servicenow | AJUVO

3 WAYS TO ELEVATE THE CUSTOMER EXPERIENCE & REDUCE COSTS

How to automate, optimize, and improve visibility with a single AI platform



Contents

Is your customer service management approach working for you?

Customers today are more demanding than ever. Almost 70% say they're likely to switch brands based on a poor customer service experience.[1] That means organizations must carefully consider how their investments in talent and technology will drive customer loyalty as well as differentiate their customer service delivery. And as they attempt to transform customer support, they face imposing obstacles such as:

- High customer expectations for both self-service and live agent help
- A patchwork of disjointed processes, disconnected systems and siloed teams
- Overextended agents who lack adequate training, resources, and automated tools

Trying to overcome these obstacles with more technology and headcount just adds costs and complexity. What's needed instead are ways to elevate the customer experience while still reducing costs: seamless self-service, unified infrastructure, and a productivity-boosting workspace for agents.

The state of customer service management

- **67%** of customers still prefer using a live agent, especially if they believe self-service won't address their initial inquiry.[2]
- **70%** of customer service agents say it takes 4 or more applications to resolve customer issues.[3]
- **77%** of enterprises say their digital solutions have enabled self-service resolutions for just 20% of contacts.[4]
- **50%** of customer service agents say it takes 4 or more applications to resolve customer issues.[5]

[1] CUSTOMER EXPERIENCE (CX) TRENDS: Customer service insights in the GenAI era, First Edition, 2023

[2] ibid

[3] ibid

[4] McKinsey & Company, The state of customer care, 2022

[5] Gartner, Market Guide for Digital Customer Service and Support, 2023

Deliver AI-driven customer service management (CSM)

The right customer service solution efficiently uses resources to address customer requests quickly and on first contact. It delivers a holistic view of the resolution process as well as automates the flow of work to boost productivity and reduce costs. Through a single workspace, agents have access to intelligent guidance and skills coaching. Customer service leaders can glean real-time insights from detailed performance metrics to eliminate process bottlenecks and continuously improve.

On a single platform, ServiceNow CSM provides AI-driven automation, optimization, and visibility throughout the entire customer service lifecycle, from first interaction through resolution.

Outcomes you can expect

Forrester Consulting validates the business value of ServiceNow customer service management (CSM) via Total Economic Impact™ (TEI) assessment data. All figures calculated below are based on metrics collected from ServiceNow customers.*

60% annual reduction in agent case volume

24% decrease in case-handling time

42% of cases deflected by self-service/virtual agent

20% reduction in time required to orient new agents

In this guide, you'll discover the three approaches for elevating the customer experience while still reducing costs:

Optimize self-service across channels

Offer a personalized customer portal with intelligent chatbots, AI-driven request routing, and multichannel customer assistance.

Automate operations across functions

Digitize resolution workflow from end to end to anticipate issues and improve efficiency with AI.

Give teams insight and productivity tools

Provide a single, AI-enahnced workspace to expedite cases, allocate resources, and manage wide-spread issues.

* Forrester, The Total Economic Impact™ of ServiceNow–Validated Financial Model Data: Validated default inputs and benefit metrics," 2022

APPROACH #1

Optimize omnichannel self-service and AI-driven issue resolution

Customers expect a fast and seamless experience with your enterprise. Having limited options to reach out to you–like the phone or email–is tedious and time-consuming, leading to frustrating and negative experiences.

With ServiceNow, you can provide customers with a personalized portal to easily resolve issue with the help of a service catalog, knowledge base and communities. The portal also delivers an AI-powered chatbot to quickly respond to or route requests 24/7 and a messaging tool that lets you engage customers through their preferred communication channels.

If customers can't self-solve their issues, their requests are automatically routed to the right teams for fast resolution using AI-powered workflows.

27% of leaders say AI is the capability providing the greatest reduction in customer effort

"Given the lack of resources, capacity, and agent availability, customer experience leaders have increasingly turned to AI, and now to generative AI, as vital capabilities for improving all facets of the customer service process. Leaders say AI is the No. 1 capability for reducing costs, case volume, and resolution time. And their AI investments—in chatbots, sentiment analysis, recommended knowledge articles, and more—are paying off."

From CUSTOMER EXPERIENCE (CX) TRENDS: Customer service insights in the GenAI era, First Edition, 2023

CSM IN ACTION

SD.gov South Dakota's Citizen Portal

South Dakota modernizes citizen services

Utilizing CSM, the State of South Dakota centralized web, phone, live chat, and an AI chatbot on a single point of entry for citizens, businesses, and visitors through SD.gov—providing easy access to a wide range of government services.

→ Learn More

"SD.gov features an advanced search engine and virtual live chat that puts everything our citizens need right at their fingertips."

Pat Snow
Chief Technology Officer, State of South Dakota

9K daily visits to the SD.gov citizen portal reduces MTTR

99% less time spent procuring competitive bids

88 re-employment claims processed in <30 days

APPROACH #2

Automate operations across departments

For too many enterprises, case management processes are slow and inconsistent. Fragmented service is eating away at customer loyalty. With CSM from ServiceNow, you can quickly gain visibility of the entire resolution process, then automate workflows from end to end. Agents can proactively identify and resolve issues before customers are impacted. Service leaders can use performance insights to reduce inbound calls as well as pre-emptively notify customers of possible issues. AI-driven process optimization helps your teams to simplify collaboration across functions. A powerful set of tools includes:

- **Playbooks** with step-by-step guidance on workflow tasks to promptly address customer issues
- **Infrastructure monitoring** with machine learning to detect, prioritize, and resolve issues fast
- **Performance analytics** to anticipate trends and continuously improve operations
- **Process mining** for measuring service delivery against SLAs, then removing bottlenecks from processes

78% of leaders view workforce optimization as the most important capability to deploy.

"As leaders plan and build new capabilities, they are seeking the advantages that system intelligence and automation can provide."

From CUSTOMER EXPERIENCE (CX) TRENDS: Customer service insights in the GenAI era, First Edition, 2023

CSM IN ACTION



Large media company reinvents its customer service philosophy

A leading telecommunications and media company deployed ServiceNow CSM to transform its entire service assurance organization. The company used proactive engagement, customer-forward analytics, and 'in-the-moment' operations to gain a forensic level of insight into its customers and infrastructure. This solution enables active management and prevention of the vast majority of problems before they occur.

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

Vice President, Technical Customer Service, for the company

41% reduction in daily case volumes

19% reduction in rebound calls

71% of customers give the company at least a 9 out of 10

APPROACH #3

Empower teams with insight and productivity tools

To deliver high-quality services efficiently, agents need intelligent guidance and the convenience of using just one application to assist customers. Leaders require holistic service delivery performance metrics to optimize the customer experience.

With ServiceNow CSM, agents can manage cases quickly and empathetically from a single workspace that offers AI-based, contextual insight to help resolve issues on the first contact. Managers can also use this insight to drive agent productivity and assign resources more strategically. Leaders can oversee far-reaching issues by grouping them under a single case record so affected customers receive automated status alerts. This powerful set of tools also includes:

- **Generative AI** that composes case summaries, interactions, actions taken, and resolution steps to help agents expedite cases.
- **Case management** for easily collecting issue details from customers, adhering to service level agreements and delivering service with third parties.
- **Workforce optimization** for helping managers improve the efficiency and job satisfaction of service teams through smart scheduling, skills growth tracking, and performance snapshots.
- **Advanced work assignment** for automatically routing cases to the best suited agents based on experience, knowledge or other criteria.

CSM IN ACTION

7-Eleven provides customers the rapid help they seek on the channels they prefer

The omnichannel capabilities of ServiceNow Customer Service Management help ensure customers receive assistance when they want it, where they want it, and how they want it. The tool automatically creates and prioritizes cases when they arrive, and then routes them to the right agent for rapid resolution.

→ Learn More

"Our focus is on first-time resolution: the customer being satisfied and not returning calls. With ServiceNow Customer Service Management, we can look at first-time resolution as a team and as individual agents."

Senior Customer Experience Manager for 7-Eleven

93% reduction in case volume

205% improvement in case resolution rate

75% reduction in customer service response times

Extend automation everywhere

ServiceNow CSM workflows can move mountains of automation, elevating the customer experience while driving efficiency across the enterprise. But chances are, you also have unique manual workflows and islands of complex technology that won't be covered by our packaged solutions.

Intelligent automation ServiceNow is made up of key low-code tools and connectors to help you blaze the trails of automation between the mountains and ascend the highest peaks. You will have the end-to-end automation you need to quickly create custom apps and unify disparate systems. And that means faster innovation and reduced costs for your organization. Take advantage of this technology to:

- Expand your pool of AI-enabled developer talent to rapidly build low-code apps.
- Increase the productivity of your most skilled developers with the power of GenAI.
- Optimize manual or legacy processes to deliver extraordinary customer experiences.
- Connect any system, data, or document to ServiceNow workflows.
- Apply enterprise standards to govern app quality and data security.
- Uncover new automation opportunities and gain full visibility into operational health.

Turn to ServiceNow to respond faster to changing business needs in CSM. Use a single automation platform that connects people, processes, and systems to both packaged and custom digital workflows.

→ Learn More

5x more automation is enabled by market leaders vs. their counterparts.

Bain & Company, A New Dawn for Automation



Expected outcomes from extending automation in the enterprise

20% increase in revenue and pipeline

15 legacy apps consolidated onto one platform

40% drop in manual transaction processing

4X faster delivery of apps

Source: ServiceNow customer results from case studies

Get even more value from service operations with the help of a ServiceNow partner.

Say yes to elevating experiences while reducing costs

With these capabilities, you can automate and optimize every aspect of the customer service lifecycle while enabling end-to-end visibility. When you can resolve issues seamlessly, minimize errors, and act on insight, you will achieve operational excellence, deliver stellar customer experiences and ultimately drive customer loyalty higher than ever.



Optimize
self-service and AI-driven resolution

Automate
operations across departments

Empower
agents with real-time intelligence and productivity-enhancing tools

Now Assist
Generative AI

→ Learn More

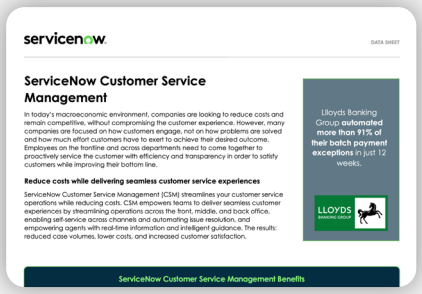


For a deeper exploration of Customer Service Management, we recommend the following resources:

ServiceNow Customer Service Management

Learn how you can streamline your customer service operations, reduce case volumes, lower costs, and increase customer satisfaction with one solution.

Get Data Sheet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DATA SHEET

ServiceNow Customer Service Management

In today's macroeconomic environment, companies are looking to reduce costs and remain competitive, without compromising the customer experience. However, many companies are focused on how customers engage, not on how problems are solved and how much effort customers have to exert to achieve their desired outcome. Employees on the frontline and across departments need to come together to proactively service the customer with efficiency and transparency in order to satisfy customers while improving their bottom line.

Reduce costs while delivering seamless customer service experiences

ServiceNow Customer Service Management (CSM) streamlines your customer service operations while reducing costs. CSM empowers teams to deliver seamless customer experiences by streamlining operations across the front, middle, and back office, enabling self-service across channels and automating issue resolution, and empowering agents with real-time information and intelligent guidance. The results: reduced case volumes, lower costs, and increased customer satisfaction.

Lloyds Banking Group **automated more than 91% of their batch payment exceptions** in just 12 weeks.

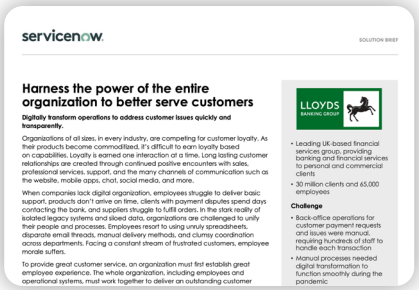
LLOYDS BANKING GROUP

ServiceNow Customer Service Management Benefits

Harness the power of the whole organization to better serve customers

Find out how your entire organization–including employees and operational systems–can work together to deliver outstanding customer experience.

Get Solution Brief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SOLUTION BRIEF

Harness the power of the entire organization to better serve customers

Digitally transform operations to address customer issues quickly and transparently.

Organizations of all sizes, in every industry, are competing for customer loyalty. As their products become commoditized, it's difficult to earn loyalty based on capabilities. Loyalty is earned one interaction at a time. Long lasting customer relationships are created through continued positive encounters with sales, professional services, support, and the many channels of communication such as the website, mobile apps, chat, social media, and more.

When companies lack digital organization, employees struggle to deliver basic support, products don't arrive on time, clients with payment disputes spend days contacting the bank, and suppliers struggle to fulfill orders. In the stark reality of isolated legacy systems and siloed data, organizations are challenged to unify their people and processes. Employees resort to using unruly spreadsheets, disparate email threads, manual delivery methods, and clumsy coordination across departments. Facing a constant stream of frustrated customers, employee morale suffers.

To provide great customer service, an organization must first establish great employee experience. The whole organization, including employees and operational systems, must work together to deliver an outstanding customer

LLOYDS BANKING GROUP

- Leading UK-based financial services group, providing banking and financial services to personal and commercial clients
- 30 million clients and 65,000 employees

Challenge

- Back-office operations for customer payment requests and issues were manual, requiring hundreds of staff to handle each transaction
- Manual processes needed digital transformation to function smoothly during the pandemic

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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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