

INSOURCE

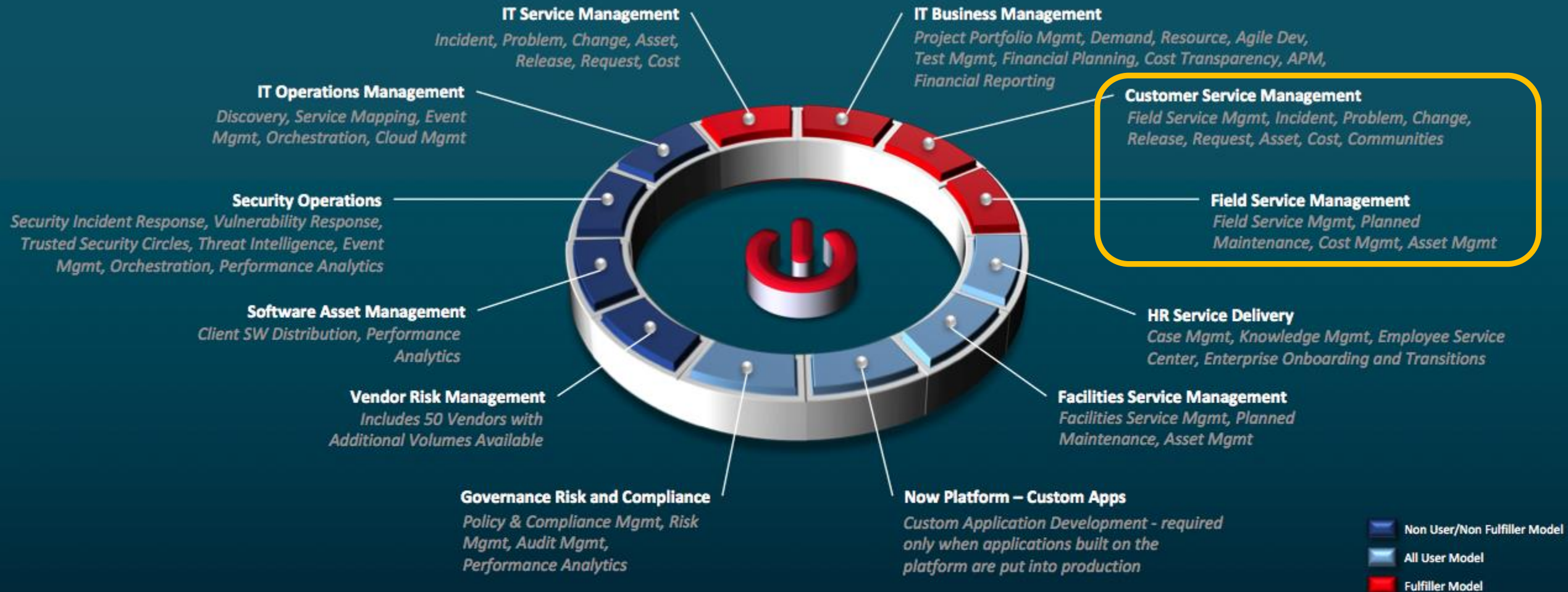
Transforming Business Through Technology

Customer Service Management

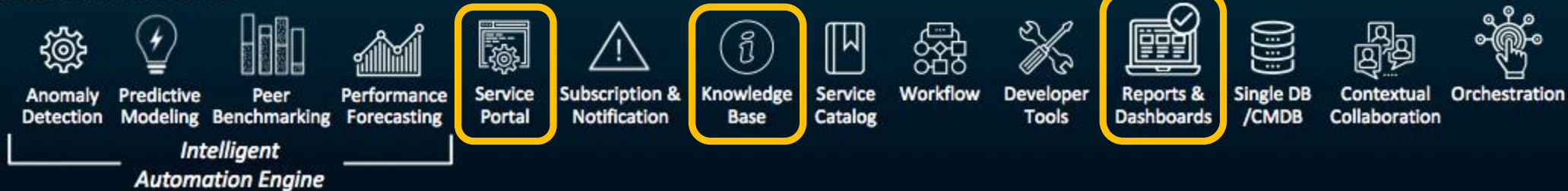
ServiceNow Implementation

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now® Platform includes:





Customer Satisfaction: What's in it for me?

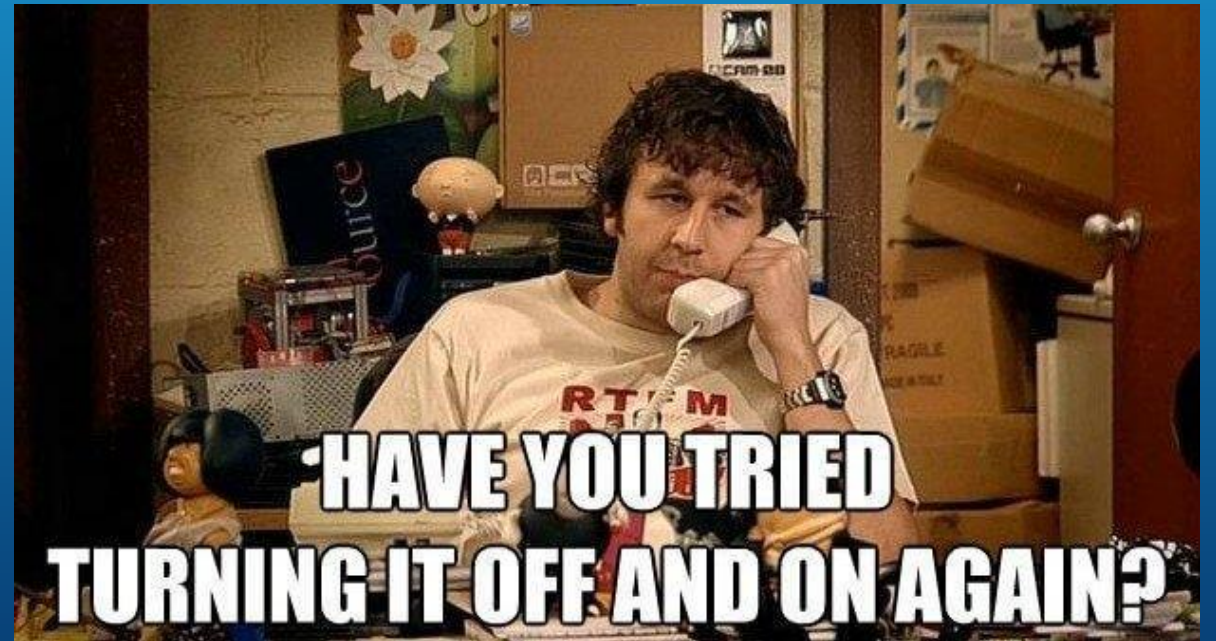
- ▶ Customer Retention
- ▶ Positive Referrals
- ▶ Cost Reduction

Business Challenges

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

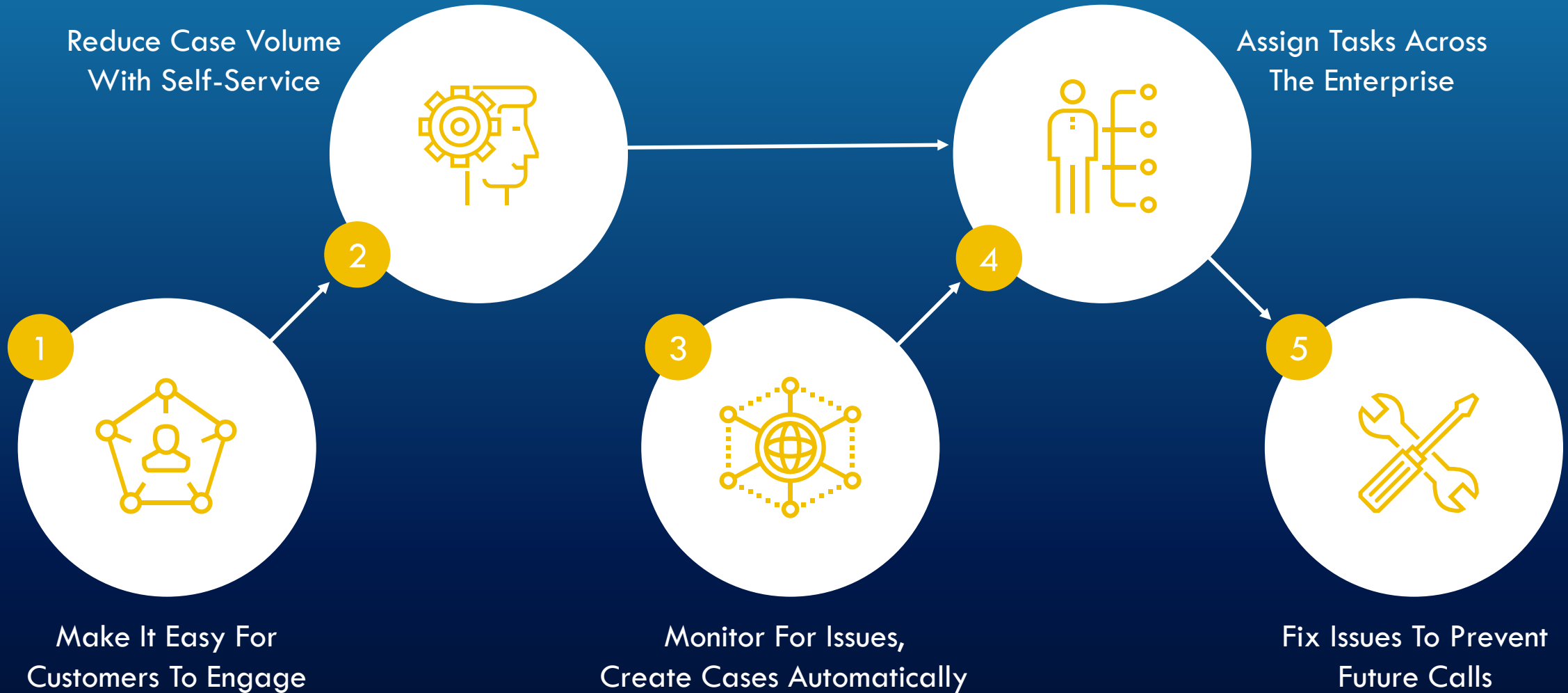


BAD Customer Service





Increase Customer Satisfaction by Solving Issues Faster



ServiceNow: Customer Service Management

OMNI-CHANNEL ENGAGEMENT

Phone



Email



Chat



SMS



Portal



Knowledge



Catalog



Survey



Publications



CUSTOMER SERVICE PROCESSES

Customer Case



Account



Contact



Contract



Entitlement



Product



Field Service Work Order

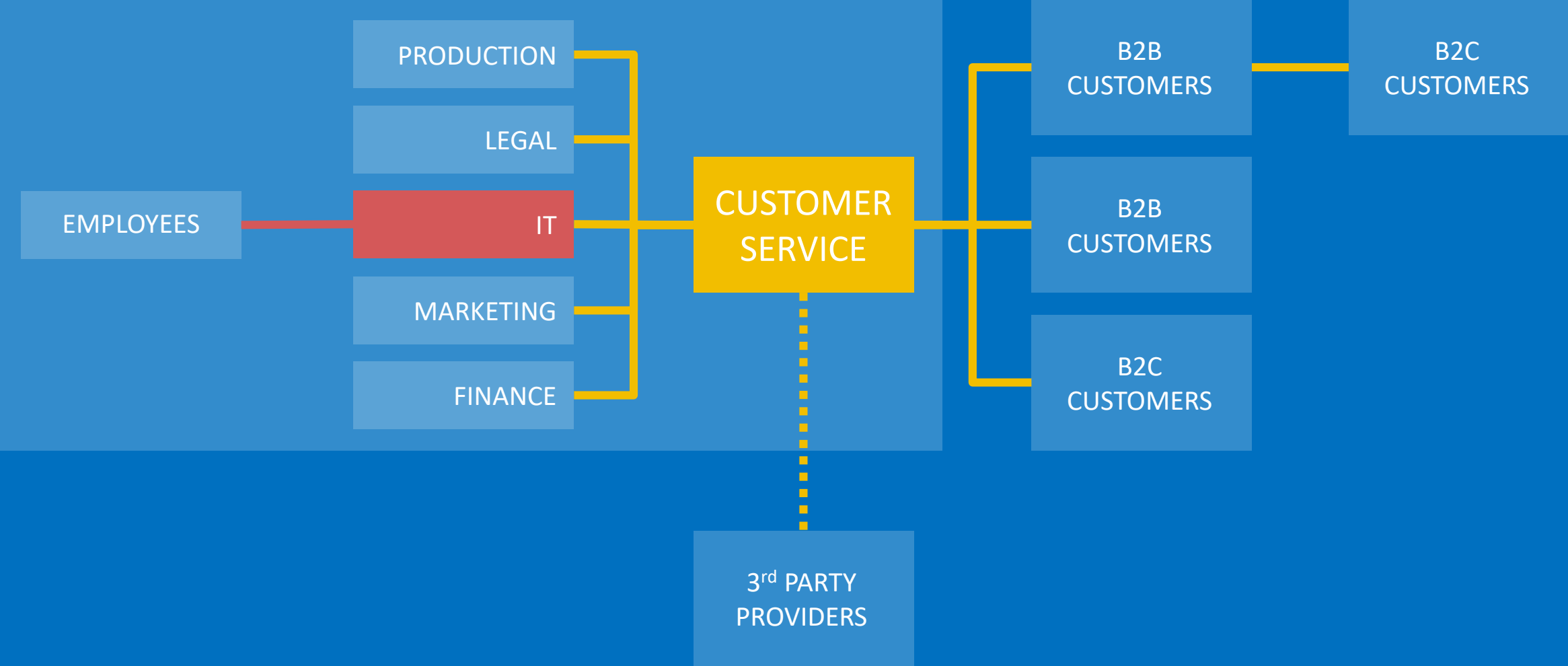


Incident - Problem - Change - SLA - CMDB - Asset - Workflow - Collaboration - Mobile - Analytics - API

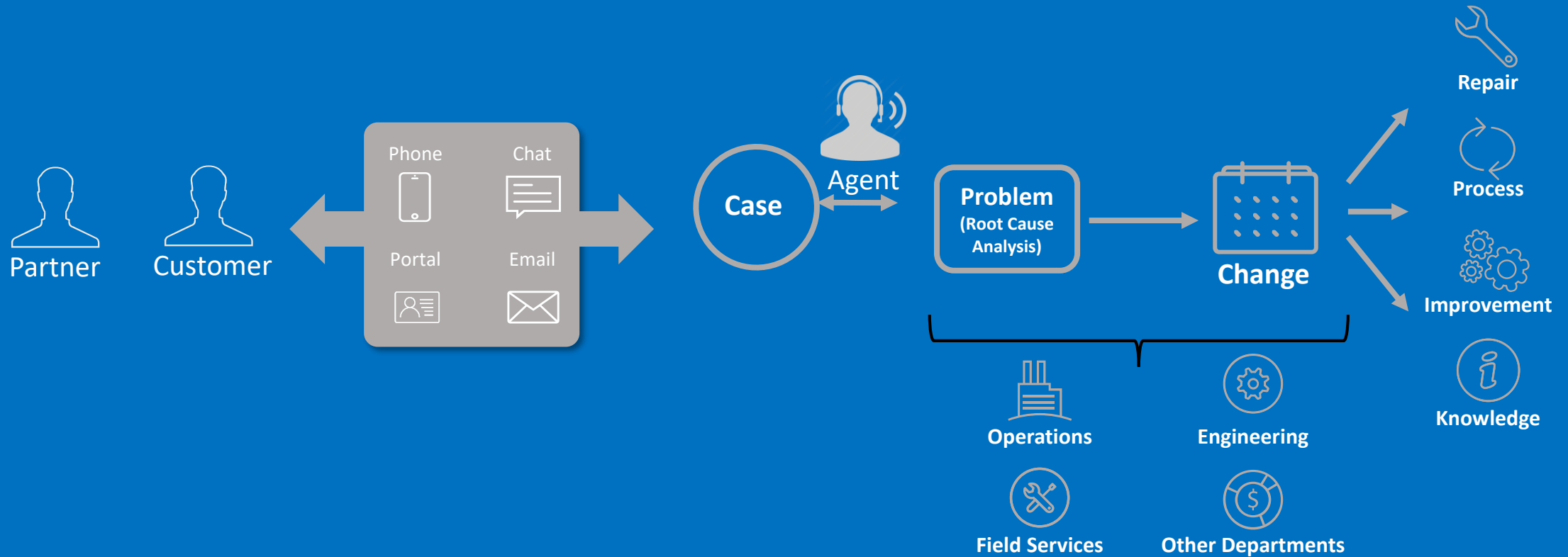
SERVICE MANAGEMENT INFRASTRUCTURE

10 x Bigger Potential

Extend Service Management Beyond the Enterprise



Customer Service Management Capabilities



The InSource CSM Solution

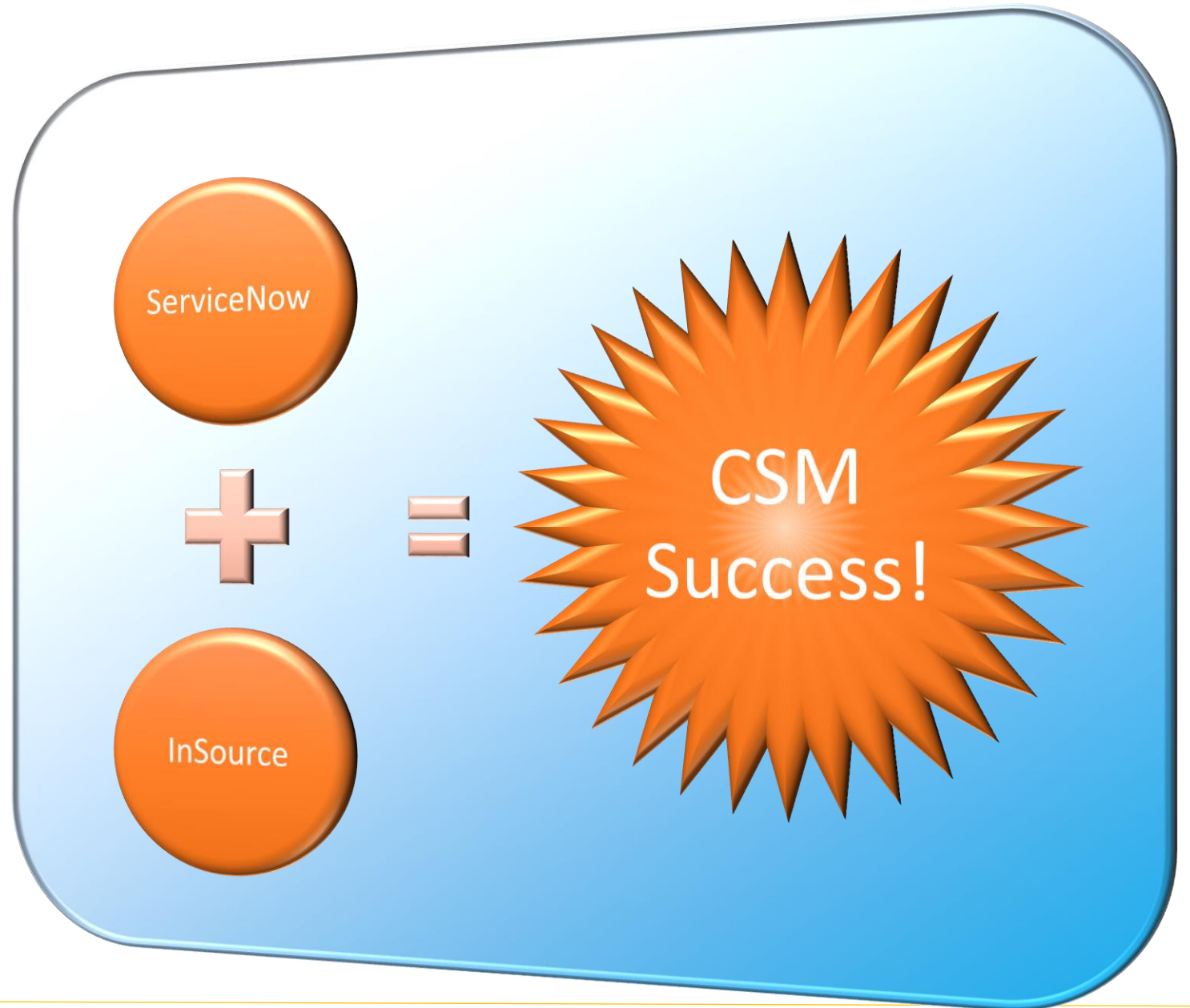
Increase Customer Satisfaction by Solving Issues Faster

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
- Has a reporting issue
- Needs help with a recall



John

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



Rudy

- Field Service Tech
- Goes onsite to fulfill work orders

DemoNow

Results

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



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?

Feel free to contact us:

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Thank You!