



# Complete integration. Absolute experience.

A practical guide to driving outstanding customer experiences through integrated teams, data, and processes



# When experience works, the world works.

## **Stop patching the cracks and make outstanding experience work with complete integration.**

Customer experience is the key battleground for brand differentiation in today's hyper-competitive, always-on, highly connected world. Unfortunately, while most organizations are winning at "front-office" engagement, many are still missing two-thirds of the picture. Without complete integration, cracks in experience will continue to show.

Traditional CRM solutions are papering over those cracks. To make experience work, you need to harness the power of your whole organization by connecting your front, middle, and back-office functions.

## **How to use this guide to deliver great experiences time and again, and at scale.**

Are you delivering the kind of experiences your customers demand and your business needs, time and again? To help you assess, plan, and act, we've surfaced the top two imperatives you need to focus on to make it happen. But those key imperatives don't exist in isolation. Each is propelled by a combination of three essential objectives: Connecting experiences without customer complexity; empowering employees across your organization; and achieving more by working smarter. Read on to learn more, and see real-world examples of world-class experience leaders making experience work with ServiceNow®.

## The two imperatives driving customer satisfaction:

**A** **Harnessing the power of the whole company to serve the customer**  
 Connect the entire organization, transform operations, and empower employees to quickly, transparently, and proactively address customer needs.

**B** **Enabling new digital business models**  
 Drive digital transformation across the organization and support new ways of doing business with consumers and business customers that meet ever-evolving expectations for convenience and ease.



## The three strategic needs influencing those imperatives:



**Create CONNECTED experiences without customer complexity**

Make great service just the starting point by removing the hard edges of discrete systems and teams across the organization.



**Put PEOPLE FIRST by empowering employees across your organization**

Empower your whole organization to get behind the customer with ease and effectiveness by removing the barriers to cross-functional operation.



**Drive INNOVATION to achieve more by working smarter**

Weed out inefficient work and processes that fall through the cracks. Optimize your resources to remove work caused by systemic disconnection between processes and technology to reduce costs.

# Now, let's see how they energize each other.



# Wrap your business around customer experience

**Challenge:** Removing barriers and friction between teams and departments to ensure seamless end-to-end resolution of customer issues and requests.

It's no secret that many companies compete on experience and not just products. Ensuring your organization is remembered for the right reasons is key to staying competitive in an increasingly digitized space.

#### Do any of these problems sound familiar?

- **Rising expectations:** Both consumers and business customers want best-in-class consumer-like experiences (thanks to the high bar set by the likes of Apple and Amazon).
- **Fleeting loyalty:** 1 in 3 consumers will walk away from a brand they love after just one bad experience; and that's not just for retail consumers. Every experience with the company, no matter the touchpoint, must be perceived as effortless.
- **Difficulty maintaining service levels:** Sudden shifts in customer expectations, an unpredictable workforce, even acts of nature such as the pandemic have put greater and greater strains on service organizations to simply deliver to the status-quo, let alone improve Satisfaction scores.
- **Increasing competition:** Your tried-and-true competition always seems to have things figured out one step ahead of you and new threats are spinning up faster.

# Challenge, meet solution

How do you deliver a best-in-class customer experience while enabling your organization to be more responsive and agile, and improve employee productivity, satisfaction, and retention?



## ANSWERING THE CONNECTION NEED:

- **Connect people and systems across the value chain on a single platform** to quickly and consistently achieve desired outcomes through the coordination of all people and systems that impact the customer experience.
- **Enable customers to self-serve requests** on a broad range of topics, using their preferred channels, without needing to wait for an agent.



## ANSWERING THE PEOPLE NEED:

- **Provide proactive service** so your customers don't have to contact the company with a problem—or check the status of a problem they've discovered. This helps reduce contact volume so agents can focus their efforts on other customers.
- **Improve the efficiency and accuracy of service dispatch and resolution** to manage customer issues quickly and more likely on the first visit.



## ANSWERING THE INNOVATION NEED:

- **Find ways to automate and optimize processes and provide end-to-end visibility** with a single system of action that enables a unified process flow across people and functions. This will bring front, middle, and back-offices together to solve customers' issues quicker, with full transparency from beginning to end.





## Expectations evolve.

## So should you.

**Challenge:** Finding new ways to generate income while keeping pace with rising customer demands for greater convenience and ease.

Companies that have the structures, processes, and vision to adapt and innovate create experiences that win the hearts and minds of customers—as well as new revenue streams.

### Do any of these problems sound familiar?

- **Struggling to maintain high levels** of customer satisfaction and net promoter scores.
- **Decreasing profit margins** and increasing operational costs.
- **A restless workforce** with higher-than-average churn.
- **An aging workforce** and a shortage of new talent to fill their shoes.
- **Keeping pace with increasing competition** as outside players digitally enter the market.

# Challenge, meet solution

How do you identify and deliver new service offerings, reimagine experience, effectively scale operations, and improve productivity?



## ANSWERING THE CONNECTION NEED:

- **Enable a direct-to-consumer business model**, allowing you to sell directly to your customers instead of relying on a distribution network. By creating a direct-to-consumer channel, you can bypass the need to work with wholesalers or retailers, leading to a more consistent customer experience and stronger, more direct relationships with customers.



## ANSWERING THE PEOPLE NEED:

- **Enable new/advanced service models** so you can monitor customers' products and services to identify issues proactively and address needs quickly. Additionally, by learning more about customer needs, you can identify new revenue streams to meet those needs and empower your company to build revenue from services rather than just products alone.



## ANSWERING THE INNOVATION NEED:

- **Accelerate delivery and support of digitized business models** so you can leverage digital technologies to replace manual processes and older technologies to open up new revenue streams. Utilizing a single system of action can provide a nimble and efficient way to manage the entire customer lifecycle, with digital workflows to onboard, service, retain, and grow customers.



**When customers smile,  
the world works.**

**The world works with ServiceNow.**







## Example of how to build a strong **CONNECTED** experience

Great experience depends on convenient, consistent, and outstanding service. Making it happen takes listening and learning—understanding what customers want more or less of. Remove the hard edges of team and system disconnects so you can manage requests and resolve issues quickly, communicate effectively, and predict and pre-empt problems before they occur.

With ServiceNow, you can operate a connected service organization with accelerated resolution of requests and issues. You can also unlock end-to-end visibility of issue status and seamless access to resources for customer self-service.

By connecting service delivery end-to-end, you can achieve so much more—and faster too.

**Connecting experiences end-to-end will help:**

- Increase productivity
- Increase CSAT/NPS
- Increase customer retention and share of wallet

# Tunstall builds the future with ServiceNow

“

*With ServiceNow, we can see every ticket in real time and handle them quickly, whether the customer submits by phone, email, or via the portal.”*

**Daniel Pilquist,**

*Service Desk Manager, Tunstall*

Tunstall decided to simplify access to support with a single point of contact for its customer service. It also wanted to unlock real-time visibility across teams and implement a standard IT process framework to maximize efficiency.

The team implemented ServiceNow Customer Service Management and built Tunstall Connect, a portal implementing standard IT processes so that issues reported by customers could be quickly addressed by technical staff, in just one day.

## CUSTOMER SPOTLIGHT

The Tunstall logo consists of the word "Tunstall" in white, bold, sans-serif font, centered within a red rounded rectangular background.

# 70%

Increase in customer satisfaction

# 1

Day to implement ITIL processes

# 24/7

Support



## Example of how to put PEOPLE FIRST

Remove the barriers to cross-functional operation and give your agents—and other customer service professionals—what they need to do their jobs with efficiency and ease.

With ServiceNow, you can drive step-change productivity and support employee satisfaction and retention. Leverage a single workspace to manage and view case activity, prioritize tickets, and collaborate between front, middle, and back offices.

Happy employees are better at their jobs, will stay longer, and customers get to reap the benefits.

**Empowering employees across the organization will help:**

- **Increase productivity**
- **Increase employee satisfaction and retention**
- **Increase customer satisfaction, retention, and share of wallet**

# Blackhawk Network continuously reinvents customer service with ServiceNow

“

*Without CSM, we wouldn't have the same data insight that we do now. It gives us the metrics to back up innovation ideas.”*

**Danielle Garcia,**

*Manager of Process Improvement, Blackhawk Network*

With ServiceNow Customer Service Management in place, Blackhawk Network is now better positioned than ever to leverage the experience and expertise of its employees to drive continuous improvement—ensuring that it remains a trusted source for consumers. The platform has been so successful that Blackhawk Network has implemented the same innovative approach across its entire organization, helping it reduce costs, grow in new areas, and find fresh opportunities to better serve its clients.

## CUSTOMER SPOTLIGHT



**\$2M**

Via process improvement

**600**

Employee suggestions implemented

**\$23k**

Rewards paid out to agents



## Example of how to drive INNOVATION

There's no better time than now to weed out inefficient work and processes. With ServiceNow you can optimize your resources to remove work caused by systemic disconnection from processes and reduce costs along the way.

Use insight to drive future waves of innovation across the organization—whether solving issues before the customer is aware, or identifying which assets to prioritize in changing circumstances, or defining a completely new offering.

Continuously saving costs and reinvesting into the business will bring about real impact.

### **Optimizing work and processes will help:**

- **Reduce operational costs**
- **Increase customer satisfaction, retention, and share of wallet**
- **Drive continuous innovation**

# 7-Eleven provides customers the rapid help they seek on the channels they prefer

“

*With ServiceNow Customer Service Management, we have been able to help our customers when they want it, where they want it, and how they want it.”*

*Former Senior Customer Experience Manager, 7-Eleven*

7-Help, the 7-Eleven help desk, brings together 20 different help desks—from HR, payroll, and merchandising help desks to separate help desks for IT and facilities maintenance. The solution gives customers and store franchisees alike a single platform for reporting issues—and they report 130 on average each day.

The omni-channel capabilities of ServiceNow Customer Service Management help ensure customers receive assistance when they want it, where they want it, and how they want it. The tool automatically creates and prioritizes cases when they arrive, and then routes them to the right agent for rapid resolution.

## CUSTOMER SPOTLIGHT



# 93%

Reduction in case volumes

# 205%

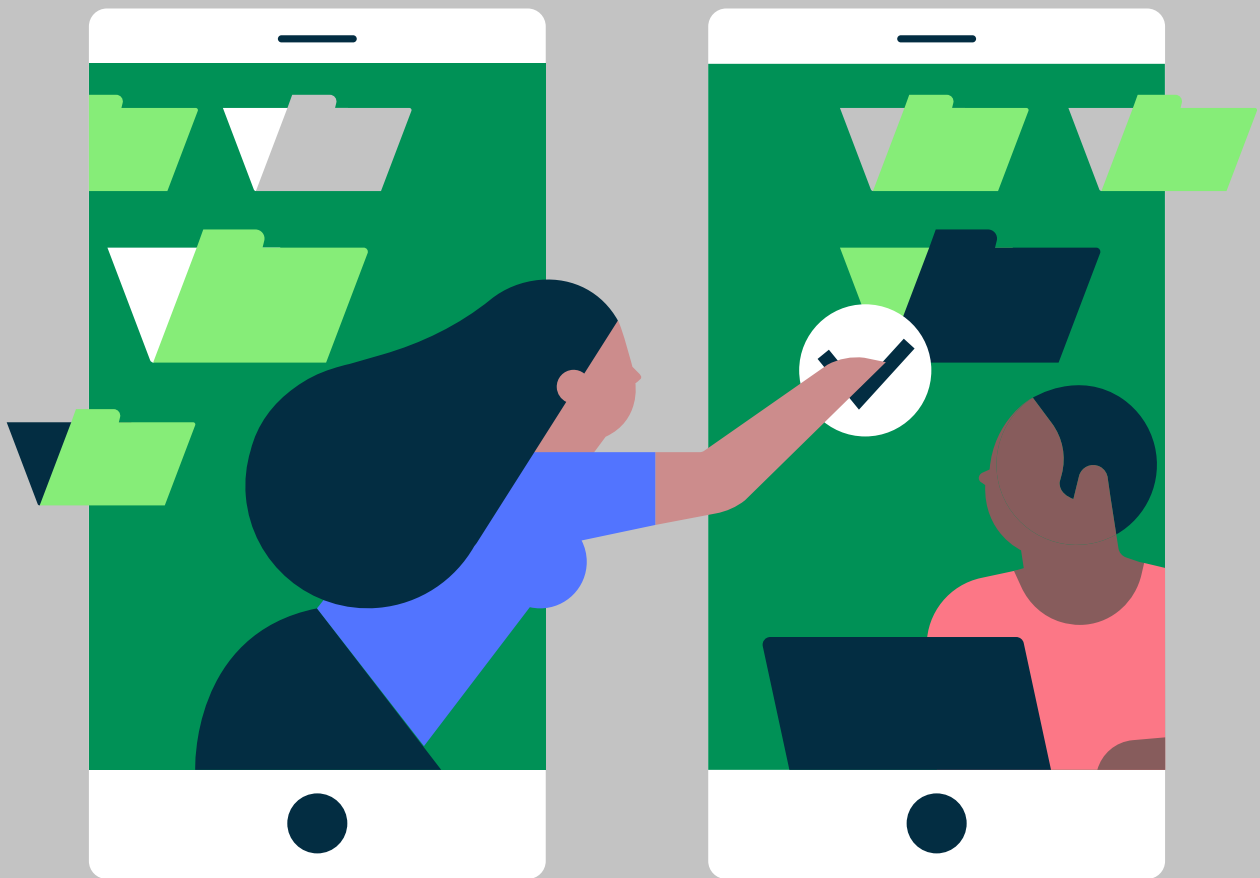
Improvement in case resolution rates

# 75%

Reduction in custom service response times

# ServiceNow products

make the world work



# Connect experiences without customer complexity

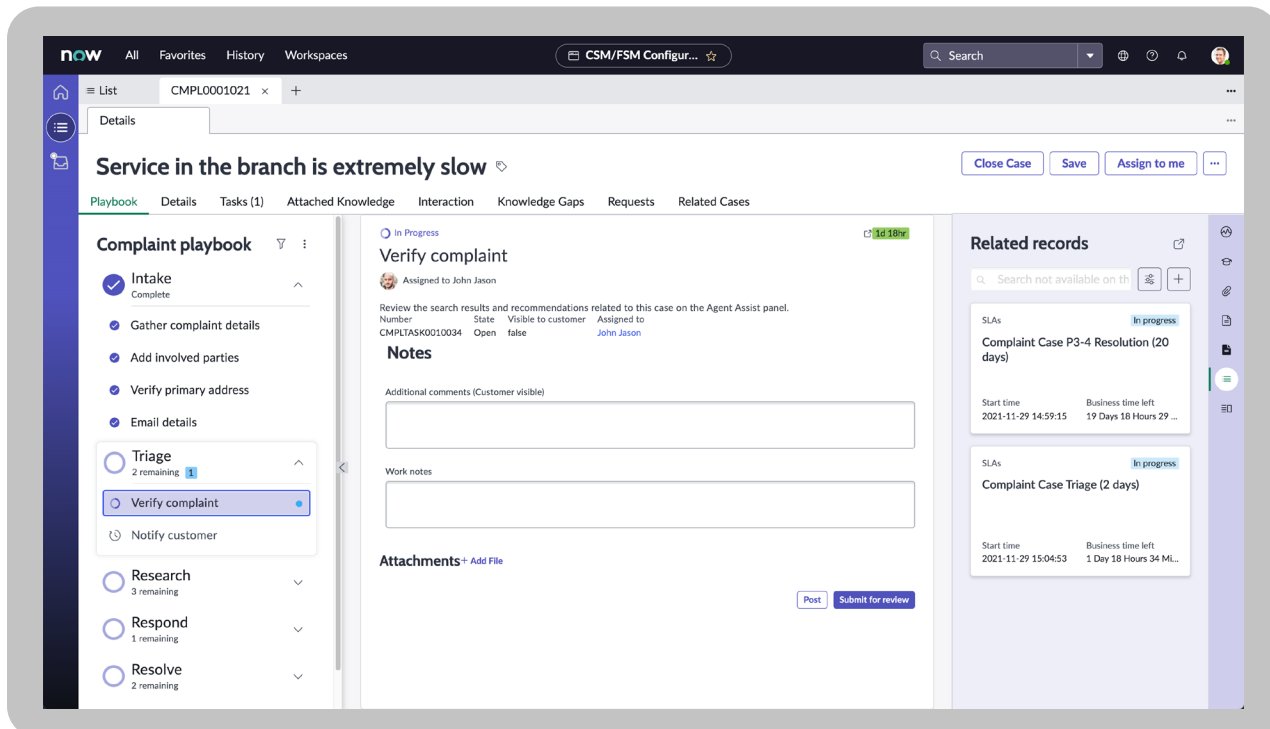
## Customer Service Management

Improve service operations and engage customers with digital workflows. Solve customer problems by bringing front, middle, and back offices together.

Proactively address issues and automate common requests.

- **Connect teams to boost efficiency** by automating processes from the front office to the back. Intelligently route tasks to the best employee and group similar cases to streamline resolution.
- **Proactively address customer issues** by monitoring services to identify problems and notify impacted customers. Fix issues faster by analyzing workflow trends to increase automation and efficiency.
- **Expand self-service** by automating common customer requests, providing answers with an AI-powered chatbot, and empowering agents with an intelligent workspace.

Get more info [here](#).





# Empower your field front-office and achieve more

## Field Service Management

Create great experiences with proactive service delivery. Simplify collaboration between operations, field resources, and customers through mobile channels.

Raise the bar for customer satisfaction.

- **Enhance customer experience** by empowering customers to connect easily through different channels with self-service tools, and keep them informed every step of the way.
- **Increase operational efficiency** by automating processes to assign the right resource with the right skills to the right job, ensuring you get the most out of your team. Increase productivity and reduce costs.
- **Improve resource effectiveness** by equipping field service teams with everything needed to get the job done the first time, from customer histories and parts to checklists.
- **Reduce your customers' downtime** with preventive and predictive maintenance. Keep contracts compliant through automated scheduling, and use asset data to make informed decisions.
- **Expand service revenue** by enabling field resources with all the information needed to identify cross sell and upsell opportunities onsite.

Get more info [here](#).

The screenshot displays the ServiceNow CSM/FSM Configurable Workspace interface. On the left, the 'Dispatcher Workspace' is visible, showing a list of tasks with details such as task ID, description, date, time, and location. The tasks listed include 'Replace sensor on Pulse UPS', 'Router Repair - replace fan', 'HVAC Maintenance', 'Device installation and upgrades', and 'Reallocating devices'. The main area shows a 'Schedule' view for 'NorCal Technicians' from January 16 to 22, 2022. The calendar shows availability for technicians Alex Ray, Alisa Chinoy, Anthony Roy, and Cindy Lisa. Specific tasks are assigned to technicians on Tuesday, January 18, including 'Network setup', 'Device Upgrade and Maintenance', and 'Security software installation'.

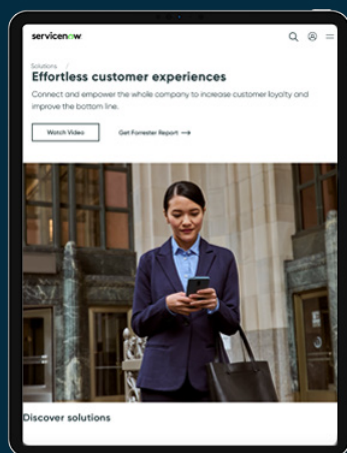
## Field Service Management

# Ready for a deeper exploration of ServiceNow Customer Experience solutions?

## ServiceNow Customer Experience

Reimagine the customer journey by mapping, designing, and measuring each touchpoint to drive business outcomes for your customers.

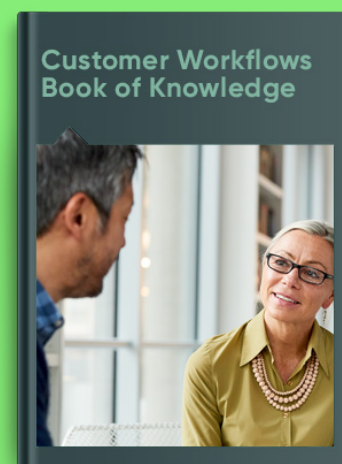
See How



## 2021 Customer Workflows Book of Knowledge

Read this ebook to learn how organizations like Blackhawk Network, Kiwi Bank, and Teradata upped their game to meet increasing customer expectations in the face of adversity.

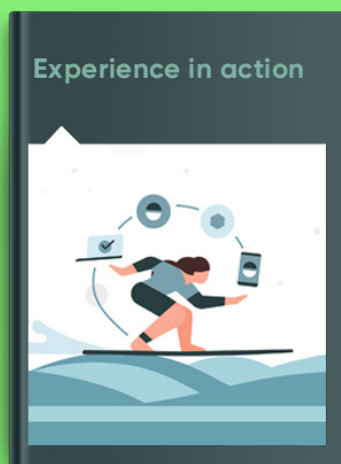
Get the Ebook



## Experience in action

Experience isn't just a thing, it's everything. Read this ebook to learn how ServiceNow can help you harness the power of your whole organization behind delivering the kind of experiences your customers demand and your business needs, time and again.

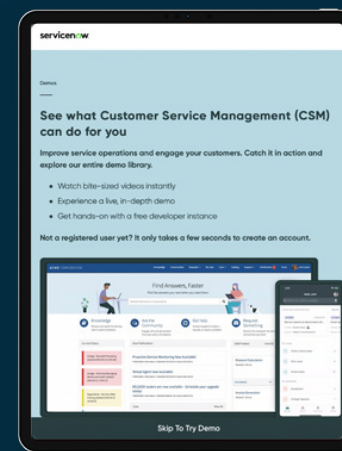
Get the Ebook



## See what Customer Service Management can do for you

Explore our entire demo library to see how Customer Service Management can help improve service operations and engage your customers.

Watch the Demo





## Everyone's talking customer experience. Let's make it happen.

ServiceNow helps you deliver great end-to-end experiences. Time and again, and at scale. Harness the power of your whole organization behind customer service with digital workflows. They connect everyone, so insights flow freely. And they give people the visibility and information they need to address customer needs quickly, transparently, and proactively.

Powered by automation, AI, and other intelligent technologies, workflows simplify and strengthen case management, help prevent issues before they happen, and speed up time to resolution when they do.

Empower your employees, boost customer loyalty, and strengthen your bottom line with ServiceNow.

[Learn More](#)

### About ServiceNow

ServiceNow (NYSE: NOW) is the fastest-growing enterprise cloud software company in the world above \$1 billion. Founded in 2004, our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity for more than 6,200 enterprise customers worldwide, including approximately 80% of the Fortune 500. For more information, visit [www.servicenow.com](http://www.servicenow.com).