

Telecommunications Service Management

Connecting telecom customer service and network operations on one platform

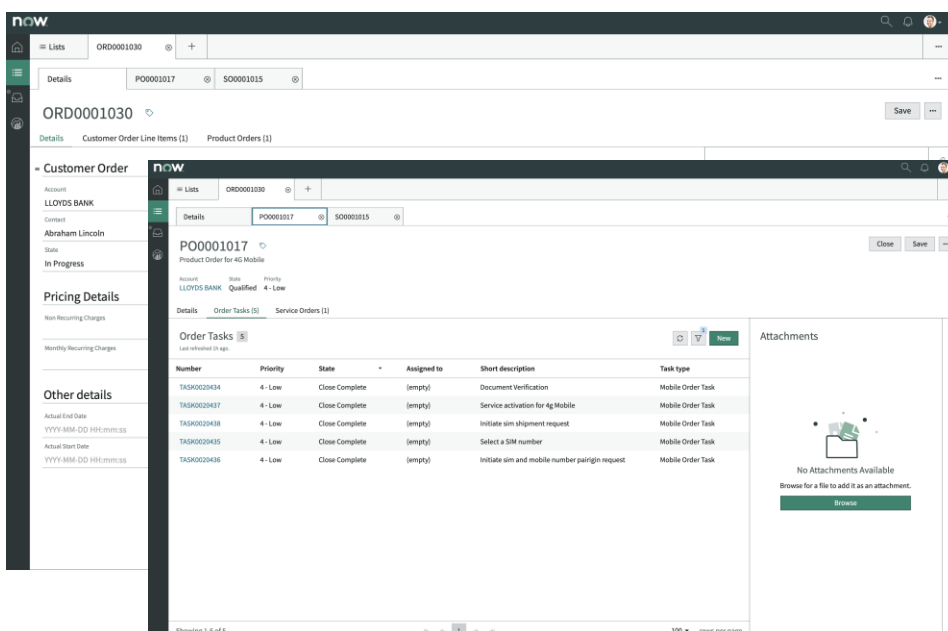
ServiceNow® Telecommunications Service Management (TSM) enables communications service providers (CSPs) to connect disparate systems to improve line of sight into potential problems, enabling better communication across teams and with customers around outages and service degradation. Employees share a comprehensive, single view of customer data, simplifying service delivery.

Only platform to provide digital services for customers *and* employees

Communications service providers want to transform their business and engage fully with their customers. This transition will involve analytics, workflow automation, and digital channels as a means for simplifying processes, acting proactively, and becoming more predictive. TSM meets these challenges through an approach of automated issue resolution, proactive engagement, personalized-self-care, and empowered agents.

Rapidly digitize operational workflows

Telecom Service Management is a cloud-based digital workflow platform that offers a faster and more economical approach by using API connectors and focusing systems integration tied to process workflows that CSPs define in the ServiceNow platform. TSM impacts the experience of not only customers, but also internal teams that must work with defined processes designed to support new business models for 5G and IoT that will deliver greater value to both consumers and businesses.



Accelerate order to cash by automating workflows and improving productivity

A Global 2000 company saw:

25%

increase in customer satisfaction

66%

increase in employee net promoter score

45%

reduction in cost to serve customers

The service provider was able to retire two legacy platforms, introducing a single agent workspace instead of managing across 24 legacy applications.

A regional service provider saw:

10K

customer service cases resolved per month

30K

customer service portal users

One

single platform that provides full visibility and control

This service provider launched a customer service portal, reducing repetitive and unnecessary tasks and allowing agents to focus on more complex challenges and strategic activities.

Note: Customers referenced here use components of Telecommunications Service Management. Metrics shown here are based on those components.

eBonding for Telecommunications

Connect your ServiceNow instances with ServiceNow instances of your enterprise customers.

Order Management for Telecommunications

Improve the speed and accuracy of order capture and orchestrations process with a well-defined data model and workflows.

Telecommunications Assurance Workflows

Provide pre-built, best practice workflows for common network incidents and service changes.

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.

Virtual Agent

Improve the customer self-service experience with conversational guidance using a chatbot.

Performance Analytics

Analyze trends with KPIs, metrics, and role-based dashboards for customer service.

Playbooks for Customer Service

Manage case flows across teams by digitizing and automating service processes.

Guided Decisions

Dynamically guide agents to resolve complex cases with contextual recommendations.

Customer Central

Give agents a consolidated view of internal and external customer data to boost productivity.

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.

servicenow

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 and 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.

Advanced Work Assignment

Automatically route work to the best agent based on criteria or an affinity to the case (affinity requires Professional package).

Visual Task Assignment

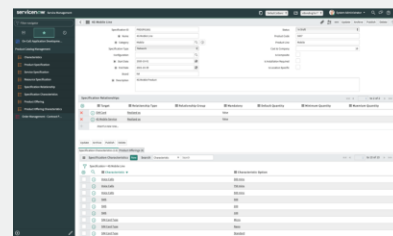
Assign customer requests and tasks to other departments with visual task boards.

Surveys

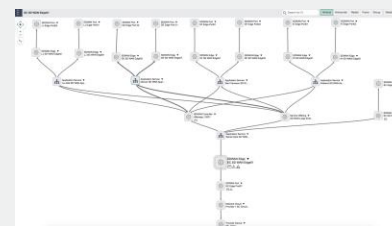
Use surveys to measure voice of the customer and stay current with customer concerns.

Reports and Dashboards

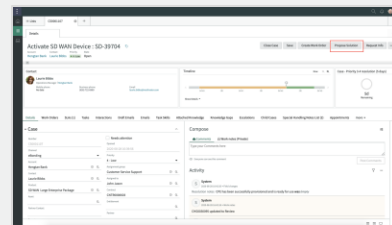
Generate and distribute customers reports and dashboards on demand.



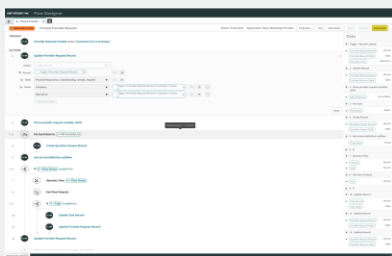
Product data model to capture product specifications, characteristics, and offerings to support customer order from capture to fulfillment



Three new CI classes Edge, Port Controller, and Circuit resources to support Telecom networks



With eBonding, connect your ServiceNow instance with the ServiceNow instance of your enterprise customers seamlessly.



Workflows that support common SD-WAN incidents and cases