

servicenow[®]

The Great Debate: To Scale or Optimize

Adjusting Your Customer Engagement Approach in the Current Times

Paul Selby

Product Marketing Director

Customer service is key to business success



Source: McKinsey, August 2016

“Companies that prioritized and effectively managed customer experience were three times as likely than their peers to have significantly exceeded their top business goals in 2019.”

– “Digital Trends Study: 2020 is the Year of CX-Centric Business Transformation,” Adobe, 2020.

And the impact of poor service is significant

33%

of customers said they would consider switching companies after a single instance of poor service

Source:
"#WellActually, Americans Say Customer Service is Better Than Ever,"
American Express, 2017.

Customer acquisition is

5-25x

more expensive than retaining existing customers

Source:
"The Value of Keeping the Right Customers," Harvard Business Review, 2014.

Provide customers the service they need in that moment

Increase the use of self-service with automated solutions

Help customers complete requests and get answers fast

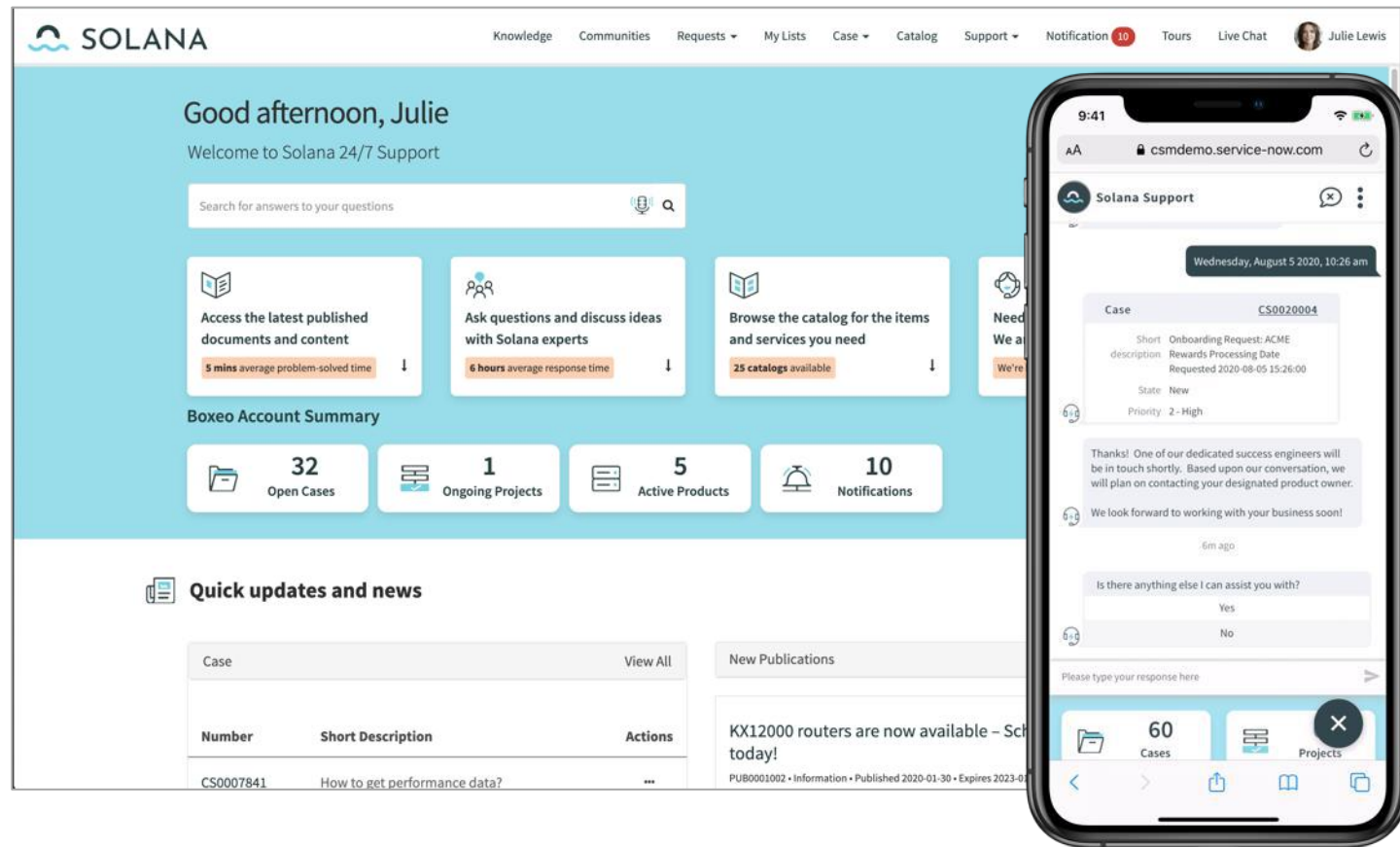
Empower agents to assist customers and resolve issues automatically



Increase the use of self-service with automated solutions

Increase customer satisfaction

Give customers control over their experience with a personalized online portal



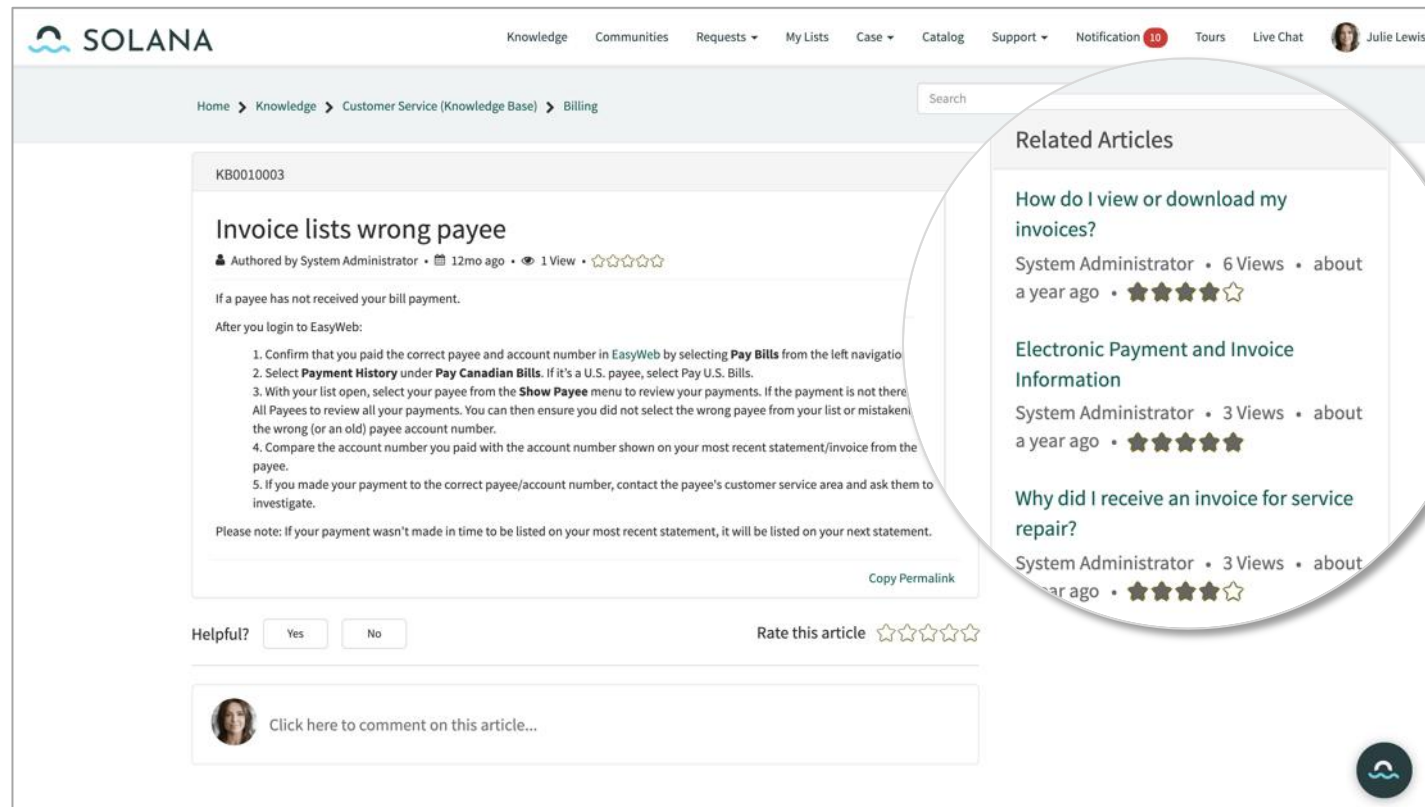
Help customers get the information they want, when they want it

Connect customers and experts via communities to drive engagement

Enable customers to track status of open issues and request assistance when needed

Increase self-service rates

Surface relevant information with machine-learning-powered Knowledge Management



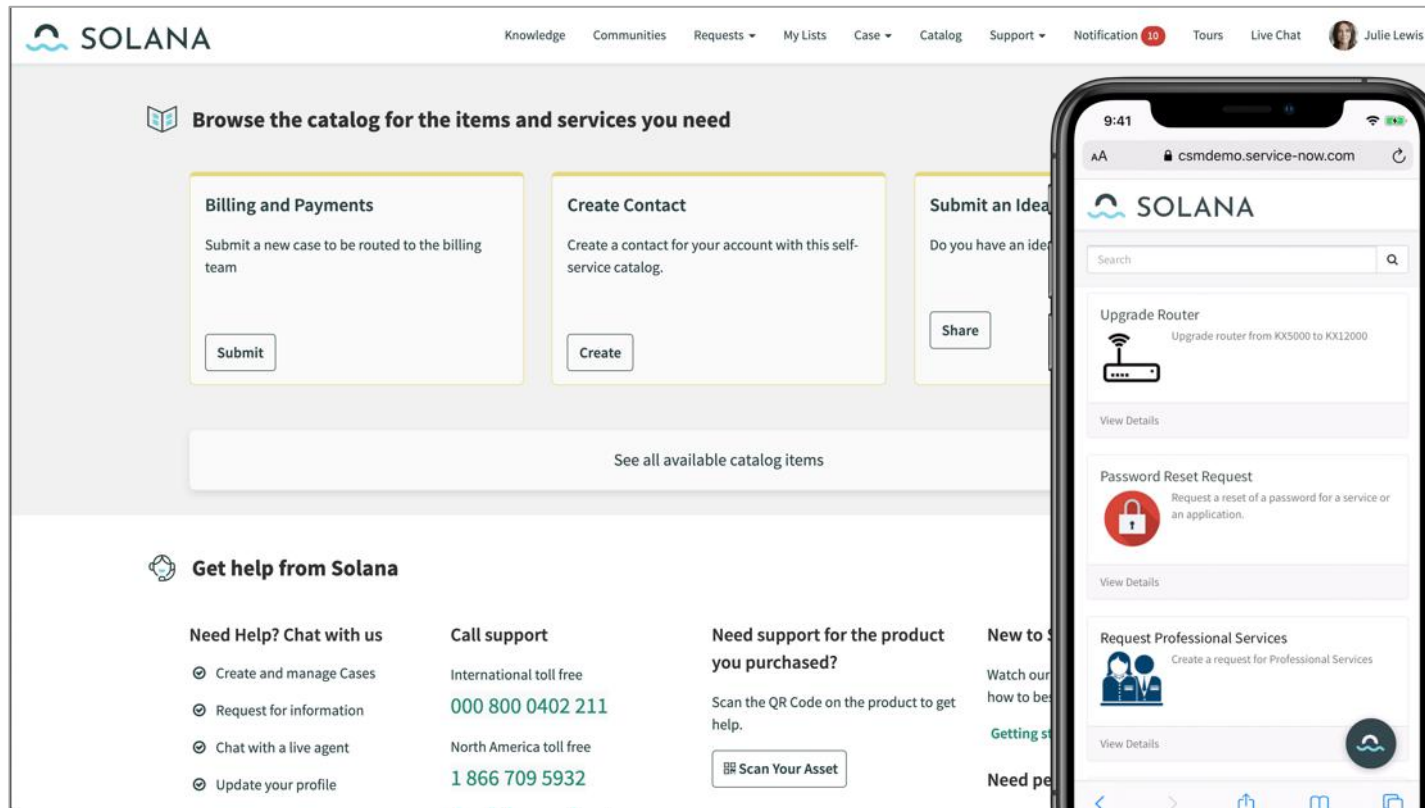
Easily search, browse, and view relevant articles from desktop or mobile devices for answers and info

Present relevant articles to help customers resolve issues on their own

Cut resolution time by matching customer text inputs during case or incident creation with relevant answers

Speed service fulfillment

Enable customers to quickly submit requests with a Service Catalog



Empower customers to select what they want from a list of available services

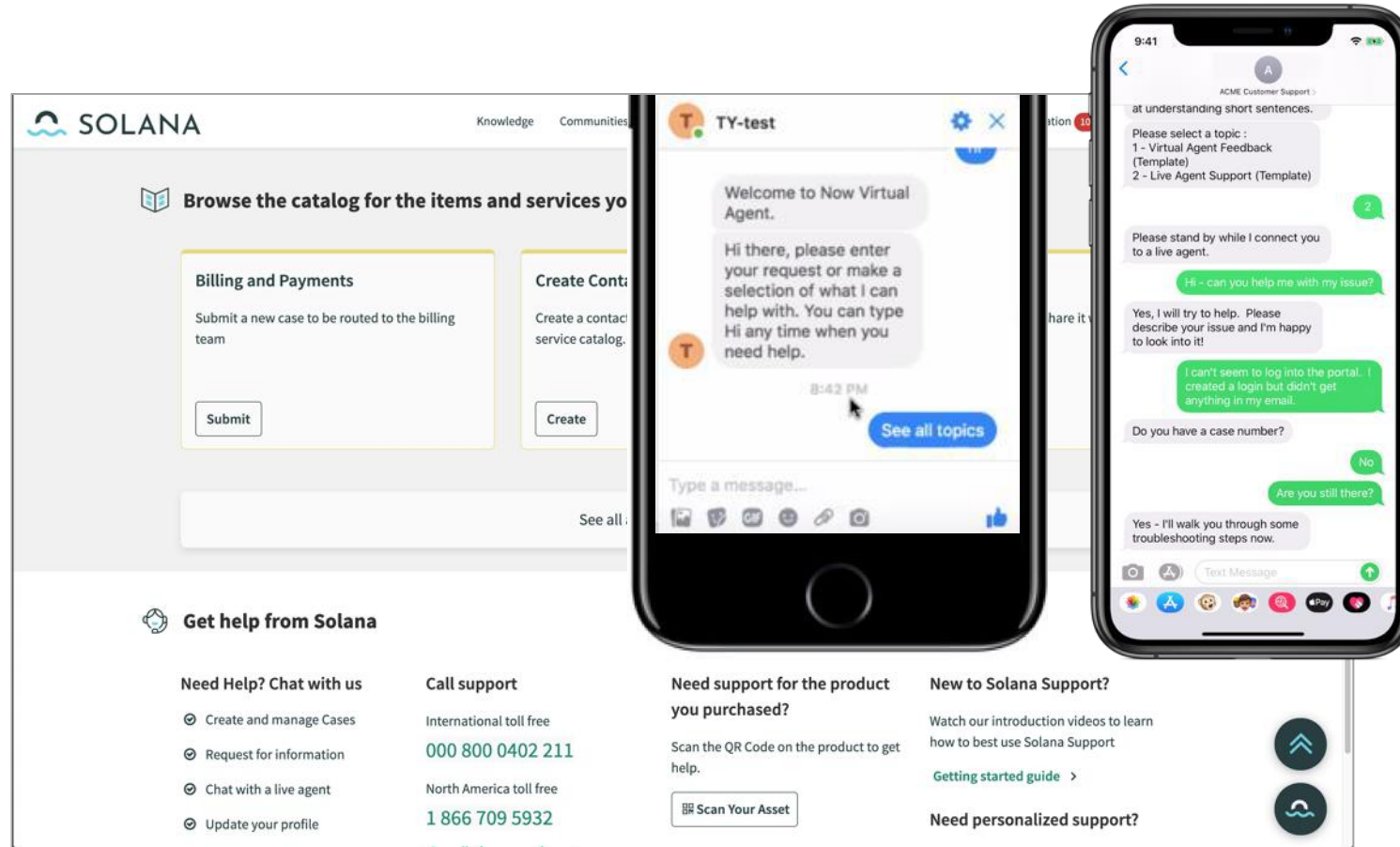
Trigger digital workflows that automate the completion of service requests

Provide visibility into service request status

Help customers complete
requests and get answers fast

Deliver a consistent, convenient experience

Ensure customers can use the channels of their choice to engage



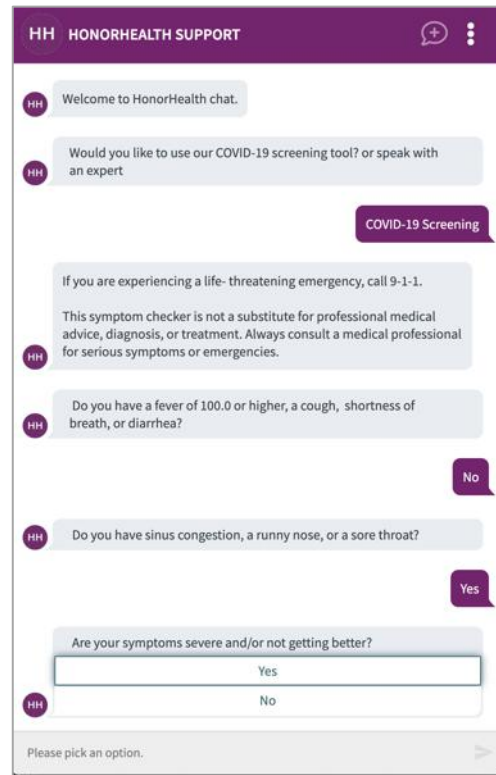
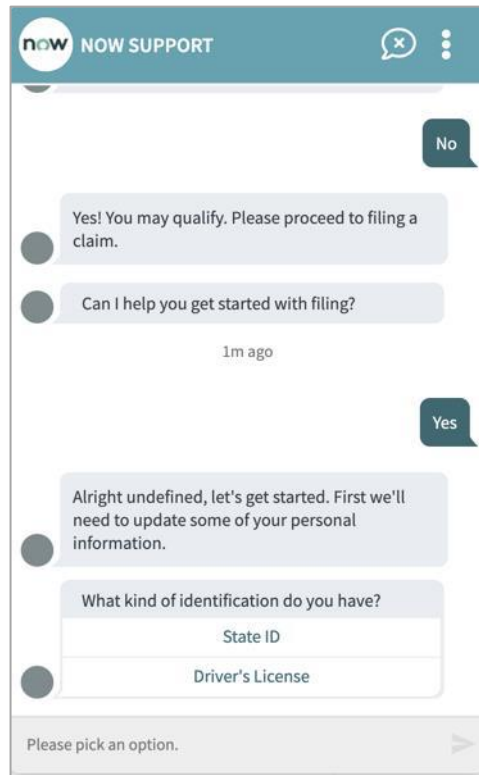
Meet customer engagement preferences with omnichannel support across web, phone, chat, messaging, email, and social media

Ensure all interactions and activities are captured in a single system of record to avoid repetition and customer frustration

Empower agents to manage multiple channels and conversations with full context

Guide customers through issue resolution

Complete requests without agent involvement with an AI-powered chatbot



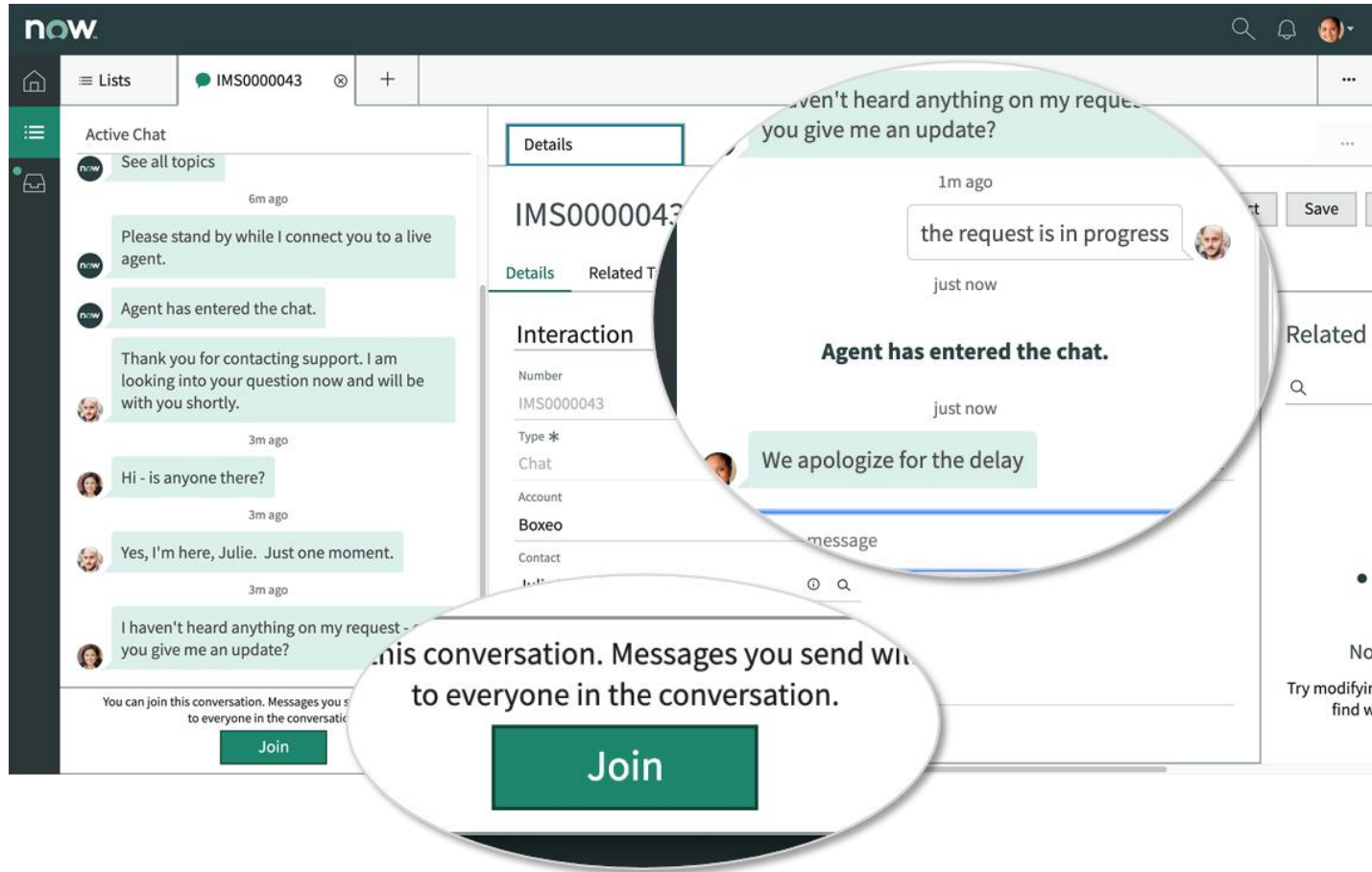
Automate responses to the most pressing customer questions to minimize or eliminate the need for agent involvement altogether

Ensure customers have a conversational experience to quickly deliver the appropriate information

Free agents to focus on more complex issues and requests that truly require human intervention

Provide a human touch when needed

Clear escalation paths ensure agents are there and ready when they are needed



Make a live agent available to address more complex issues

Automatically route cases and tasks to the appropriate people and departments

Accelerate resolution by enabling collaboration with supervisors and teammates

**Empower agents to assist customers
and resolve issues automatically**

Increase agent efficiency

Give agents a centralized location to monitor and manage all their work with Agent Workspace

The screenshot displays the ServiceNow Agent Workspace interface. At the top, there's a navigation bar with 'now' logo and user profile. Below it, a search bar and a list of tabs: 'Details', 'Customer Information', 'Customer Activity', and 'Related Tasks (4)'. The main content area is divided into several sections:

- Contact:** Profile for Julie Lewis, including contact information like mobile phone, business phone, account, email, street, city, and state/province.
- Case overview:** A donut chart showing the distribution of cases by status: New (2), Closed (2), Resolved (2), and Open (2).
- High priority cases:** A section with two columns: 'Escalated' (1) and 'P1' (3).
- Recent cases:** A table listing recent cases with columns for Number, Short description, Priority, and Assigned to.
- Recent chat interactions:** A section showing recent chat interactions.
- Recent phone calls:** A section showing recent phone calls.

A circular callout highlights the 'Action status' section, which includes the following items:

- Needs attention
- Blocked by customer
- Blocked internally

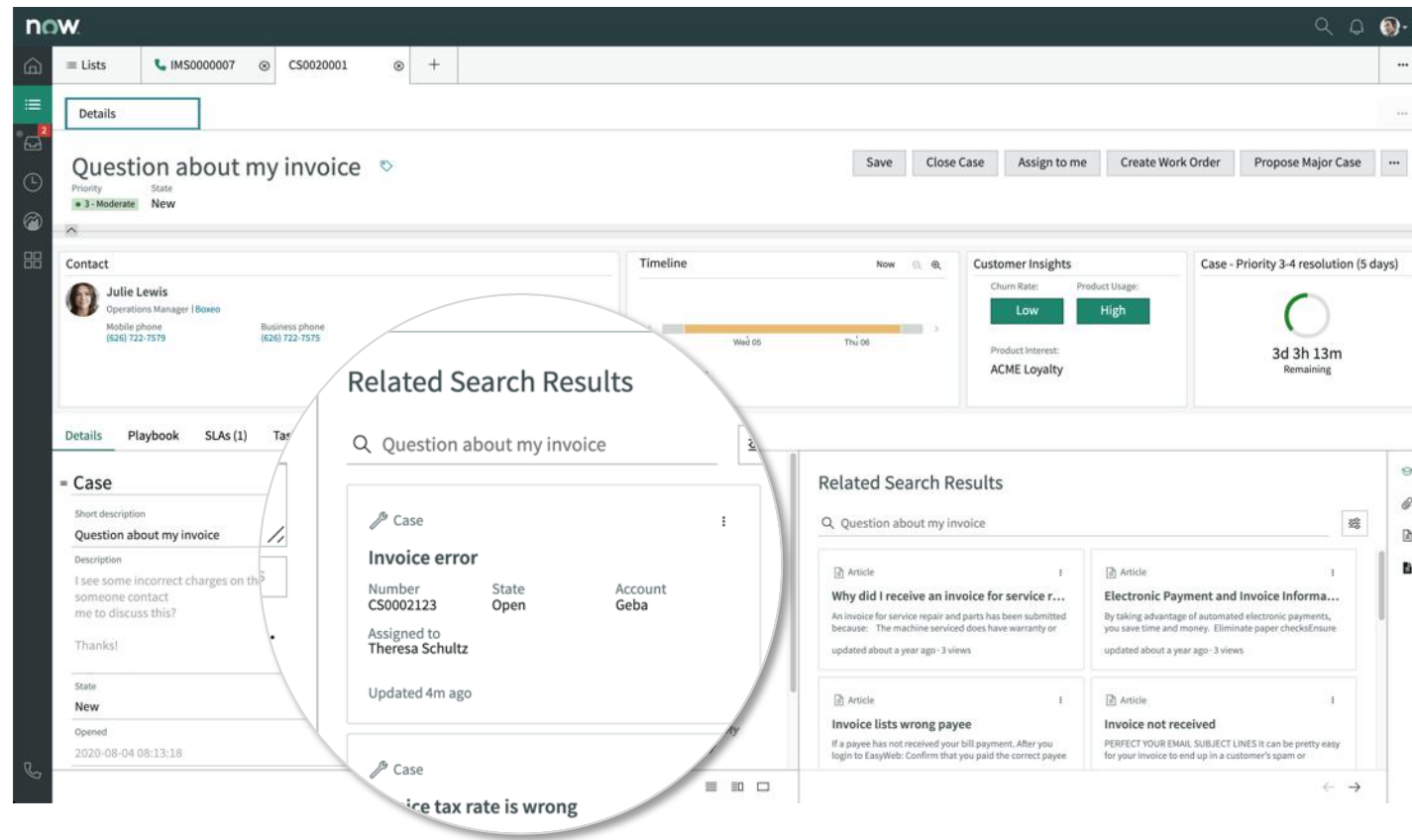
Categorize, prioritize, and route cases to the appropriate agents and operational teams automatically

Reduce the swivel chair experience of moving between applications to get key information

Identify and prioritize open items that need attention and find relevant information to speed resolution

Help agents help customers

Surface answers, instructions, and information relevant to open cases that can speed resolution with Agent Assist



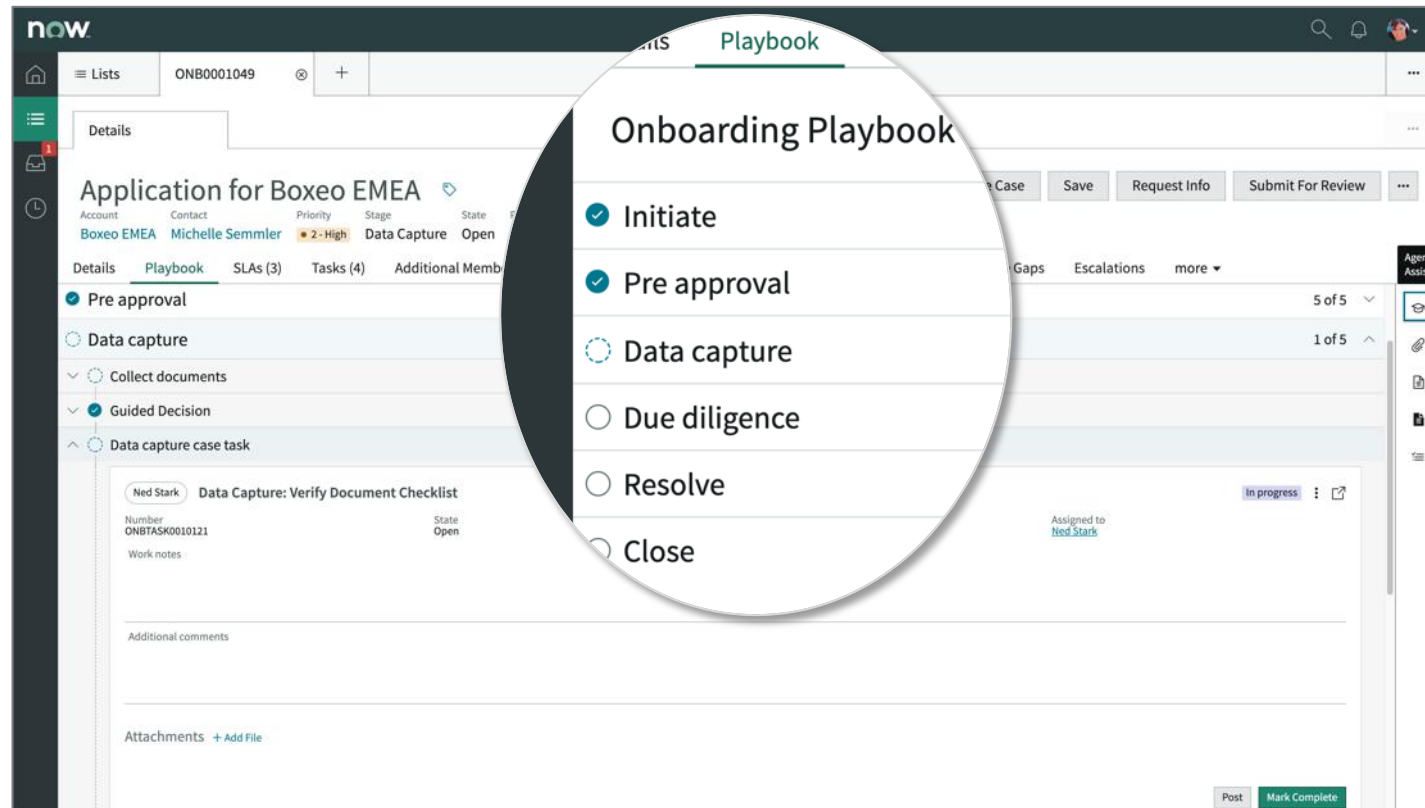
Reduce agent's effort in finding relevant solutions to improve agent productivity and provide a better experience

Ensure agents have all relevant information about the request or issue to accelerate resolution

Close cases faster with AI-assisted recommendations

Ensure optimal outcomes

Create a single actionable system of record to track and drive to the best resolution with Case Management



Enhance transparency for agents and customers

Break down silos – connect with peers and with middle and back office counterparts to complete tasks and close out cases

Accelerate issue resolution to increase customer confidence, loyalty, and satisfaction

Customer showcase



Basware accelerates customer support from issue to resolution

Challenge

Bring transparency and visibility to customer interactions to drive satisfaction for consultants and facilitate informed business decision making

Products

The Now Platform®
ServiceNow® Customer Service Management

Results



Reduction in resolution time



Increase in customer satisfaction score



Cut in customer response times



“

With ServiceNow there is no legacy. The platform is a cloud solution that is built to underpin and integrate all the workflows in our customer service operation.



Matthias Lippert
VP Customer Services, Basware



Proximus shifts to a truly customer-centric digital company with ServiceNow

Challenge

Free up agent time and accelerate customer service to deliver a superior experience

Products

ServiceNow® Customer Service Management

Results

10k

Cases resolved per month

30k

Customer portal users

1

Platform provides full visibility and control



“

By optimising our processes, we are empowering our employees to deliver a superior customer service experience.



Lorenz Vandamme
Agile Product Manager, Proximus

Tennessee DHS redefines the customer experience for government services

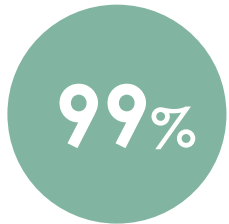
Challenge

With limited staff and rising customer volumes, struggled to deliver responsive customer service due to siloed channels and manual processes

Products

ServiceNow® Customer Service Management

Results



Reduction in inquiry assignment times



Decrease in inquiry resolution times



Consistent omnichannel experience for Tennesseans



“

We immediately saw dramatic improvements in quality and efficiency. Instead of taking 36 hours to assign an inquiry, it now takes less than two minutes.

Former Director of Customer Service Operations,
Tennessee DHS



NICE drives customer service innovation and business change with ServiceNow

Challenge

Transform customer support and deliver groundbreaking levels of speed, efficiency, and quality

Products

The Now Platform®
ServiceNow® Customer Service Management

Results



Saved per year



Cases opened from customer self-service portal



Opens cases faster



“

ServiceNow helped us with more than optimizing our customer service processes. They helped us drive business change.

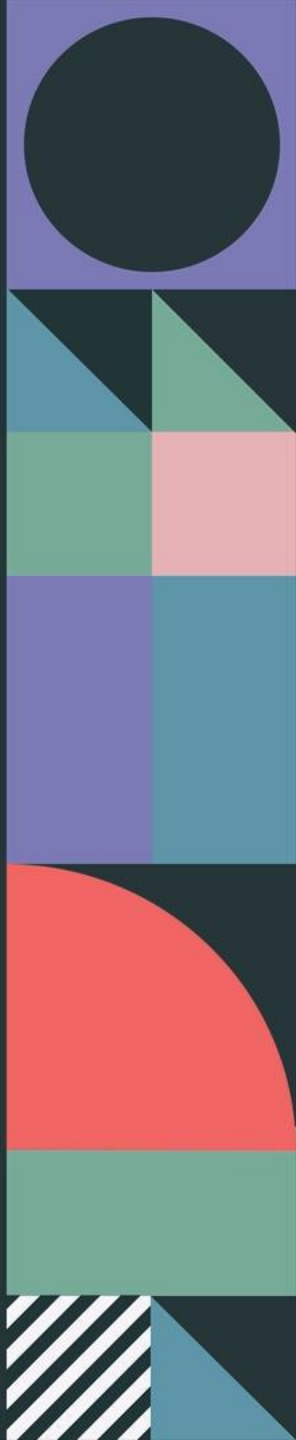


Eyal Lubin
VP, Cloud Operations, NICE

Demo

Expand capacity with automated self-service

Virtual Agent, Service Catalog, Knowledge Management,
Communities



Q&A

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Thank you