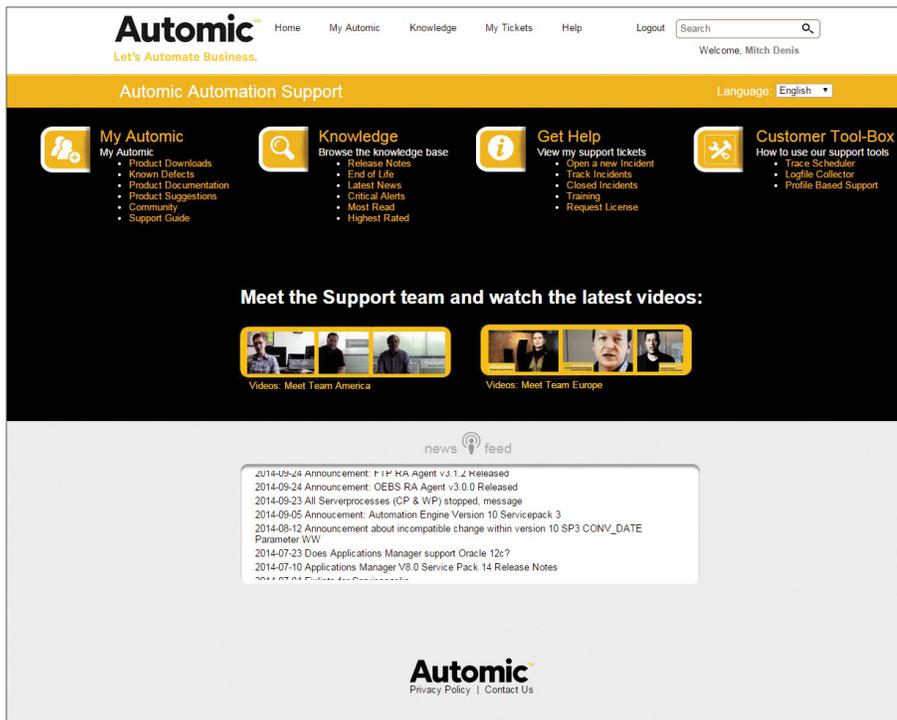
The live portal using ServiceNow Service Catalog and the Content Management System to present an intuitive, consumerized experience for users

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