

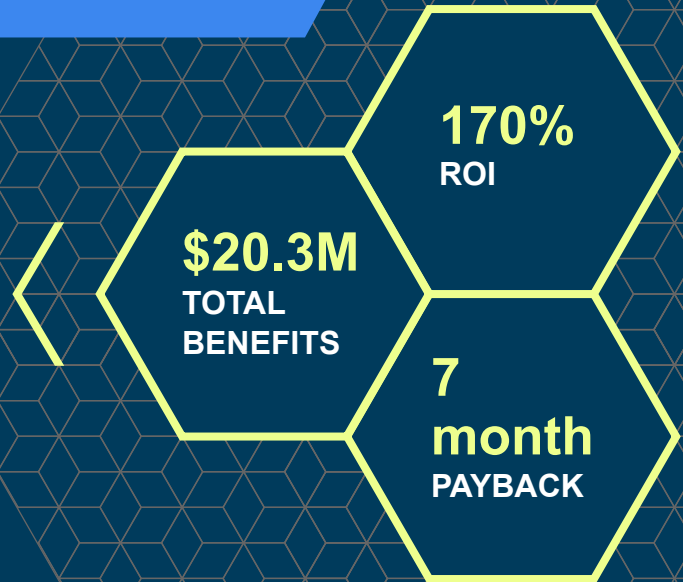
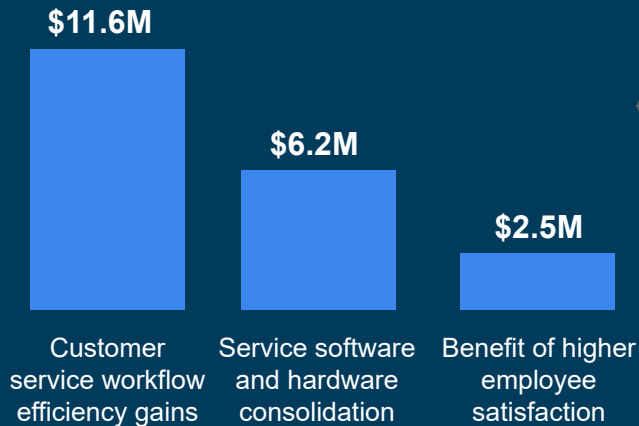
# The Total Economic Impact™ Of ServiceNow Customer Service Management For Communication Service Provider Organizations

FORRESTER®

Through interviews and data collected from a ServiceNow customer, Forrester concluded that ServiceNow Customer Service Management has the following three-year financial impact for communication service provider organizations.

## SUMMARY OF BENEFITS

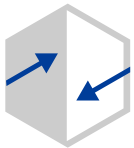
Three-year risk-adjusted



## SERVICENOW CSM BY THE NUMBERS



Decreased cost per case by **17%**.



Deflected **42%** of email service requests through automation.



Met service-level agreements (SLA) with a **10%** improvement.

## VOICE OF THE CUSTOMER

“As a service provider today, we must be digitally present to serve not just our branding and messaging, but also our digital capabilities to address the customers’ needs. Where our old tools had no digital capability and functionality, with ServiceNow, we have digital capability right out of the box.”

“As a golden rule for our organization: Support provided by happy employees makes for happy customers. So, we need to ensure that the employee experience is good with the tools that we provide them.”

*Head of ICT service desk, CSP org*



Read the full study

This document is an abridged version of a case study commissioned by ServiceNow titled: The Total Economic Impact Of ServiceNow Customer Service Management For Communication Service Provider Organizations, August 2020.

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Commissioned By

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