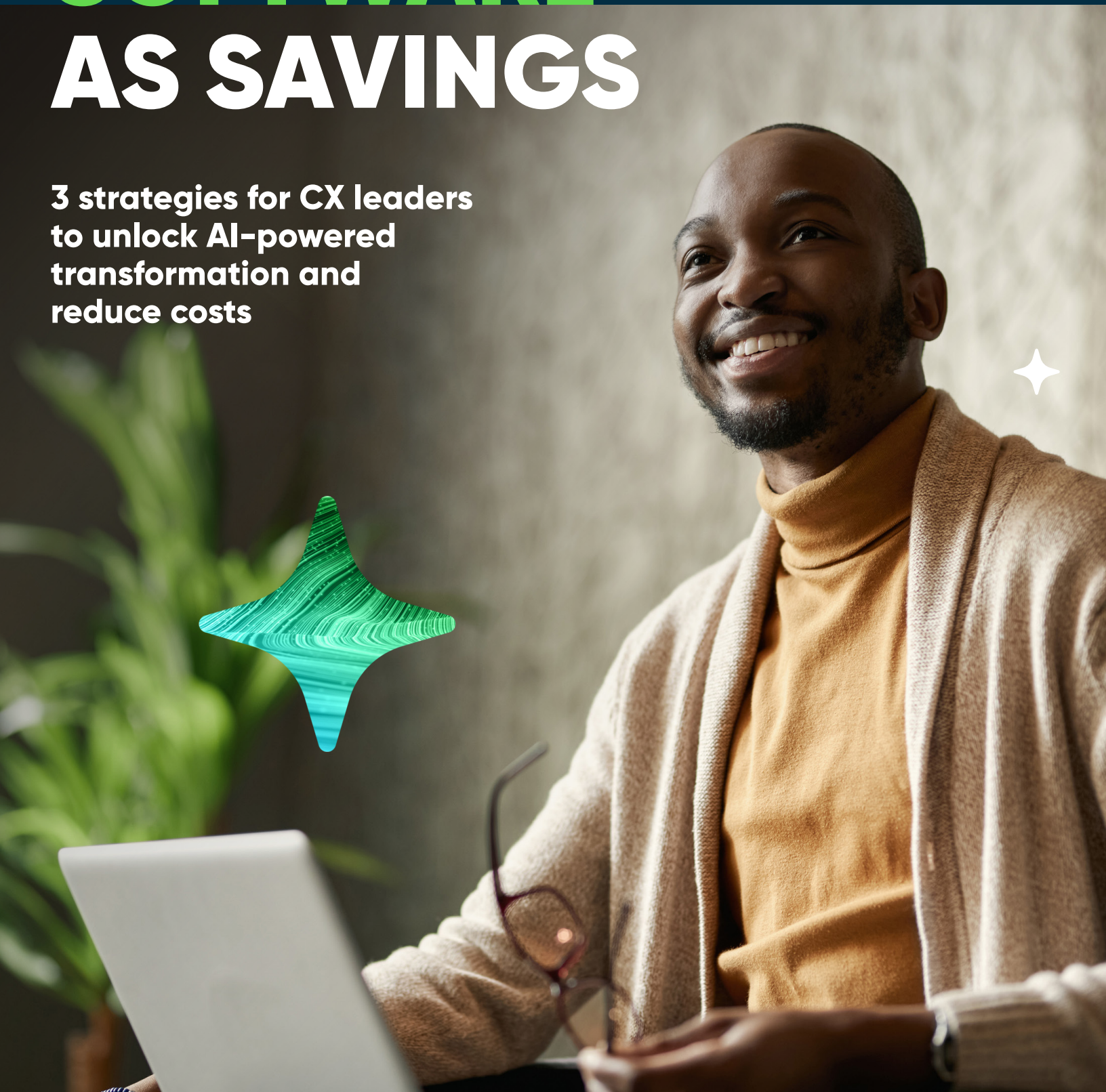
servicenow | AJUVO

SOFTWARE AS SAVINGS

3 strategies for CX leaders to unlock AI-powered transformation and reduce costs



Cut costs and grow with AI-powered solutions

Change—it's inevitable, unpredictable, and unavoidable. Digital disruption continues across industries, while legacy technology and other barriers to progress cause customer experience (CX) organizations to near their limits of productivity and innovation. With mounting pressure to reduce costs while still achieving high standards, CX leaders have no choice but to evolve and reinvent. Clearly, we've reached a need to grow differently.

In this ebook, you'll discover how CX teams are unlocking new levels of efficiency while driving lasting digital transformation. We'll walk through three actionable AI-powered strategies to standardize, consolidate, and automate your CX strategy.



PUT AI TO WORK

Three ways to reduce costs and drive growth

You can focus on one of these approaches or a combination of all three. But make sure you choose a platform with the capability to make them all possible.



STANDARDIZE

With this strategy, organizations can operate with more consistency, simplicity, and speed, limiting the variables that drive cost.

By standardizing, your business can:

- Unleash generative AI (GenAI) to reduce the number of backlogged customer cases
- Improve cost savings and reduce system integrations
- Speed up order fulfillment

CONSOLIDATE

With this strategy, you can minimize redundancy to streamline processes across teams and deliver a unified customer journey.

By consolidating, your business can:

- Increase customer satisfaction and lifetime value
- Cut customer case volume and resolution time
- Realize faster time to value thanks to GenAI

AUTOMATE

With this strategy, you can tap into digital workflows to transact more business with fewer resources.

By automating, your business can:

- Reduce the number of cases worked and case resolution time
- Improve back-office efficiency and speed up cash collection
- Accelerate innovation by eliminating manual processes

Read on to take your customers' experiences to the next level while reaping increased cost savings.

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STANDARDIZE

Optimize the lead-to-cash cycle

Companies often try to solve lead-to-cash challenges with disjointed point solutions, leading to complexity, siloed departments, and disconnected customer experiences. All this results in longer lead-to-cash cycles, decreased productivity, and unhappy customers.

ServiceNow workflows connect people, functions, and systems across the organization, giving customers a seamless experience on their buying and service journey. Deliver a platform-based approach to the lead-to-cash process with one system of action built on a single data model and architecture, so you can:

- **Manage complex product and service offerings:** Quickly launch products and services, deliver them faster, and cut costs.
- **Connect front-, middle-, and back-office systems:** Use a single platform to drive revenue, reduce manual effort, and gain end-to-end visibility.
- **Deliver a cohesive, personalized customer journey:** Let customers engage with less effort and more transparency via their preferred channels.

When done effectively, you can give customers the cohesive experience they deserve while driving more efficiency and revenue for the business, using AI-driven automation and visibility across the lead-to-cash lifecycle, as well as applications for managing sales and orders, customer service, field service, and project portfolios.

Kraft Heinz

Kraft Heinz improves service with seamless order management

A globally trusted brand, Kraft Heinz Company is present in 98% of homes in the U.S. Like many food and beverage companies, Kraft Heinz faced supply challenges following the COVID-19 pandemic. The company saw an opportunity to change its approach to order management with ServiceNow. Order management previously relied on Excel spreadsheets and emails, but Kraft Heinz consolidated the process into the ServiceNow platform, providing accurate, real-time order information. Read Full Story

Outcomes:

- Consolidated order management process
- Real-time, accurate order information
- Reduction in manual touches and exceptions

Products:

- ServiceNow® Customer Service Management

> “Giving the day-to-day order management work a more seamless flow has given our team more time to help our customers get to where they want to be.”

Stefan Kuester
Senior Manager of GBS Customer Service, Kraft Heinz

CONSOLIDATE

Increase customer service efficiency

Empowering colleagues and removing barriers that affect the ability to quickly help customers create positive total experiences. Not only can happy colleagues help drive customer satisfaction, but those who are accurately informed of a customer's service history and current service disruption can also deliver first-class, personalized experiences. Boost the effectiveness of your customer service:

- **Optimize agent performance and operations:** Drive productivity and allocate resources efficiently. Gain a 360-degree view of agent productivity and analyze reports to help manage agent resources and scheduling to effectively meet future service demand. Use acquired knowledge to review performance and upskill agents via continuous learning.
- **Easily manage issues impacting multiple customers:** Create and update multiple use cases as a single case or a major case. Speed up resolution by auto-updating all child cases, and proactively update other customers who may be affected.

When done effectively, you can expect increased customer satisfaction and cost savings from reduced case and call volumes.

ROGERS™

Rogers Communications increases customer service efficiency

Using proactive engagement, customer-forward analytics, and in-the-moment operations enabled by ServiceNow solutions, Rogers Communications' new service model ensures that the customer is at the center of every decision. The company can now monitor service performance thresholds and prevent most problems before they occur. Read Full Story

"ServiceNow has given us the tools to be consistent and enabled us to win the hearts and minds of our people."

Scott Thomson
VP of Technical Customer Service, Rogers Communications

Outcomes:

19%
reduction in inbound call volume

41%
reduction in daily case volume

71%
of customers rate the company at 9/10 or 10/10

Products:

- ServiceNow® Customer Service Management

AUTOMATE

Improve field service efficiency

Field service teams have often relied on multiple systems to execute key steps—from managing the workforce to scheduling and dispatching to mobile debriefing to optimizing processes. When using fragmented systems, customers and employees must expend extra effort to accomplish what they need. Plus, manual, disconnected processes translate into emails, spreadsheets, and a lot of paperwork, causing inconsistent service handoffs and diminishing customer experiences.

However, as your field organization undergoes its digital transformation, you have new opportunities to conquer digital sprawl and improve work for everyone. To make the most of these opportunities, you can:

- **Provide out-of-the-box workflows and AI** to drive tangible and measurable business outcomes for every part of the business, globally and at scale, promoting efficiency and reducing costs.
- **Optimize your workforce** by planning capacity, managing territories, tracking parts, and scheduling and dispatching from a single, centralized system.

When done effectively, you can boost your team's productivity, resolve issues more quickly, and significantly reduce costs by eliminating unnecessary and/or repeated field service calls and truck rolls.

xerox

Xerox transforms the service delivery experience

Xerox deployed ServiceNow to overhaul core processes, including performance analytics to optimize field work and process optimization to remove redundancies. Equipping field technicians with augmented reality and AI tools from CareAR, integrated in field service management and customer service management workflows, supports more accurate diagnosis of issues, deflects costly dispatches, and drives reductions in time-sensitive resolutions. Read Full Story

"The cost of second visits in any service organization is gigantic. Can you imagine eliminating 50% of those? I truly believe that, together, ServiceNow and CareAR is a game-changer in how we can improve overall service delivery."

Ricardo Berrio
VP of Service Delivery in Latin America, Xerox

Outcomes:

53
minutes of productive time unlocked per technician per day

~7
minutes reduced travel time per journey

10%
improvement in remote resolution rates when using CareAR

Products:

- ServiceNow® Customer Service Management
- ServiceNow® Field Service Management

Elevate experiences and streamline operations

Everything you say no to today can hold your business back for tomorrow—but it doesn't have to be that way. With ServiceNow, you don't have to choose between reducing operational costs and delivering a best-in-class customer experience. Our intelligent unified platform empowers your CX team to make informed decisions for your business, leveraging AI-powered solutions to future-proof your organization.

Put AI to work to elevate customer experiences and lower costs.

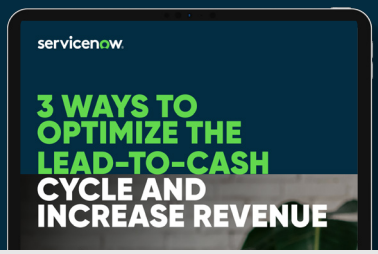


For a deeper exploration of ServiceNow solutions, we recommend the following content:

3 ways to optimize the lead-to-cash cycle and increase revenue

Are you read to transform your CX organization with a unified lead-to-cash solution? In this ebook, you'll learn how to enhance customer experiences while boosting revenue effortlessly.

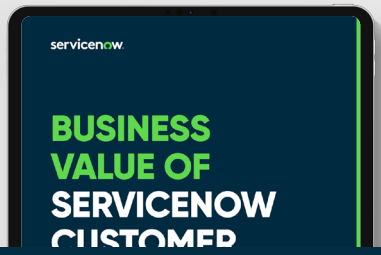
Read Guide



Business value of ServiceNow Customer Service Management

Can you simultaneously say yes to reduced costs and seamless customer experiences? This ebook calculates the savings of a connected, cohesive digital platform and ServiceNow Customer Service Management.

Read Ebook



Customer experience (CX) trends: Customer service insights in the GenAI era

What do customers, customer service agents, and customer experience leaders really think about today's service experience? This report shares five revelations, including perceptions about the role of AI.

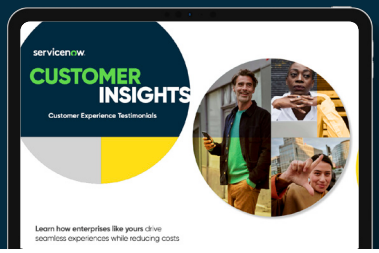
Read Report



Customer insights: Customer experience testimonials

How can you exceed customer expectations for speed and convenience while reducing costs? This ebook shares digital transformation strategies and success stories from companies such as Crown Castle, SBB, and Xerox.

Read Ebook



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About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that 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**.

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AJUVO

AJUVO is a Premier ServiceNow Partner accelerating CRM value through expert-led consulting and implementation. Our CRM Center of Excellence drives complex service transformations across CSM, Retail Service Management, and Field Service Management.

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