

# Guided Decisions in ServiceNow Customer Service Management

## The challenge

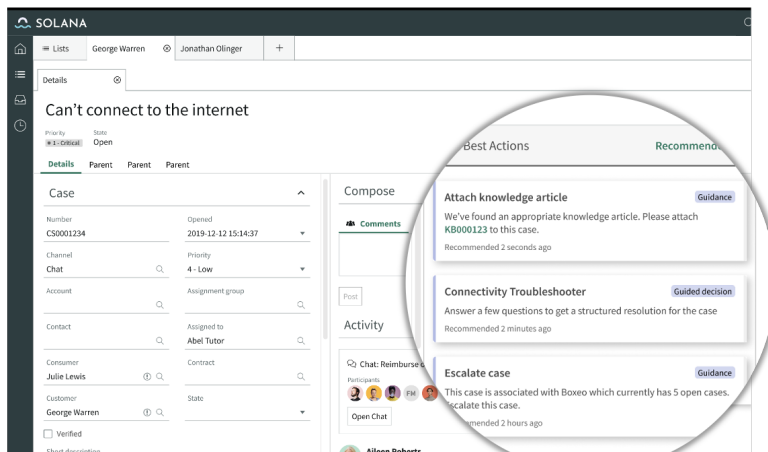
Agents in many organizations need to resolve complex cases fast in order to meet customer expectations. Newly hired agents may lack expertise and need to escalate or reassign the case. Even seasoned agents may not approach the case in a consistent, unbiased manner compliant with policies. The result is a frustrated customer whose issue was not resolved quickly and completely. They will be less open to up-sell and cross-sell offers, or they may even look elsewhere for products or services.

## The ServiceNow solution

Guided Decisions, available in ServiceNow® Customer Service Management, helps front-line and middle-office agents resolve complex issues faster. It dynamically ranks the next best actions based on frequency and priority, making it easier for the agent to choose the optimum path.

A Next Best Action can be configurable guidance for agents to take to resolve a customer issue or a guided decision tree directing an agent through a troubleshooting process based on the context of the case, which eliminates the need to follow a static list of steps.

Quickly develop and deploy new guidance via configuration. This no-code/low-code approach makes creating new guidances to meet various business needs easier.



Guided Decisions help agents resolve complex cases with contextual recommendations

## Increase first contact resolutions

Guided Decisions helps resolve complex issues faster, drive policy compliance, increase efficiency, reduce escalations, and expand revenue opportunities. It is included in the Professional and Enterprise packages for Customer Service Management. To learn more about Customer Service Management, visit [servicenow.com/csm](https://servicenow.com/csm).

### Resolve complex issues faster

Steer customer service agents down the optimal path based on the context of the case to increase first contact resolutions.

### Drive policy compliance

Guide customer service agents in making standardized, unbiased decisions.

### Increase efficiency

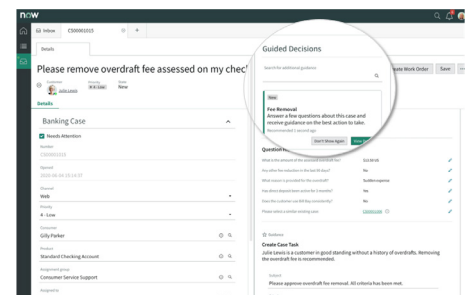
Invoke dynamic troubleshooting guidance to assist agents when specific conditions are met.

### Reduce escalations and reassignments

Accelerate agent onboarding with contextual guidance in their Workspace to make them more productive and capable.

### Expand revenue opportunities

Increase up-sell and cross-sell by recommending contextual offers personalized for the customer and their service history.



Start a guided decision as a Next Best Action in the workspace