servicenow.

Provide assistance to customers anytime online

Make it easy for customers to find answers and complete requests

When customers have questions or issues, they want answers and solutions fast. They want to be able to quickly find information, add new services, diagnose issues, and when needed, schedule a service visit or repair as soon as possible. Unfortunately, when customers go online to get assistance, they often end up wasting time and getting frustrated. The potential solutions they need are usually scattered across multiple locations and mixed in with a lot of unrelated information. Worse yet, anything transactional, such as scheduling a repair, typically requires the customer to wait until business hours, when they are forced to contact a customer service agent to complete the request.

Organizations need to provide self-service assistance that can help customers do more than get information. It should help them resolve their issues, and, if needed, kick off automated workflows to complete more complex requests. This means improving disjointed, limited self-service channels to provide customers a seamless, convenient experience that keeps them satisfied. ServiceNow can help.

Deliver relevant, personalized self-service assistance

ServiceNow's customer service solutions enable customers to access resources and find solutions online on their own and anywhere along their journey, without needing assistance from a service representative. ServiceNow provides a common platform that connects systems, people, and workflows to automate and streamline the completion of requests. Customers can quickly receive contextual, personalized results based on their profile and history, and access relevant knowledge articles to get answers to common questions fast. In addition, they can gain insights from their peers and experts on how to address problems and extract more value through a community that facilitates the sharing of ideas, experiences, and solutions. ServiceNow helps you:

- Provide a launching point for all self-service options, whether it's through a service portal or by integrating self-service capabilities into existing digital properties through no or low code configuration.
- Give personalized answers to customers through an AI-powered chatbot that understands natural language and customer-specific information.
- Fully automate solutions to common requests, such as password resets, and trigger workflows that automatically route more complex requests to the departments that can assist to speed response times and resolutions.

Find out how ServiceNow helps you improve customer satisfaction at servicenow.com/customer-workflows.

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Use Case

Customer self-service

Challenges

- Self-service capabilities are basic at best and often rely on out-of-date information that creates frustration
- Customers can only complete simple requests through self-service because an agent is typically required to coordinate transactions
- Because self-service is lacking, agents spend their precious time answering the same questions and responding to repetitive requests that could be automated

Solution

Customer Service Management and Field Service Management, plus other products available on the Now Platform®

Results

- Speed resolution by providing a single starting point for personalized customer assistance at any time of day through comprehensive self-service on your website
- Improve the customer experience and reduce agent workloads by automating the routing and completion of common requests
- Increase satisfaction by directing customers to proven solutions, peers, and experts to resolve common issues and crowdsource new solutions

ServiceNow customer self-service

The specific stages and steps for customer self-service and related workflows vary widely, depending upon the industry and use case, but they can be digitized and automated by ServiceNow.

1 **Visit** – Self-service support can be provided through a dedicated customer service portal or embedded in the company's existing web property. If a customer logs in, their visit will be automatically tied to their account profile, including service contracts and purchased products and services, for a more personalized interaction.

2 **Ask chatbot** – The customer often starts by asking a question or describing their problem (in natural language) to a chatbot. This chatbot can provide several suggestions, based on the question/problem and the profile of the customer.

    Example suggestions:

- **Visit community** – The customer may be directed to an answer in a user forum.
- **Read article** – The customer may be provided a knowledge article that describes the problem and recommends a solution or a way to troubleshoot.
- **Make a request**– Depending on the issue, the customer may be given the option to request additional help, like schedule a maintenance or repair visit. If the customer chooses this option, they will receive several days and times to choose from that coincide with the availability of the technicians best able to complete the work.

3 **Engage** – The customer can explore and decide whether any of the answers or solutions work. If they decide to schedule an appointment, it will automatically create a work order. The work order will be auto-routed and assigned to the right technician with the right skills. The work order also includes the most common parts needed to repair this model, so the technician shows up prepared. If the solution is automated, this engage step can be skipped.

4 **Complete** – The workflow is completed when the customer indicates they have what they need (by closing the chat and/or logging off) or, for instance, when the appointment is done.

5 **Provide audit trail** – All the data, communications, and timelines are tracked by the platform, making information easy to pull for reports, audits, analysis, and ongoing process improvement.

CUSTOMER

1. Visit
- Customer accesses self-service
- If the customer logs into their account, their profile information and history will be used to personalize their experience

CUSTOMER SERVICE PORTAL

ENGAGEMENT MESSENGER

2. Ask chatbot
Provides a variety of options and suggestions:

VIRTUAL AGENT (CHATBOT)

Visit community
Customer views posts by peers and experts

COMMUNITY

Read article
Customer views potential solutions

KNOWLEDGE MANAGEMENT

Make a request
Schedule appointment or initiate another type of transaction

SERVICE CATALOG

Spawns tasks and workflows

Requires engagement

Automated resolution

3. Engage
- Dynamically assign the best technician
- Reserve the right equipment and parts
- If the solution is automated, this engage step is skipped.

4. Complete
The issue or request is done

CUSTOMER

5. Provide audit trail