

ServiceNow Customer Service Management

The customer service challenge

The volume of service requests across multiple, disjointed engagement channels is growing. At the same time, agents are hindered by disconnected systems and manual processes, with no way to address the root cause of the issues they see day after day. Despite this, there is pressure to reduce operational costs.

When service agents are unable to efficiently diagnose and resolve issues, customers get frustrated, leading to lower customer satisfaction scores and retention issues. Insights into the reasons people are contacting customer service are limited. Cross-company investigation of customer problems and collaborative analysis and problem solving doesn't exist.

All of this results in customer service functioning in a reactive mode, with high-cost service delivery and low customer satisfaction.

The ServiceNow solution

ServiceNow® Customer Service Management (CSM) goes beyond traditional customer service solutions to delight your customers—consumers or businesses—with proactive service from issue to resolution.

Resolve complex issues end-to-end by engaging other departments in the resolution of the root cause of issues, identifying permanent solutions, and improving product quality. Add ServiceNow® Field Service Management to CSM to give customer service visibility into on-site repairs. With access to real-time operational health of customers' products and services, agents receive alerts of potential issues before the customer is even aware.

With CSM analytics, gain insight into current service trends and identify common issues that can be easily automated. ServiceNow® Operational Intelligence can monitor connected products and services for issues and outages, alerting customer service proactively. You can also tap into ServiceNow® Financial Planning to monitor and drive down costs while boosting revenue opportunities in the service center.

Give customers their choice of contact options with omni-channel engagement. Machine learning quickly routes customer issues to the appropriately skilled agents, and customers are provided with self-service options, including automated solutions to recurring requests, conversational answers from a chatbot, knowledgebase articles, and an online community of peers and experts.

Customer service is a team sport

In today's competitive environment, providing excellent customer service is a key differentiator. And today's customer expectations go far beyond what traditional customer relationship management (CRM) systems deliver.

To provide an effortless, high-quality experience, a new approach is needed, one that moves beyond simply managing customer contacts and individual interactions. The modern customer service organization must connect to every corner of the enterprise, working across the entire company to diagnose, fix, and even prevent issues. By working cross functionally to fix problems for many customers at once instead of addressing issues one-at-a-time, customer service can respond faster to customer concerns with real solutions. And they can move beyond day-to-day demands to deliver proactive strategies that drive real business improvement and growth.

Deliver customer service as a team sport

Resolve issues faster and fix the root cause of issues by connecting customer service to other departments with the visual task board, workflow, and automation.

Provide end-to-end customer service

Add Field Service Management and ServiceNow® Project Portfolio Management for complete visibility and accountability across teams.

Anticipate trends and deliver proactive service

Use dashboards and analytics to visualize trends and manage problems potentially affecting many customers with major issue management to resolve issues before customers encounter them.

Utilize internet of things (IoT)

Visualize the health of IoT connected devices using ServiceNow® Operational Intelligence to identify issues, see impacted customers, and notify customer service.

Engage customers across channels

Connect with customers over their channel of choice—web, telephone, chat, text, or social media—anytime, anywhere, and from any device.

Offer self-service

Deliver automated solutions with the service catalog, and provide additional self-service options with integrated Virtual Agent, Knowledge Management, and Communities.

With CSM, you can resolve complex issues end to end, intelligently fix problems before customers know they have them, and drive action to instantly take care of common requests. The results: increased customer satisfaction and reduced case volume and costs.

Resolve issues end to end

Too often, customer service operates as an island—responding to customers, but never owning the cause and ultimate solution to the issue. CSM takes a different approach, making it possible to permanently fix—and even prevent—issues by connecting customer service to other departments for faster resolution.

By delivering service as a “team sport” with the Visual Task Board and Agent Workspace, you can identify issues in customer service and assign them directly to field service, engineering, operations, finance, legal, and other departments and track those issues to resolution. And when the problem is solved for one group of customers, future customers won’t experience it. Additionally, you’ll gain visibility to manage assets, projects, costs, and profitability when CSM is deployed with Asset Management, Project Portfolio Management, and Financial Planning, all built on the Now Platform®.

Fix problems proactively

You want to provide the best customer experience; likewise, customers prefer to avoid problems. While problems might be inevitable, when customers are alerted to a possible issue or the issue is prevented entirely, their satisfaction and loyalty will naturally be greater than if they encounter the problem and must contact you.

With CSM, you can take advantage of the internet of things (IoT) and Operational Intelligence to provide real-time visibility into the operational health of customer systems, driving continuous improvements in products, services, and processes. Performance Analytics lets you identify and predict trends to drive actionable improvements, such as automating the most frequently recurring problem resolutions. And Major Issue Management will send preemptive alerts only to potentially affected customers, notifying them of a solution when available and preventing their need to contact customer service.

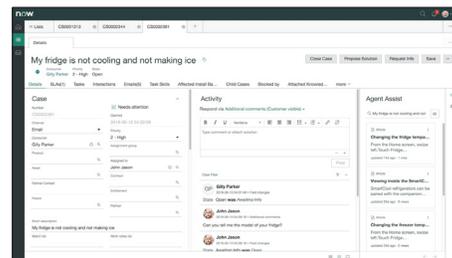
Drive action to instantly take care of common requests

Customers today want to engage using the channel of their choice. They seek quick solutions on their schedule, not yours.

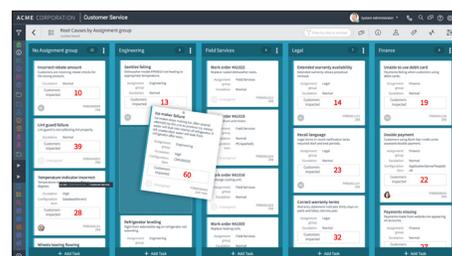
The CSM out-of-the-box customer service portal offers a customizable online service experience. Empower your customers with fast and personalized self-service, making it easy to:

- Perform common requests such as address changes, warranty registrations, and password resets with the service catalog, using visual workflow and automation to orchestrate front- and back-end processes
- Provide answers in a conversational format with Virtual Agent (chatbot)
- Discover solutions by engaging with peers and experts in Communities
- Find answers to common issues in Knowledge Management

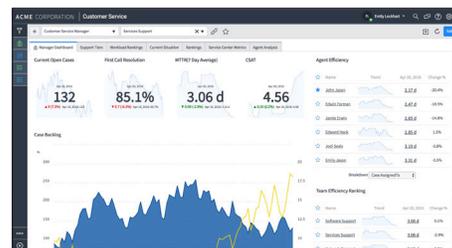
When customers prefer assisted support through channels such as telephone, email, or chat, the machine learning capabilities in Predictive Intelligence will automate the categorization, prioritization, and assignment of cases, eliminating the need for customers to select a category and priority for their issue. Advanced Work Assignment automatically assigns their cases to the most appropriate agent based on availability, capacity and skills.



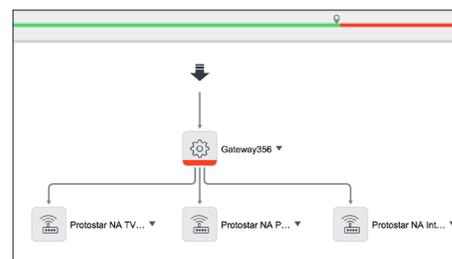
Solve issues faster with Agent Workspace



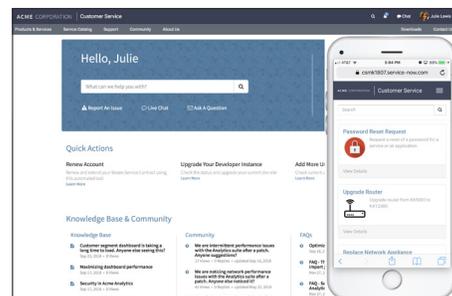
Assign tasks to other departments with the Visual Task Board



Monitor and predict service trends



Gain visibility into operational health of customer systems



Deliver self-service with chatbot, knowledgebase, community, and service catalog