

Omni-Channel in ServiceNow Customer Service Management

The challenge

Customers want a choice in the devices and channels they use to communicate with customer service. Their preferred communication channel can change based on time of day, location, or even urgency. Providing multiple communication channels to customers is important but not enough for a consistent customer experience.

The conversation may start in a chat, move to a messaging application, and complete in a phone call with an agent. Customers want to share information once without needing to repeat it in each communication channel, even if different agents assist in each channel. They want their requests fulfilled or issues solved with low effort on their part. To achieve this, agents need a single desktop with a consolidated view into all interactions, regardless of channel.

The ServiceNow solution

With omni-channel capabilities in ServiceNow® Customer Service Management, organizations can support customers across multiple channels.

From workspaces, agents handle customer interactions from any channel. **Customer Central** gives them a time-sequenced view of the customer by channel or across channels to provide the context of previous interactions. The customer and their needs are the focus, not the channels. An omni-channel experience is supported by:

Messaging – Improve customer satisfaction by engaging in ongoing conversations that span cases and topics to provide help at any time. Meet customers on their preferred platforms—SMS, Facebook Messenger, WhatsApp, LINE, and so on. These conversation integrations are available on the ServiceNow store.

Web – Route customer questions and requests for automated resolution to the correct team—contact center, middle office, or back office—with **Service Catalog** forms in the customer service portal or **Engagement Messenger**.

Chat – Speed answers to questions and resolution of issues by providing live support with an agent or by using an intelligent **Virtual Agent** able to infer intent through natural language understanding for automated conversations. **Conversation Autopilot** enables agents in a live chat to delegate tasks to Virtual Agent. Block profanity in agent-initiated messages using a pre-trained machine learning model.

Email – Reduce manual email processing by creating cases automatically from emails. Simplify communication between customers and agents with templates that keep a case progressing.

Phone – Seamlessly integrate modern voice experience providers with ServiceNow. Combine AI-driven natural language capabilities with ServiceNow digital workflows to expand self-service and drive more personalized conversations with agents.

Social media – Create and resolve cases by communicating with customers through social media channels and record conversational history in the case.

Walk-up experience – Service in-person customers more effectively. Enhance customer experience with faster, more timely responses and increase staff productivity through digital queue management.

To learn more about Customer Service Management, visit servicenow.com/csm.

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Increase customer satisfaction and loyalty

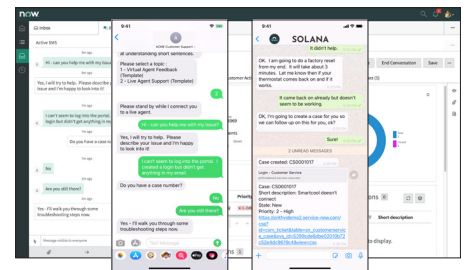
Enable customers to interact with your organization in the ways that are most convenient for them across integrated messaging, web, chat, email, phone, social media, and in-person channels.

Add convenience and consistency

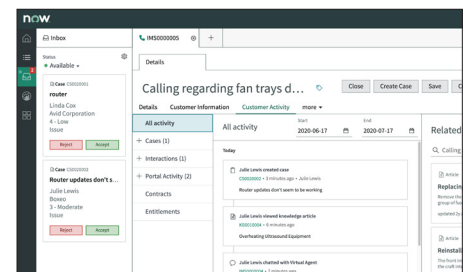
Continue conversations across communication channels with full visibility for agents in Customer Central. Allow walk-up customers to check-in online and view queue position and wait time.

Drive down service delivery costs

Empower agents to manage multiple channels and conversations with full context. For in-person customers, manage queues and route interactions automatically to the best agent.



With Messaging, agents can engage in ongoing conversations spanning cases, topics, and requests.



The Customer Central activity history shows time-sequenced activity across omni-channel interactions – cases, chats, virtual agent conversations, etc.