

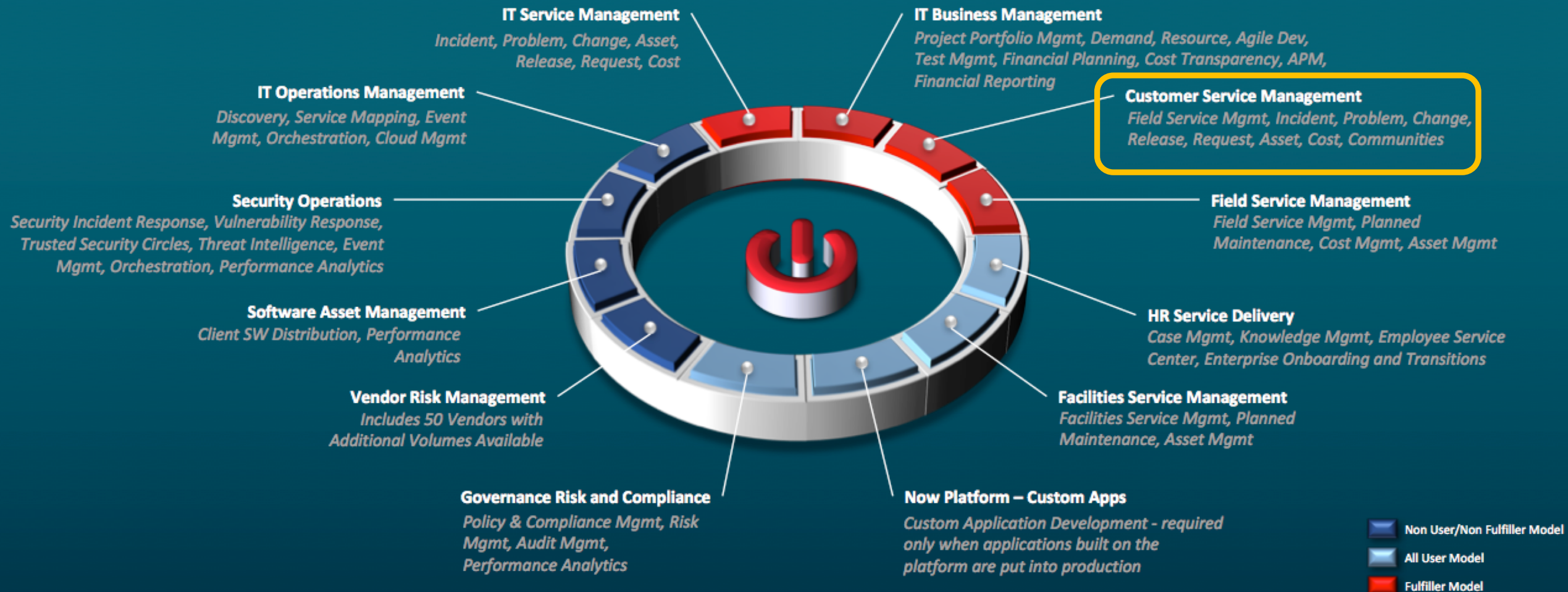
INSOURCE

Transforming Business Through Technology

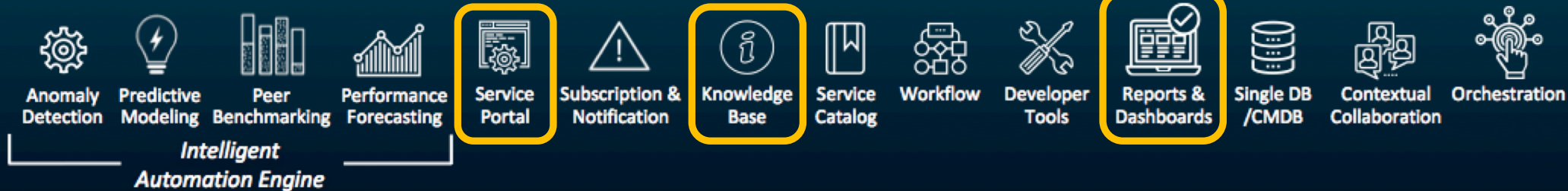
Why is Customer Service Management All the Rage?

Jennifer Addington, Solutions Consultant

September 27, 2018



now® Platform includes:



The background features a close-up of several US dollar bills, with the portrait of George Washington on a \$100 bill being prominent. Overlaid on the bills are several wooden blocks, some of which are arranged to spell out the word 'MONEY'. The blocks are light-colored wood with black letters. The text 'Customer Satisfaction: What's in it for me?' is centered in the upper half of the image, with a horizontal line below it. In the lower left, there is a list of three items, each preceded by a blue arrowhead.

Customer Satisfaction:
What's in it for me?

- Customer Retention
- Positive Referrals
- Cost Reduction

Business Challenges

- Inconsistent service
- Lack of self-help
- Non-centralized or undocumented knowledge
- Poorly defined processes
- No performance insight

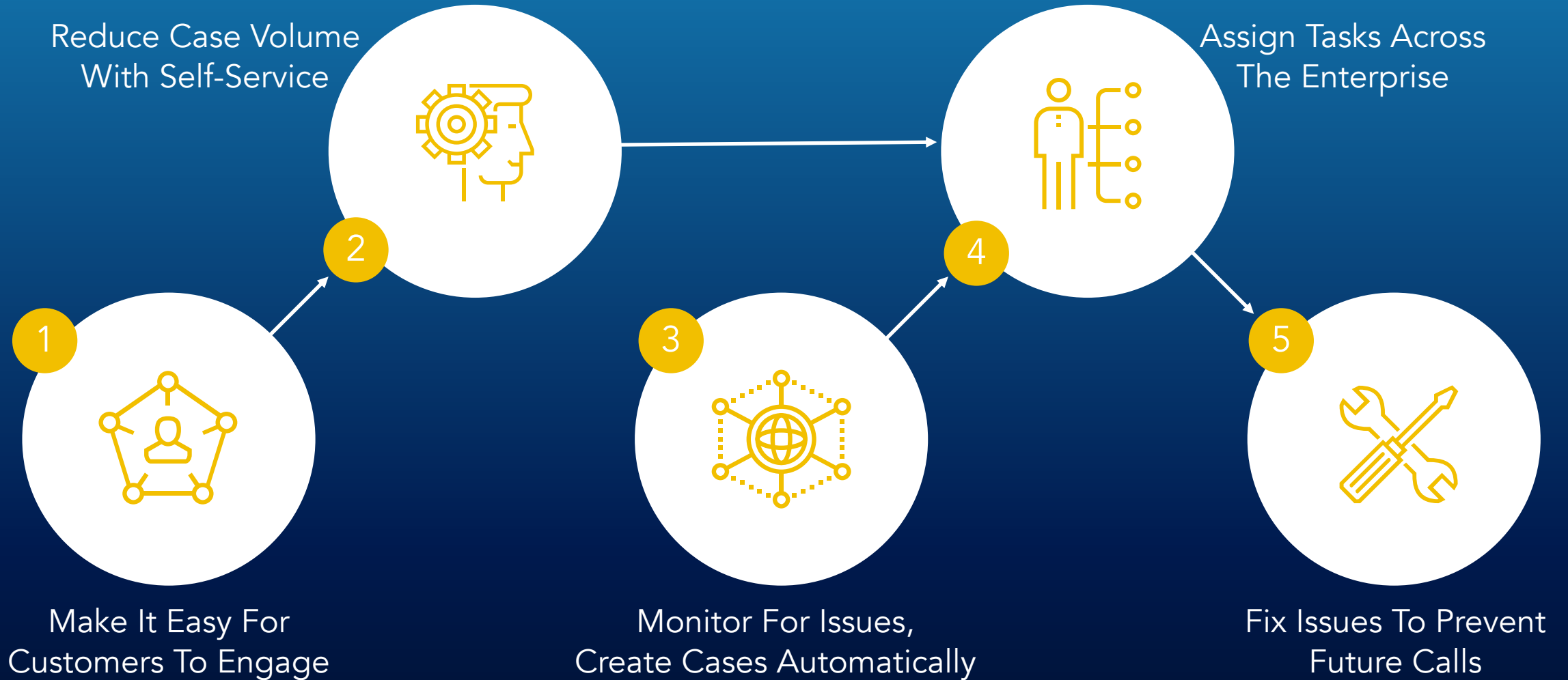


BAD Customer Service

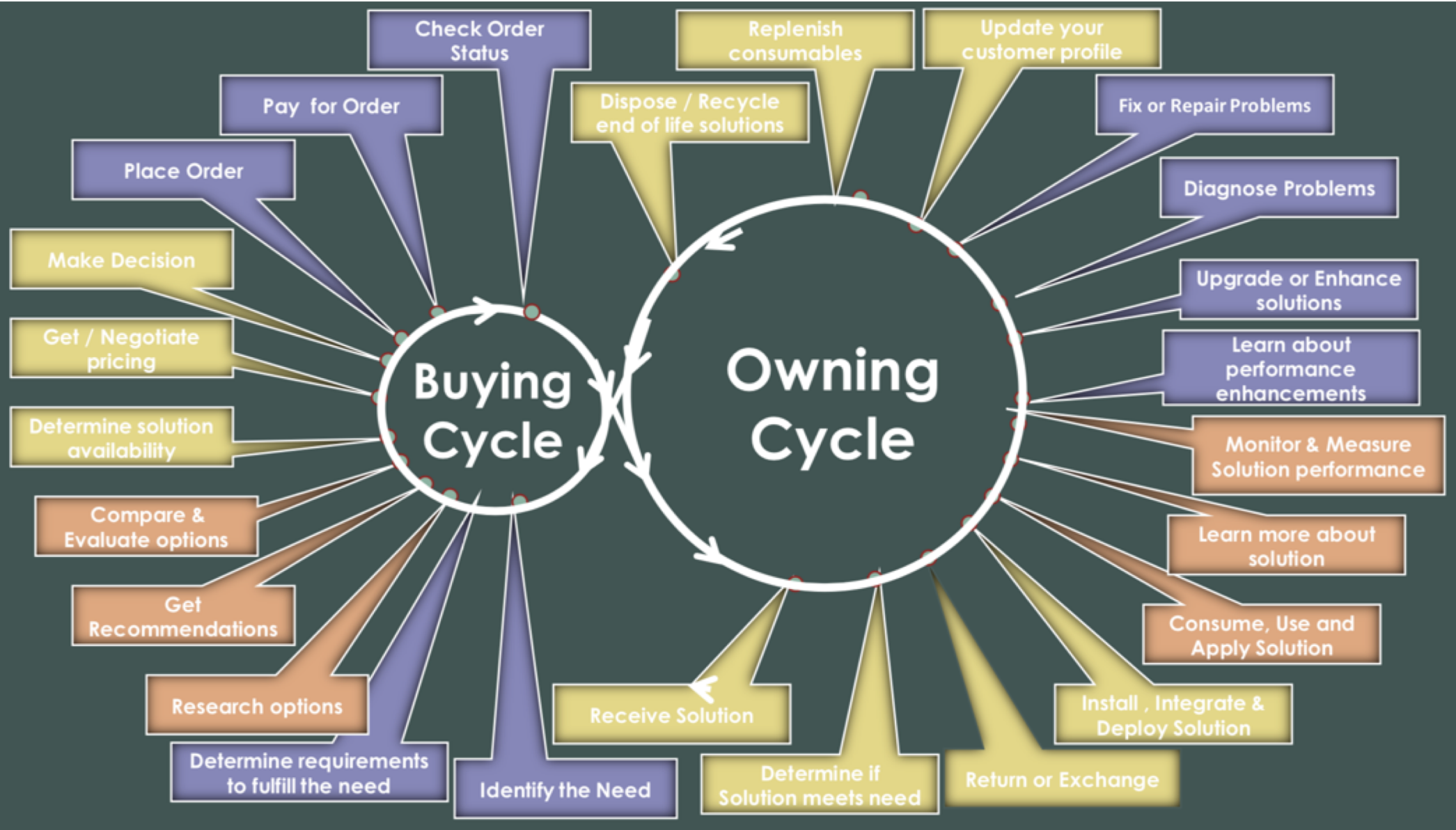




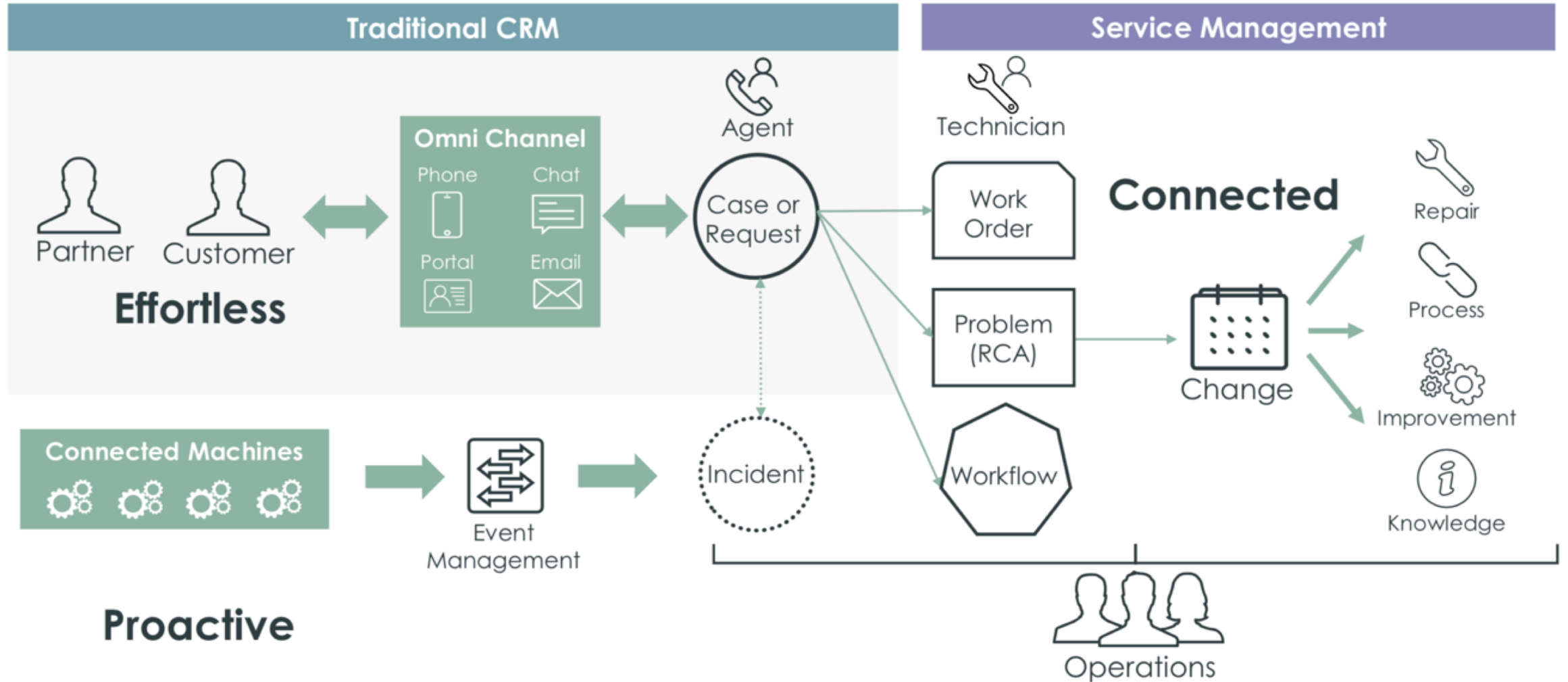
Increase Customer Satisfaction by Solving Issues Faster



CRM versus CSM



ServiceNow + CSM



The InSource CSM Solution

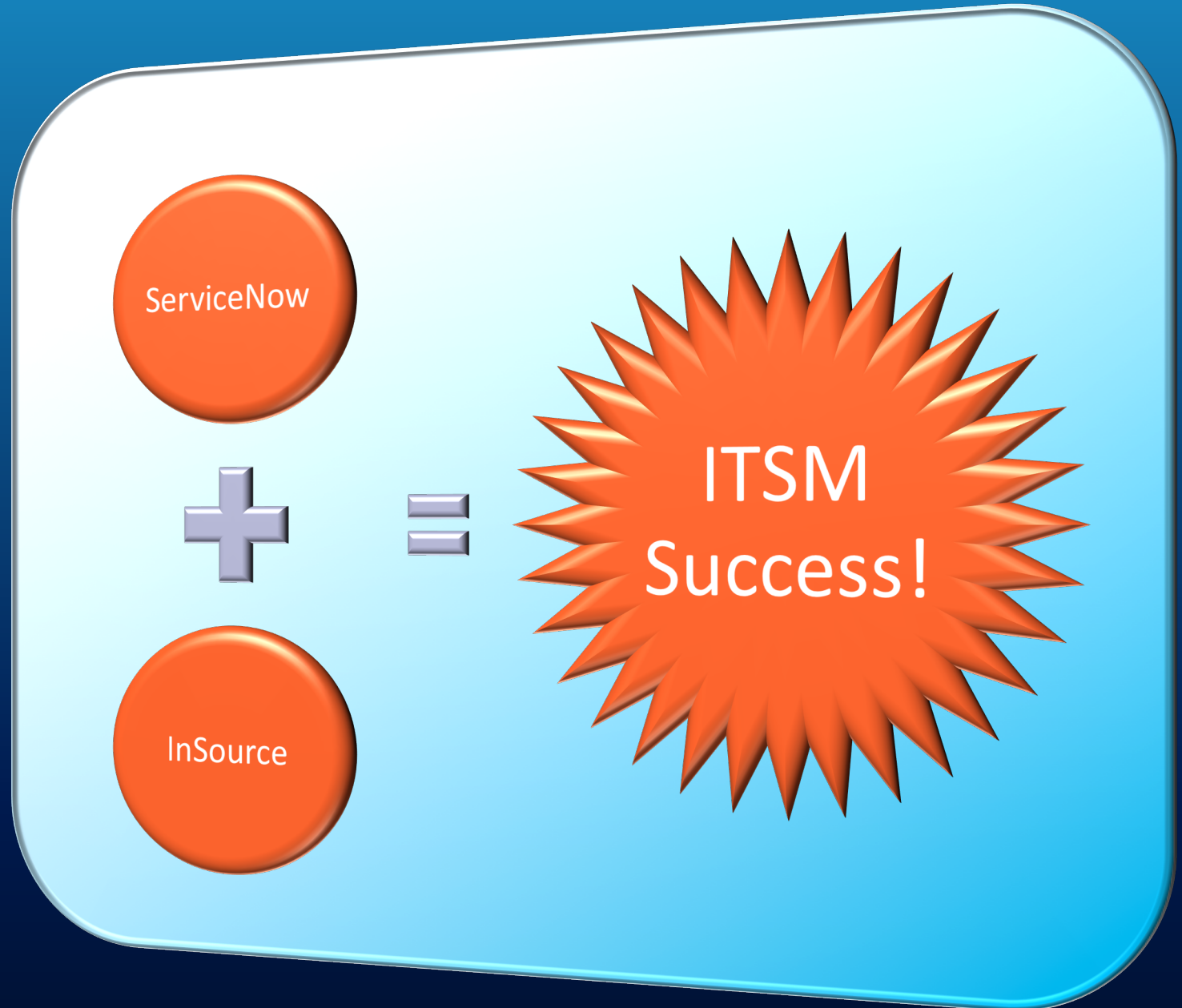
Increase Customer Satisfaction by Solving Issues Faster

ServiceNow:

- Case Management
- Agent Intelligence
- Communities
- Field Service Management

InSource:

- Experienced preferred ServiceNow partner
- Established CSM vertical team with industry knowledge and platform expertise
- Structured implementation of processes to ensure a scalable enterprise platform
- Successful track record of CSM deployments



CSM Maturity

Streamline Customer Interaction

- Simplify customer interactions to drive customer loyalty and improve CSAT
- Enable customers to self-serve through portal deployment
- Leverage Knowledge to remove work & reduce cost

Foundation

Organizational Efficiencies:

- Connect process across the organization to permanently resolve customer's problems
- Streamline and automate organizational integrations, reducing the cost of service
- Deliver end-to-end Customer Service as a team sport

Transform

Proactive Communications

- IoT automation of cases based on monitoring
- Trend analysis - Performance Analytics
- Proactive communications, up-sell/cross-sell

Innovate

Increase in maturity

servicenow

Customer Service Demo Players



Sophie

- VP of Customer Service
- Needs operations insight
- Takes actions based on KPIs & data analysis



Julie

- Customer
- Needs a status update
- Has a reporting issue
- Needs help with a router



John

- Customer Support Agent
- Provides Julie assistance
- Works with IT & Field Services



Maria

- eCAB Approver
- Reviews & approves Emergency Changes before implementation

demonow™

Results

- Consistent service
- Well defined processes
- Documented & centralized knowledge
- Empower customers with self-help
- Performance insight
- Actionable data
- Remember to share improvements with customers



How can InSource help?

- Assessment & RoadMap
- Process Consulting with industry experts
- Implementation Services
- Custom Training
- Licensing
- And much more!



Resources

- **ServiceNow Conversations:** [Increase Customer Satisfaction by Solving Issues Faster](#)
- **Product Info:** [Customer Service Management](#) [Performance Analytics & Reporting](#)
[Knowledge Management](#) [Service Level Management](#)
- **ServiceNow Docs:** [Customer Service Management](#) [Performance Analytics & Reporting](#)
[Knowledge Management](#) [Service Level Management](#)
- **ServiceNow Community:** [Measuring Success: Get Common KPIs & Tips](#)
- **Your Sales Teams:** ServiceNow & InSource

Questions?

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Thank You!