

**servicenow**<sup>™</sup>

 FULLYMANAGED



# **eBook: an introduction to proactive customer service**

**create a seamless customer experience - powered by ServiceNow**

# why is customer service important?

53%

will abandon online purchases if they can't find a quick answer

73%

Say valuing their time is the most important way to provide good service

63%

of US consumers have stopped doing business with a Brand due to poor customer service

We live in an instantaneous world. Digital transformations have changed our lives - so much so that we have become accustomed to getting what we want immediately.

As consumers, we have groceries or meals delivered to our doors in minutes. We have entertainment streamed in real-time to any number of devices at home or to our mobile devices if we're away.

As businesses, the same holds true. A vast majority of businesses today function in an 'as-a-Service' model. Meaning, you purchase the product or service, you turn it on, and you expect it to work. And if there is a setup process, you expect that roll-out experience to be simple and fluid.

But what happens if those expectations *aren't met*? What if the customer experience *doesn't* live up to expectations? That's where customer service becomes critically important.

# an increase in customer satisfaction drives meaningful business results

Customer satisfaction can be tied directly to revenue results. It goes without saying that unhappy customers become a flight risk.

What may be less obvious however is the positive influence of increases in customer satisfaction. Beyond customer retention, a happier customer means a stickier customer who will spend more with your organization and act as an evangelist/referral source for further growth.



# but customers are still frustrated...

Despite the obvious value in keeping customers satisfied, organizations often do a poor job of customer service. There are many disconnected touch points along the customer journey that can cause customer frustration. Unresolved requests left dangling or repetitive customer interactions are anything but proactive.



# what is wrong with customer service?

As a customer, experiencing any kind of product or service issue is an annoyance. Having to take time away from your day to address an issue is an inconvenience. And what happens if the customer service experience you receive isn't a good one?

## What happens when customers don't get the satisfaction they seek?

What happens:

- when communication (or lack thereof) between departments hinders problem resolution?
- customers can't help themselves to resolve the issue?
- when your customer has to contact *you* multiple times to achieve satisfaction; or
- perhaps worst of all, they never *do* get resolution?

The numbers speak for themselves.

40%

prefer digital customer service versus a phone call with an agent

19%

contacted customer service 7 or more times to address their request

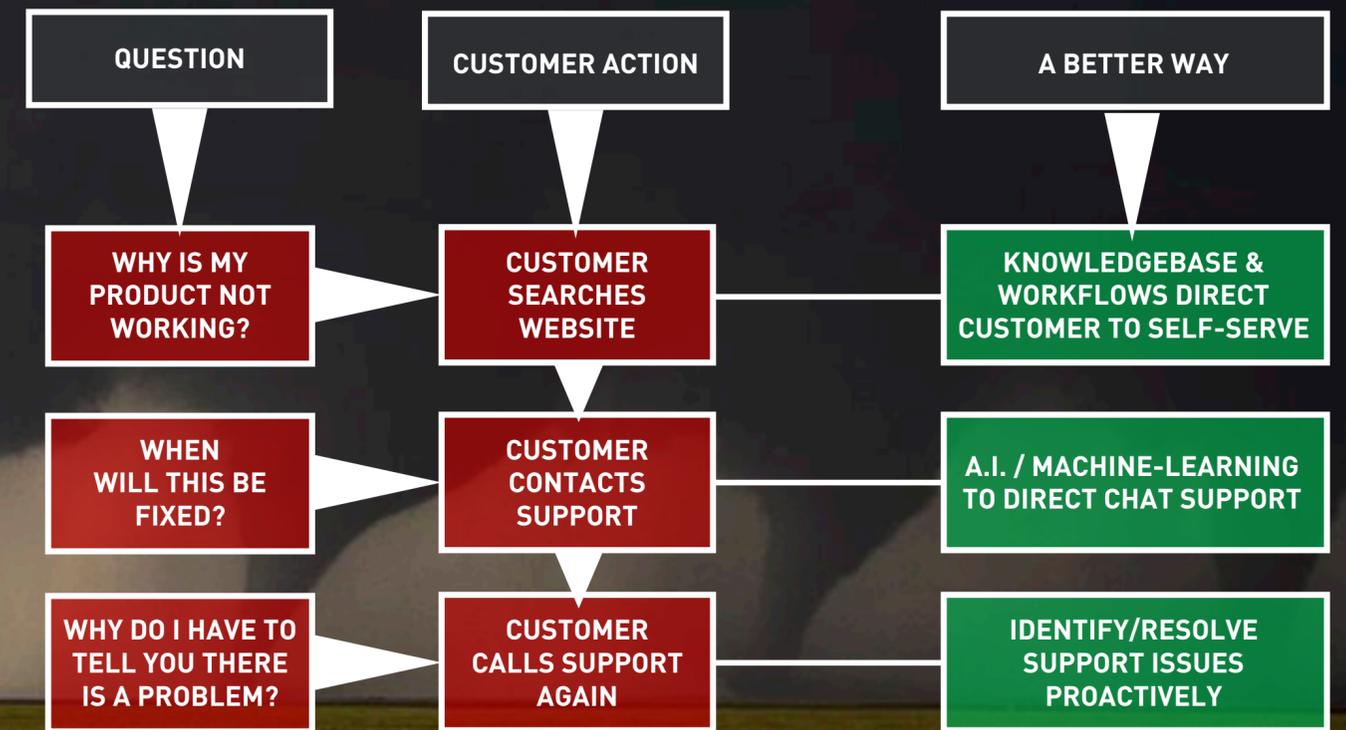
17%

satisfied with the action taken to resolve their most serious problems

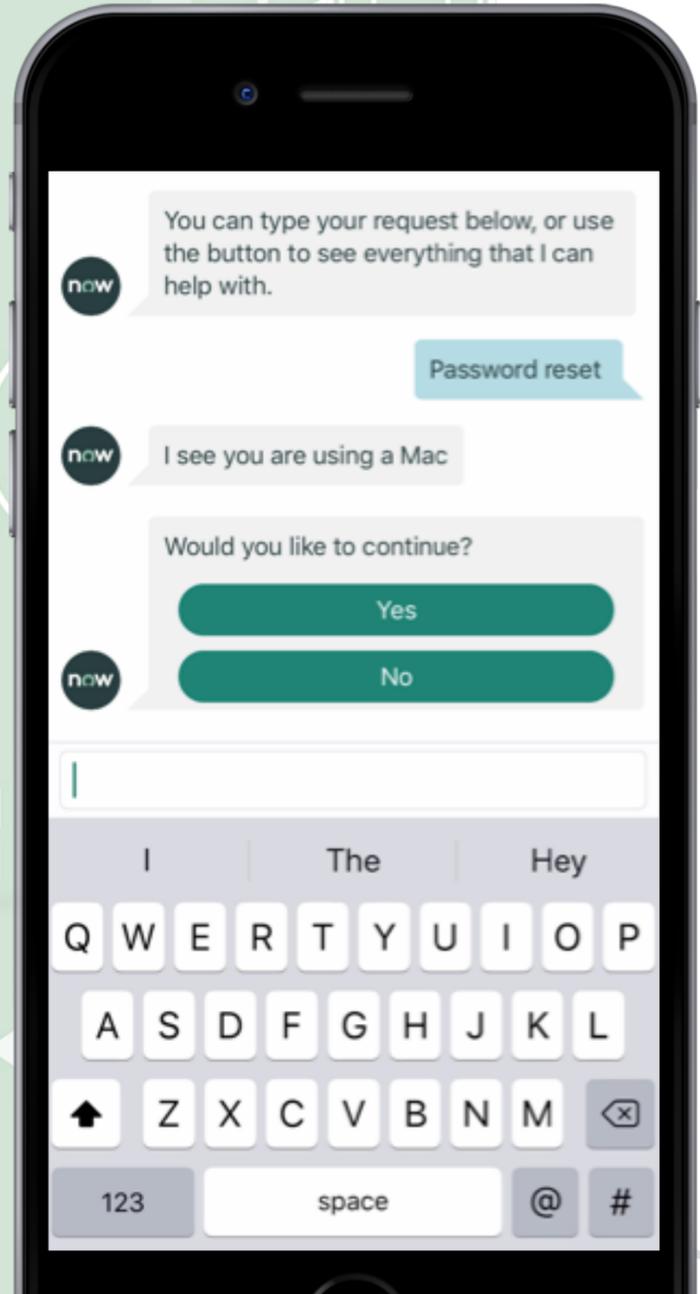
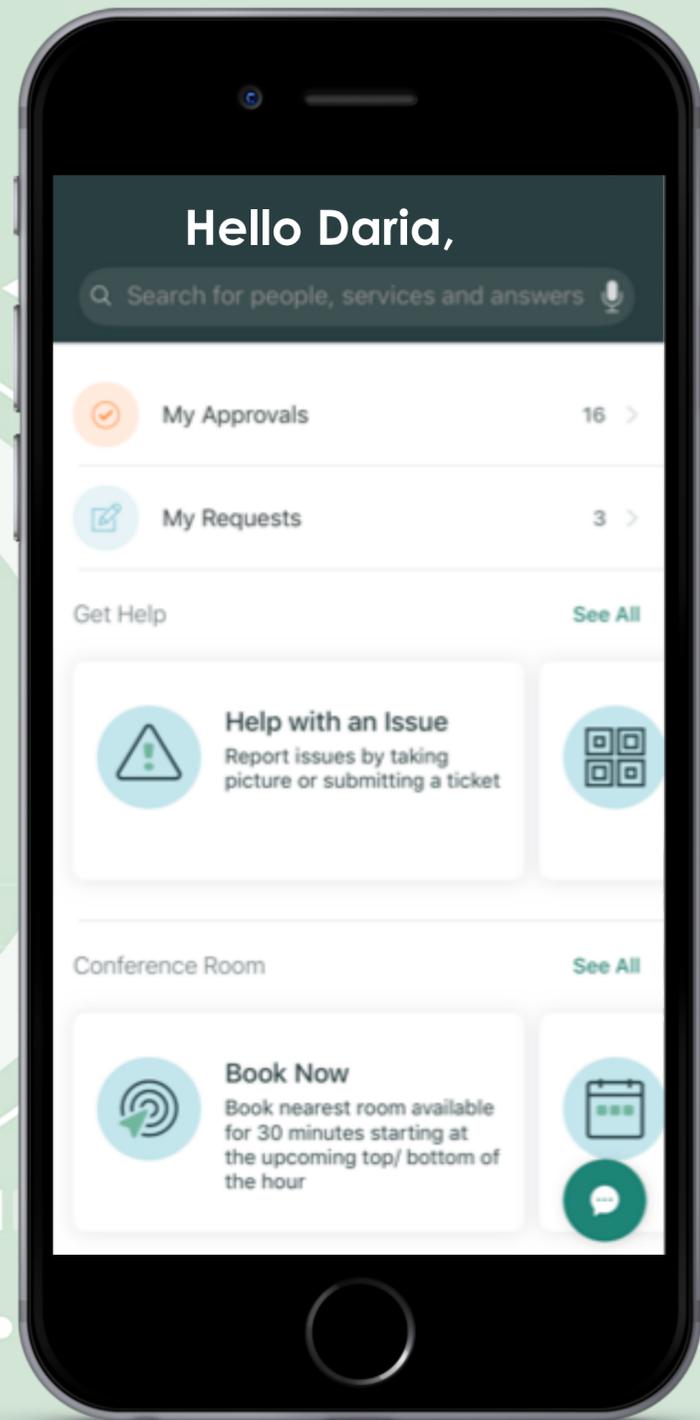
# customers expect more in a digital world!

When your customer can't resolve an issue on their own or find an answer quickly, a perfect storm of dissatisfaction begins. Customers expect to be able to solve issues themselves using online resources, knowledgebase repositories or self-serve portals.

If they *do* need to escalate to customer support, they want digital options rather than wait-times. Best case scenario, world-class customer service begins with **proactive support** that resolves issues before the customer even realizes there could be a problem.



there is a better way!



ServiceNow originally began with the belief that getting simple stuff done at work can be easy and getting complex, multi-step tasks completed can be painless. ServiceNow envisioned a world where anyone could create powerful workflows to get work done. Today, ServiceNow is the leader in simplifying the way organizations work.

## Introducing ServiceNow, Forbes' most innovative company in the world

Taking their expertise in creating a better experience for employees and customers through automated workflows, ServiceNow has now applied their industry-leading solutions towards Customer Service Management (CSM) – ensuring every customer journey is a smooth one.

# what is proactive Customer Service Management?

Proactive Customer Service Management is all about:

- Creating a seamless customer experience, from issue to resolution
- Fixing issues before customers know they have them and empowering them with AI-driven self-service
- Breaking down silos and automating processes across departments to resolve issues faster
- Giving agents and technicians full visibility in an intuitive workspace from anywhere
- Identifying issues early with event monitoring and analytics
- Notifying customers affected by major issues *before* they experience them
- Boosting service speed and providing a personalized experience with knowledge base, chatbots, and communities

CSM means proactive problem solving, dealing in a timely way with problems that do arise and offering customers the support alternatives they prefer.

50%

of customer service agents fail to answer consumers' questions

66%

of customers who had problems reported experiencing rage

75%

of customers expect service within 5 minutes of making contact online

# what can proactive CSM mean to you?

Customers are difficult to acquire, so anything that aids in their retention is key. According to a 2020 Total Economic Impact study by Forrester on the Business Value of moving to ServiceNow's Customer Service Management solution, organization that did so saw a:

- 180% Return on Investment (ROI)
- 12-point increase in their Net Promoter Score (or NPS, which measures the propensity for someone to recommend your organization)
- 15% of support contacts were deflected by the use of self-service options.
- 25% increase in customer satisfaction
- 70% reduction in resolution time

## Want to learn more about CSM?

Visit [www.fullymanaged.com](http://www.fullymanaged.com) or contact us at [sales@fullymanaged.com](mailto:sales@fullymanaged.com) to learn how ServiceNow solutions can help you provide a better customer experience.

\* "Business Value of ServiceNow Customer Service Management: A Total Economic Impact™ Study To Measure Cost Savings And Business Benefits Of ServiceNow Customer Service Management," an April 2019, commissioned study conducted by Forrester Consulting on behalf of ServiceNow. Other statistics are taken from Harris Interactive, "Customer Experience Impact Report," 2010, Eptica, "Eptica Retail Multichannel Customer Experience Study," 2015, McKinsey & Company, "The CEO Guide to Customer Experience," 2017, Customer Care Measurement & Consulting, "National Customer Rage Survey," 2017, Forrester, "Trends 2016: The Future of Customer Service," 2016.

180%  
ROI

12  
PT.

Increase in Net  
Promoter Score (NPS)

25%

Increase in customer  
satisfaction

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