ServiceNow Customer Service Management

Customer expectations are higher today than ever before. Organizations strive to deploy talent and harness technology so that every interaction drives customer loyalty. The challenge of balancing investments in elevating experiences with enterprise-wide cost reduction mandates persists. Service operations seek to minimize obstacles for customers to self-address issues with ease on their own schedule. They aim to provide cross-department support teams with tools and insights to collaborate quickly and efficiently. And they want to empower agents to deliver personalized care with empathy.

Deliver great customer service experiences while reducing costs

ServiceNow® Customer Service Management (CSM) enhances every aspect of the customer lifecycle. CSM accelerates self-service resolution capabilities so customers can quickly resolve issues when they want and via their preferred engagement channel. It automates customer operations processes across the organization to facilitate frictionless collaboration among teams in provision of timely and tailored support. And CSM positions agents with real-time intelligence and productivity tools to deliver individualized service at scale. The end result? Increased customer satisfaction and reduced costs.
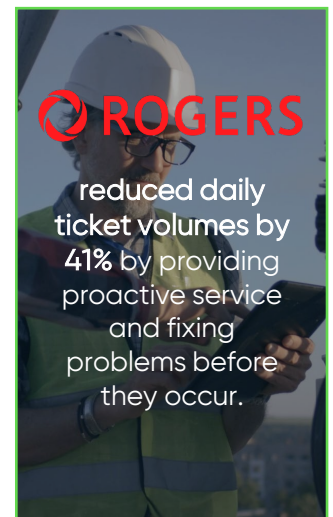
Llloyds Banking Group **automated more than 91% of their batch payment exceptions** in just 12 weeks.

LLOYDS BANKING GROUP

ServiceNow Customer Service Management Benefits		
Optimize omnichannel self-service and AI-driven issue resolution	**Automate customer operations processes** across departments	**Empower agents with real-time intelligence** and productivity tools

Optimize omnichannel self-service and AI-driven issue resolution

With CSM, you can take customer self-service to the next level by automatically routing requests to the right team the first time, offering a personalized portal experience through which customers can take action, and allowing them to engage on their channels of choice. ServiceNow delivers powerful self-service capabilities, including:

- **Virtual Agent**[1] – Guide customers with a conversational chatbot supercharged by Now Assist, our generative AI (GenAI) technology, to detailed resolutions

- **Messaging Service** – expand omnichannel service by engaging customers through their preferred messaging channels

- **Service Catalog** – automate the routing of customer service requests to the correct team using simple forms and accelerated by out-of-the-box or bespoke workflows

- **Knowledge Management** – provide instant access for customers and agents to step-by-step guidance and solutions

- **Engagement Messenger** – embed rich self-service across any web page with little to no code to offer customers assistance at any point in their journey

- **Communities** – connect customers and employees with their peers to share ideas, experiences, and solutions or automatically create and assign cases to agents for unanswered questions

- **Service Portal** – enable customers to self-serve from a personalized portal integrated with knowledge, service catalog, communities, virtual agent, and customer-facing playbooks

ROGERS

reduced daily ticket volumes by 41% by providing proactive service and fixing problems before they occur.

Automate customer operations processes across departments

With ServiceNow, you can speed the flow of work across the organization, streamlining service delivery while reducing time to resolution. Service operations teams can leverage AI-driven process optimization to identify and remove bottlenecks from key business transactions like order capture or fulfillment. Customer service agents can detect and resolve incidents before they impact the customer by proactively tracking services and identifying the root cause of problems. Capabilities include:

- **Process Optimization** – visualize process execution, identify bottlenecks to maximize process efficiencies
- **Proactive Customer Service** – monitor your customers' products and services to identify and proactively fix issues
- **Playbooks for Customer Service** – manage case flows across teams by digitizing and automating service processes

- **Performance Analytics** – unlock insights to anticipate trends, prioritize and drive service improvements
- **Continual Improvement Management** – initiate and track improvements across your entire project lifecycle and empower customers and agents to manage tasks
- **Case Types** – create and configure the different types of customer service cases your organization needs

> 66
> ServiceNow helped us with more than optimizing our customer service processes. They helped us **drive business change.**
>
> Eyal Lubin, VP Cloud Operations, NICE Ltd.

Empower agents with real-time intelligence and productivity tools

Enable agents to solve cases quickly and with empathy from a single, configurable workspace with contextual guidance built-in. Managers can optimize agent performance and operations to drive productivity and allocate resources efficiently. With ServiceNow, customer service leaders can oversee major issues affecting multiple customers by grouping them all under a single case so only those who are impacted are notified. CSM offers innovative features that enhance agent performance, including:

70%

Decrease in inquiry resolution times

TN Department of **Human Services**

- **Case & Chat Summarization**[2] – synthesize customer interactions or complex cases with Now Assist to speed agent understanding and support
- **Workforce Optimization** – manage channels, schedules, performance, and skills from one workspace
- **Predictive Intelligence** – use machine learning to identify sentiment, route issues, recommend solutions, and identify self-service and case trends

- **Guided Decisions** – dynamically guide agents to resolve cases with contextual next best action recommendations
- **Advanced Work Assignment** – automatically route work to the best agent based on criteria or an affinity to the case
- **Configurable Workspace** – easily configure and extend the agent workspace for increased productivity and faster case resolution

Harness the power of the whole organization to serve the customer

With one platform, one architecture, and one data model, ServiceNow brings people, processes, and data into one system of action. By breaking cases into discrete tasks and connecting any system where people do their work, ServiceNow CSM enables a single process flow across functions. This allows the front, middle, and back office to come together to solve a customer's issue quickly and with full transparency.

With differentiated features like playbooks, process optimization, intelligent workflows, and a single configuration management database, service operations can use a highly efficient task model within ServiceNow CSM to accelerate the flow of work. Organizations can curate frictionless issue resolutions, reduce errors, gain actionable insights, and increase customer loyalty, driving operational excellence and delivering superior experiences.

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit: www.servicenow.com.

See ServiceNow CSM in action at: https://www.servicenow.com/lpdem/demonow-customer-service-management.html