

2019 Enterprise Connect ServiceNow





AUTOMATED DIGITAL WORKFLOW

ServiceNow

ServiceNow enables organizations to transform outdated, manual ways of working into modern digital workflows by simplifying complexity on a single, enterprise cloud platform. The Now Platform allows clients to predict, prioritize and proactively manage the tasks that matter most. Users can either choose from its native IT, customer and employee workflows or build their own apps which the company claims can 'turn anyone into a developer'. Holly Simmons, Global Product Marketing, Customer Service Management for ServiceNow, offered additional insight.

In what ways do your customer workflows employ event monitoring and analytics to help businesses provide proactive customer service?

We're in the midst of a customer service transformation where service is going from a one-time transaction when a customer has an issue to an ongoing relationship where service is delivered end-to-end digitally. With that, customer expectations are changing, and enterprises need to be able to deliver seamless, personalized experiences, while anticipating and resolving customer issues before a customer realizes there is a problem.

ServiceNow believes that proactive customer service requires real-time visibility and analytics, a detailed install base with status of customer's products and services, event monitoring, and artificial intelligence. With ServiceNow Performance Analytics for Customer Service Management, companies get insight into trends and can identify common issues that can easily be resolved or processes that can be automated. This proactively eliminates issues from affecting more customers and simplifies engagement for customers with common requests, such as changing an address or upgrading software.

In order to proactively prevent issues, ServiceNow has an operations management solution that provides a "service-aware" install base which knows what products and services a customer has including software versions, devices, assets, as well as the dependences between them. This provides the foundation for monitoring in order to identify issues proactively. That data is collected and event management creates notifications, and even cases, when an issue is detected. Combined with service management, some issues can be resolved automatically without human intervention and companies can avoid service level agreement (SLA) breaches. While this sounds futuristic, ServiceNow customers are doing this today.

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Not every company can digitize everything needed by a customer. Sometimes, a phone call is still required. With ServiceNow, proactive notifications for agents inform them of customers requiring special handling and AI serves up related cases and similar problems to help agents solve issues faster. Customers can get notifications on workarounds to problem before they realize there is an issue.

All of this is underpinned by workflow technology. Companies that leverage ServiceNow have been able to help their companies deliver improved and proactive customer service, resulting in:

- 54% reduction in average resolution time through real-time visibility
- 80% reduction in incident SLA breaches via enhanced insights

How does your solution contribute to more rapid resolution of customer inquiries and, in turn, faster issue resolution?

ServiceNow's customer workflows enable proactive service that spans from issue to resolution. Workflows are mobile, connected, automated to meet customer demand. An integrated end-to-end strategy that combines engagement, field service, service management, and service operations is needed to shorten time to resolution. Customers can help themselves with self-service and take advantage of the automated service catalog with workflow that allows them to get requests completed without agent interaction. Knowledge management and communities provide answers from experts and peers. A virtual agent can answer questions and perform transactions quickly. And AI categorizes and routes cases from the virtual agent or the service catalog to the most skilled agent for resolution.

When an agent is needed, the agent workspace, a command center for agents, has all the details to resolve an issue – case details, timeline, SLAs, and AI-recommended solutions. With event monitoring, cases are created automatically so that agents can resolve them quickly before customers are aware that there is an issue.

This rapid resolution is particularly important as expectations for CS are changing across every industry, and a major transformation is necessary for companies to stay competitive. In fact, research shows that high customer satisfaction can increase revenue by 2 – 3% and lead to a more loyal customer base. Customer demands have never been higher, and businesses need to be able to resolve complex customer issues end-to-end quickly.

How does the Now Platform enable anyone to rapidly build, test, and deploy applications that automate work across the enterprise?

Developers of all levels can significantly reduce time to market and delivery. By offering full-stack dev power – organizations don't have to deal with traditional setups and configurations – ServiceNow is ready out-of-the-box. A low code/no code approach is available with the Flow Designer for creating automated workflows. And the Integration Hub enables easy integration with reusable integration components.

ServiceNow just released major enhancements to the Now Platform focused on making work mobile first and mobile-friendly. Specifically, the newly introduced ServiceNow Mobile Studio allows anyone to build new apps quickly using a drag-and-drop interface that doesn't require a single line of code.

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Can you give us details on what features of your new Now Platform Madrid release will help both customers and employees reach a higher new level of digital transformation?

The Agent Workspace with Advanced Work Assignment and Similar Cases improves the agent experience by providing a one-stop shop with everything needed to resolve customer issues. Advanced Work Assignment automatically assigns work items to agents based on availability, capacity, and skills. With Similar Cases, AI identifies cases and resolutions similar to the one being worked to speed resolution. Best practice integration of service management enables the diagnosis and resolution of the root causes of customer issues. Agents can now initiate a request from service operations, engineering and other teams to resolve an issue.

In the Now Platform Madrid Release, ServiceNow provides powerful mobile experiences across ServiceNow's IT, employee and customer workflows, including any custom application that is built on the platform. It features a native mobile user experience (UX) that allows service representatives to resolve customer issues by simply swiping and tapping, in the same way we use consumer apps to shop, hail rides and stay in touch with distant friends.