



## Enabling CSPs to proactively monitor service health and quickly resolve issues

### Connecting customer and network operations centers to get ahead of issues

It would be great if service never went down, but when it does, communication service providers (CSPs) need to be ready. The issue needs to be immediately triaged and proactively communicated to minimize customer churn and damage to the brand caused by service disruptions.

Unfortunately, data and organization silos make it difficult for CSPs to arm their front, middle, and back office teams with the information they need to quickly and effectively address outages. Customer service agents typically don't have visibility into what's happening on the network in order to provide customers the answers they need, while network engineers don't have the data to link a network resource outage (e.g., port, router, link, etc.) to the impacted service application or customers.

This disconnect between the network, service, and end customer can amplify dissatisfaction, which can adversely affect the CSP's business long after service is restored. ServiceNow® can change all that with Telecommunications Assurance Workflows.

### Transform your service delivery from a reactive to a proactive, connected experience

Telecommunications Assurance Workflows are purpose-built for ServiceNow Telecommunications Service Management. They work in combination with Telecommunications Service Operations Management to arm CSPs with the insights they need to proactively address and notify customers about service-impacting network issues. In addition, ServiceNow's service-aware configuration management database (CMDB) brings visibility to the network infrastructure and service relationships, aligning outages with impacted customers. This makes it easy for CSPs to quickly assess and manage service impacts and risks, and automatically trigger a workflow for remediation and resolution. Service-aware CMDB, along with out-of-the-box workflows, enable CSPs to resolve issues early and proactively inform customers to minimize any impact. With ServiceNow Telecom Assurance Workflows, CSPs can:

- Increase productivity and reduce mean time to repair (MTTR) by connecting front and back office teams to eliminate 'swivel-chairing' while ensuring efficient collaboration between customer care, network operations and service operations centers
- Proactively communicate to potentially impacted customers about service issues and empower them to track status to increase satisfaction and loyalty
- Lower costs by reducing incoming calls and eliminating penalties for SLA breaches by quickly correlating network and service issues to pinpoint root causes and ensuring fixes are complete and permanent

Find out how ServiceNow Telecommunications Service Management helps you deliver the differentiated services customers want at [www.servicenow.com/products/telecommunications-service-management](http://www.servicenow.com/products/telecommunications-service-management).

### Industry

Telecommunications

### Challenges

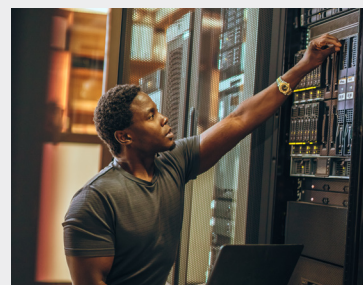
- Disjointed internal processes and systems make it hard for front, middle, and back office teams to get the information regarding service issues
- An inability to link issues to specific customers means CSPs are stuck constantly reacting to costly incoming inquiries
- Customers have no way to track the status of issues – typically, they have to call in to get updates, which is expensive and a drag on productivity

### Solution

Telecommunications Service Management:  
Telecommunications Assurance Workflows

### Results

- Increase in productivity – On average, agents saw a 45% increase in productivity
- Happier customers – An average increase of 25% in customer satisfaction
- Lower costs – Reduced the general incoming call volumes and the time to notify by 89%



# ServiceNow Assurance Workflows for Telecommunications

- 1 Monitor and correlate events –** Telecommunications Service Operations Management collects network alerts from systems monitored by the network operations center (NOC). It then correlates and analyzes them using artificial intelligence (AI) to identify those that could impact service.
- 2 Create incidents and triage –** Instead of waiting for a customer to report an issue, Telecommunications Service Management or a network operations team member can initiate a case (incident), based on alerts from network monitoring tools, and auto-route it to the appropriate people or team(s) to diagnose and triage.
- 3 Conduct impact analysis and create case(s) –** Because Telecommunications Service Management connects to customer data and is based on a service-aware CMDB, it can automatically identify the customers who could be impacted by the issue and auto-create a major case, with child cases for each customer, to ensure everyone is covered. If a customer contacts the CSP about the issue, the customer service agent will be able to immediately see and tell the customer that a case has already been opened for them.
- 4 Assess, diagnose, and resolve issue –** The network operations team can assess, diagnose, and resolve the issue to close the case and potentially address the issue before it even has a chance to impact customers. Everything that anyone does is captured and tracked by the platform, creating a single system of record that allows everyone (including customers) to monitor progress and track status.
- 5 Notify –** All customers potentially impacted by the network issue can be proactively communicated with throughout the process. Based on predefined workflows, the platform can auto-create notifications, using low-cost SMS, web, and email channels to keep customers apprised of progress or fixes. At the same time, all internal stakeholders including management and NOC personnel can be kept updated on the status of the incident.
- 6 Provide audit trail –** All the data, communications, and timelines are tracked in the case, making information easily available to pull out for reports, audits, and analysis.

