Case management in ServiceNow Customer Service Management

The challenge

Cases are the fundamental work unit in customer service. They are how customers report issues. They are how agents track those issues to resolution. How quickly they are closed impacts customer satisfaction. It may sound easy, but many companies struggle with efficiently managing them.

Case forms don't collect needed information in a straightforward manner. Customer relationships with other entities–companies and their locations and subsidiaries, companies and partners, consumers within a household, etc.–are not possible, preventing case access and visibility between these groups. Service Level Agreements are not tracked and violations are common. When customer service is outsourced, siloed systems create obstacles to sharing customer case information and transparency into the third party's operations. Any of these on their own create unnecessary barriers to delighting customers.

The ServiceNow solution

ServiceNow® Customer Service Management makes case management a snap with the following:

Case - Case forms can be customized as needed to track only necessarily details and activities related to resolving the issue. UI elements like picklists and selectors make data collection easy for the agent and consistent for later analysis. All communications to and from the customer, including the communication channels being used, are also recorded. Use case types to execute processes such as major issue management.

Account modeling and industry support* - Regardless of industry and types of customers served, complex relationships like household members serviced by a healthcare provider, company branches and subsidiaries, and employees and third-parties eligible for service are supported without customization. Besides tracking how these entities are linked, these same models help determine other actions, such as who can use self-service to open cases.

Service Level Agreements (SLAs) - One or more SLAs–internal-only or specified with customers–can be defined to support business requirements. SLAs can be setup to track when tasks reach a certain condition within a certain timeframe to ensure that cases are closed or resolved according to the expectations set for customers.

Outsourced customer service* - Companies using third-party customer service providers can work in the same system while maintaining data privacy standards and regulations. Easily onboard outsourcer's managers and agents. Route cases between internal and outsourced teams. Criteria defines the data accessible to outsourced agents. By managing internal and external agents on a single platform, the business has a singular view into all operations.

Learn more

Visit **servicenow.com/products/customer-service-management.html**.

Note: Industry Data Models and Outsourced customer service are included in the Customer Service Management Pro package.

Handle cases with ease

Modify case forms to make it easy for agent to collect only needed information. Customer details– from individuals to complex organizations–are automatically associated.

Keep resolutions moving forward

Service Level Agreements track tasks and actions related to cases. Timers ensure they continue to make forward progress and violations are avoided.

Outsource service without losing control and visibility

Deliver customer service side-by-side with third-parties from a single platform. With no data silos, customer service performance across internal and external teams is easily monitored.
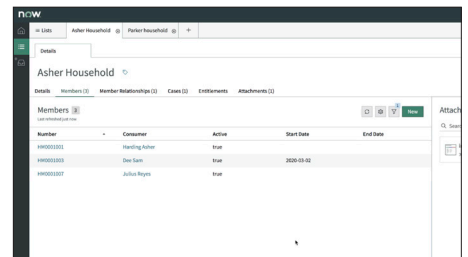
Account and Industry Data Models manage customer relationships with other entities.
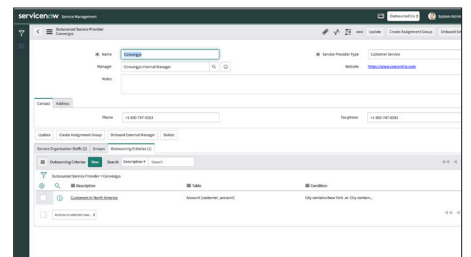
Outsourced Customer Service quickly onboards providers and routes work to them.