

# ServiceNow Customer Service Management

## Driving fierce customer loyalty

ServiceNow® Customer Service Management (CSM) goes beyond traditional solutions to elevate your customer service from issue to resolution. With CSM, you can connect customer service to every corner of the enterprise to 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 complex issues end-to-end

CSM makes it possible to permanently fix—and even prevent—issues by connecting customer service to other departments for faster resolution. Customer service can identify and assign issues 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.

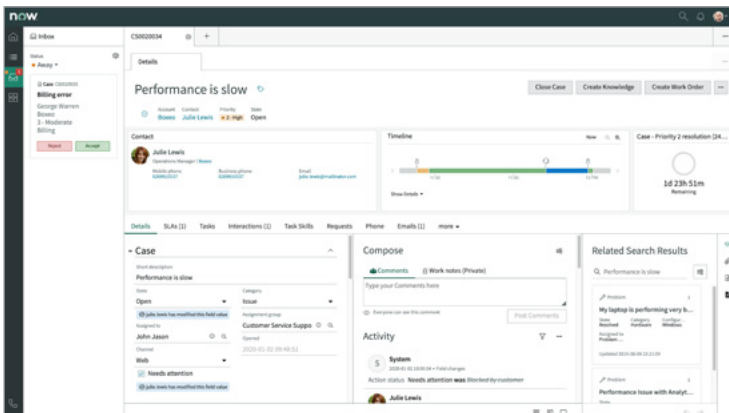
## Intelligently fix problems before customers know they have them

Gain real-time visibility into the health of customers' products and systems to proactively detect issues or even prevent the issues entirely. You can send preemptive alerts to affected customers, so they don't need to contact customer service. CSM helps identify and predict trends to drive actionable improvements and automate resolutions for the most frequently recurring problems.

## Instantly take care of common customer requests

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 change address changes, warranty registrations, and password resets with the service catalog
- Provide answers in a conversational format with a chatbot
- Discover solutions by engaging with peers and experts
- Find answers to common issues using knowledge content
- View the real-time health of purchased products and services



Use Predictive Intelligence to automatically categorize and route cases. Empower agents with AI-assisted answers in Agent Workspace for faster resolution.

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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 Oyj



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Our agents now have a 360 degree view of the customer and they have one application that helps them provide excellent service.

– Chris Holmes, Head of Digital Experience, Vodafone Global Enterprise Ltd



**Professional package**

- **Proactive Customer Service Operations** – monitor your customers’ products and services to identify issues and proactively fix them.
- **Predictive Intelligence** – use machine learning to route issues, recommend solutions, and identify knowledge gaps.
- **Performance Analytics** – analyze trends with KPIs, metrics, and role-based dashboards for customer service.
- **Virtual Agent** – improve the customer self-service experience with conversational guidance using a chatbot.
- **Customer Project Management** – manage your entire project lifecycle and empower customers and agents to manage project tasks.
- **Continual Improvement Management** – initiate and track improvements across the enterprise by aligning people, processes, and data.

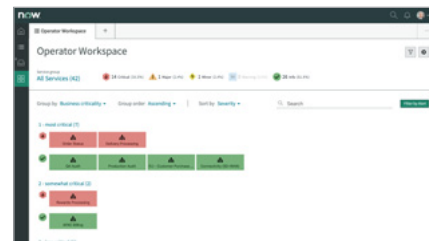
These capabilities are also in the Standard package.

- **Agent Workspace** – enhance agent productivity with multitasking, integrated solutions and an optimized layout.
- **Case Management** – manage customer interactions and visually track activities, case status, and SLAs.
- **Omni-Channel** – integrate telephony systems and support customers across web, phone, chat, email, and social media.
- **Visual Workflow & Automation** – automate assignments, tasks, and service processes with a simple drag-and-drop interface.
- **Self-Service** – drive self-service from a portal integrated with knowledge, service catalogs, communities, and chatbots.

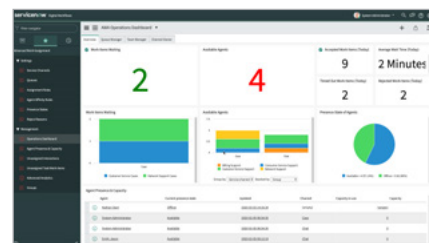
- **Knowledge Management** – provide instant access to relevant knowledge for customers and the agents who serve them.
- **Communities** – connect customers and employees with their peers to find answers and solve problems.
- **Mobile App** – manage cases on the go with a consumer-style app using native device features.
- **Service Management for Issue Resolution** – identify, diagnose, and permanently resolve customer issues.
- **Major Issue Management** – deliver proactive service by identifying trends and notifying likely affected customers.
- **Advanced Work Assignment** – Automatically route work to the best agent based on criteria or an affinity to the case (affinity requires Professional package).
- **Customer Data Management** – give agents a view of accounts, contacts, entitlements, contracts, products, assets, and install base.
- **Visual Task Assignment** – assign customer requests and tasks to other departments with visual task boards.
- **Surveys** – use surveys to measure voice of the customer and stay current with customer concerns.
- **Reports & Dashboards** – generate and distribute customers reports and dashboards on demand.

These applications are licensed separately.

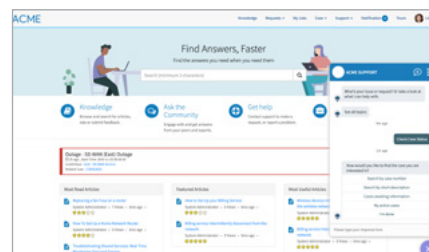
- **Field Service Management** – create and manage work orders based on technician skills, availability, and inventory.
- **IT Operations Management** – needed for Proactive Customer Service Operations.
- **Project Portfolio Management** – needed for Customer Project Management.



Monitor digital services offered to customers



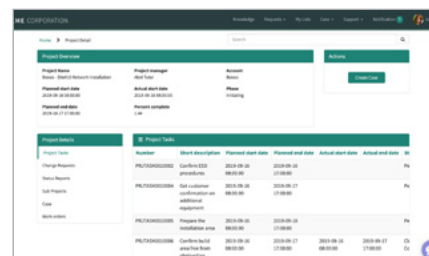
Balance agent workloads and route work more effectively



Deliver self-service and proactively notify customers via a personalized portal



Assign tasks to other departments with the Visual Task Board



Manage complex customer projects from start to finish



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