ALCOR
ENABLING CLOUD™

The Modern Customer Service is Proactive and Connected - Are You Prepared?

INTRODUCTION

Statistics suggest that when customers complain, business owners and managers ought to get excited about it. The complaining customer represents a huge opportunity for more business. ~ Zig Ziglar

Superior customer service is one of the most critical competitive advantages for any company. Companies can only succeed when they build a strong culture of customer service. While the core principles of customer service have not changed, the expectations of customers have certainly developed with the proliferation of technology and social media. Today, customers not only expect friendly and helpful customer service, but also expect it to be quick and efficient. Clients expect customer service be more personalized and to be delivered across multiple channels.

With slow responses to customer complaints, companies not only risk losing the customer but also tarnish their reputation. Here are some of the shocking statistics which reinforce the importance of stellar customer service:

- 80% of companies say they deliver "superior" customer service but only 8% of customers think these same companies deliver "superior" customer service.

- 54% of Millennials said they stopped doing business because of poor customer service. Additionally, 50% of Gen Xers and 52% of baby boomers felt the same way.

- 86% of customers will pay more for a better customer experience.

- It takes twelve positive experiences to make up for one unresolved negative experience.

THE CHANGING FACE OF CUSTOMER SERVICE

Customers want to get their issues resolved quickly and efficiently. They want to feel valued. They value relationships. They value timeliness. They expect a technology experience which is easier, intuitive, and helpful.

With such changing demands and expectations, customer service limited to handling basic complaints and resolving those is not sufficient anymore. Businesses now need to bring in a strategic angle to their customer service. They need to strive towards creating customer engagement through an emotional connect and delivering educational value to their customers.
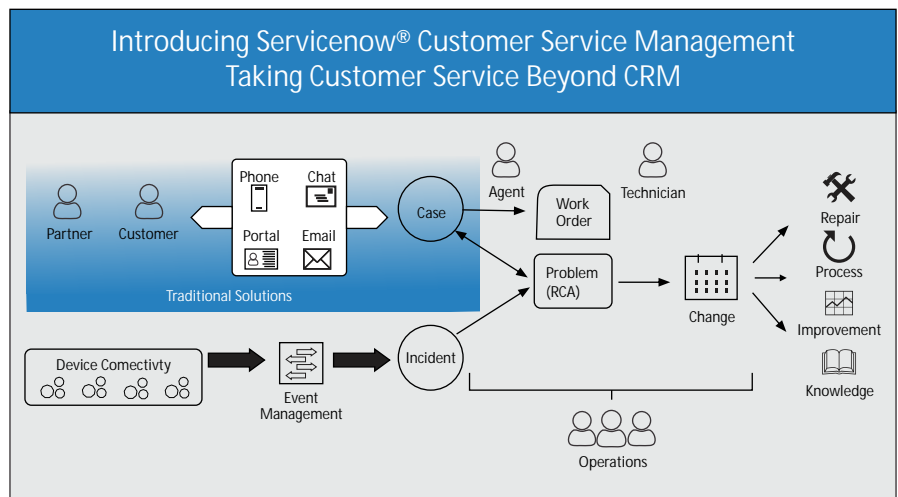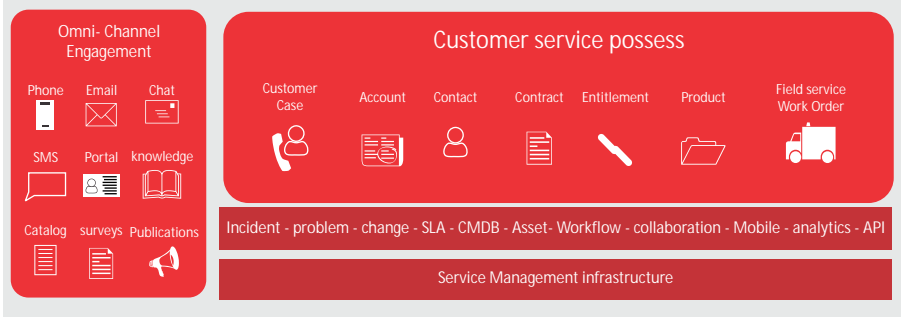

The new face of customer service demands listening to customers everywhere. It requires personal and transparent engagement with them. It also means fully understanding and connecting with the customers. Today's costumers services as moved beyond simple issue resolution to delivering proactive strategy for business growth.

SERVICENOW® CUSTOMER SERVICE MANAGEMENT (CSM)

ServiceNow's® Customer Service Management portal is a comprehensive solution for businesses targeting the modern day digital customers. It offers the customers a portal to help them get an easy self-service experience. It helps businesses in connecting people, workflows, and processes and facilitates engagement across departments in case management and resolution. With ServiceNow® Customer Service Management, businesses can offer their agents complete visibility into the health of customer systems, and tools for performing root cause analysis to deliver preemptive service.

Customer Service Management From ServiceNow
Powering customer service for the digitally connected economy

Omni- Channel Engagement

Phone   Email   Chat

SMS   Portal   knowledge

Catalog   surveys   Publications

Customer service possess

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

UNIQUE FEATURES OF SERVICENOW® CSM

ServiceNow Customer Service Management offers a variety of intuitive and powerful features such as:

Omni-Channel : With ServiceNow® CSM, organizations can engage with their customers in the channel of customer's choice - social media, mobile, email, chat, phone or web. Depending on the complexity of the problem, the customer can choose the channel and has minimal friction while moving from one channel to the other.

Intelligent Routing : ServiceNow® CSM automatically routes the serviced requests to the appropriate agents based on their workload, expertise, availability, and location. This allows for faster issue resolution and improves the overall customer experience.

Self-Service Portals : ServiceNow® CSM offers self-service portals to empower today's smart and well-informed customers and enables them to solve their problems themselves before contacting the customer service.

Visual Workflow and Automation : Using visual workflow and automation, ServiceNow® CSM allows organizations to automate common requests such as address changes, warranty registrations, and password resets with the Service Catalog.

Connection with Field Service, Finance, Operations, etc. : ServiceNow® CSM converts customer service into a team effort. It helps in connecting customer service with other departments to identify issues, reduce costs, and increase customer satisfaction.

360-degree view of customer : When customers interact with the companies through various ways such as in-store, social media, phone, email, web, etc., customer service needs an integrated view of all the conversations. ServiceNow® CSM makes the complete customer information such as accounts, contacts, products, SLA, entitlement, etc., available to the agents at a single place, at the right time.
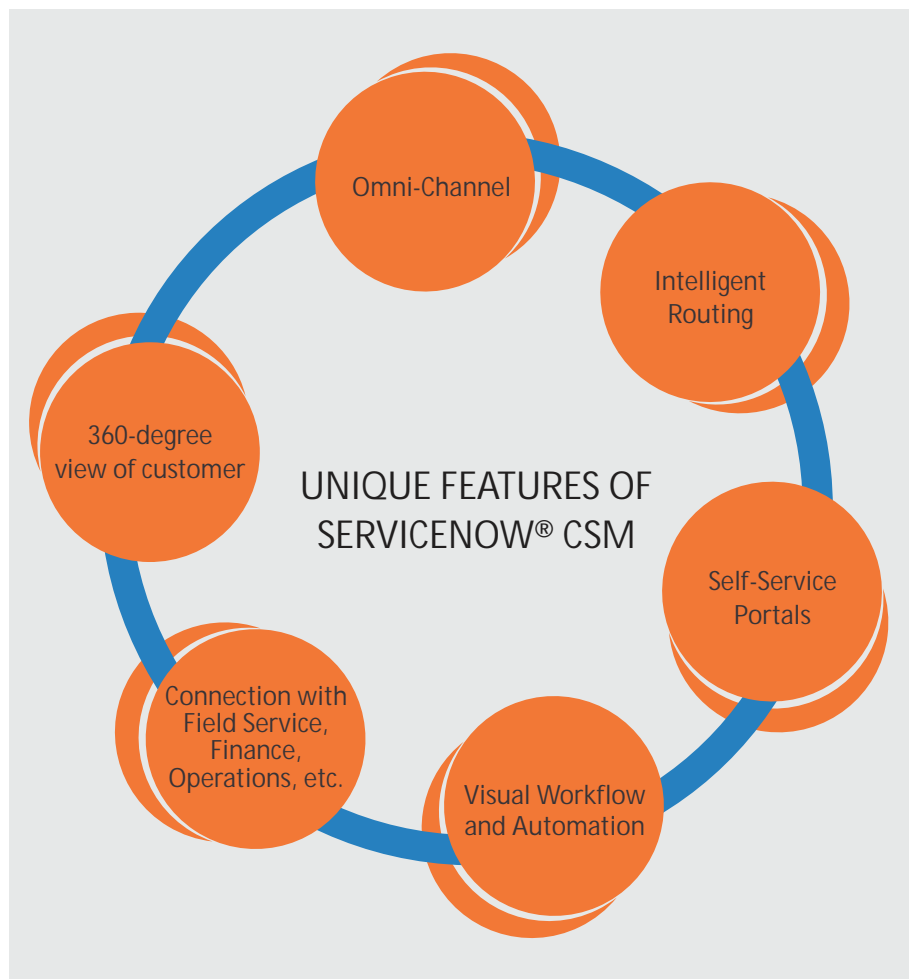
BENEFITS OF SERVICENOW® CUSTOMER SERVICE MANAGEMENT

ServiceNow® Customer Service Management solution helps organizations improve customer satisfaction while reducing costs. Some of its key benefits include:

Customer engagement : With ServiceNow® CSM, organizations can effectively connect with their customers on various channels such as web, phone, chat, or social media. The anytime, anywhere, and any device access helps in faster issue resolution and higher customer engagement.

Online solutions : ServiceNow® CSMhelps in improving the customer service efficiencies by automating tasks for common customer issues. Through self-service catalog and integrated Knowledge Management and Communities, customers feel empowered to resolve common issues on their own.

Bye-bye silos, hello team : With ServiceNow® CSM, customer service does not work in siloes. It connects customer service with various other departments through automation, visual workflows, and Visual Task Board. When issues are worked on as a team, it becomes easier to identify and fix the root causes of the issues and resolution becomes faster.

IoT : With ServiceNow® Operational Intelligence, organizations can monitor the health of IoT devices and identify issues before they occur.

Proactive service : ServiceNow® CSMoffers a variety of dashboards and analytics which can help the customer service teams in visualizing trends and responding to those through self-service options or preventive notifications.

BENEFITS OF SERVICENOW® CUSTOMER SERVICE MANAGEMENT

Customer engagement | Online solutions | Bye-bye silos, hello team | IoT | Proactive service

BUSINESS VALUE OF SERVICENOW® CUSTOMER SERVICE MANAGEMENT

Epicor Software Corporation, the world's sixth largest ERP software provider, implemented ServiceNow® Customer Service Management to create a single global support system. Before ServiceNow®, Epicor used 15 CRM-based support systems and over 50 customer support portals to provide support to its 20,000 worldwide customers.

The company saw following key business values from ServiceNow® Customer Service Management implementation:

▶ Improved customer NPS : Epicor saw an increase of 10-plus percentage points in NPS in the very first year of ServiceNow® implementation.

▶ Improved customer service experience : With automation, self service portals, and integration with other departments, ServiceNow® helps in faster issue resolution, thereby leading to higher customer satisfaction.

▶ Improved agent productivity : With comprehensive access to customer information, transaction data, and support history, agents are better equipped to handle the cases in hand, leading to more effective resolutions. The omni-channel customer view helps them in reducing the resolution time.

▶ Improved agent satisfaction : Instead of spending time on resolving routine questions and issues, with ServiceNow® CSM, customer service agents get more time to work in complex issues and strategic initiatives – leading to more job satisfaction.

▶ New revenue opportunities : With greater visibility into customer purchases down to the individual asset level, Epicor is much better equipped to uncover new up sell and cross-sell opportunities.

ALCOR'S EXPERTISE IN SERVICENOW® CUSTOMER SERVICE MANAGEMENT

Alcor offers consulting and implementation services through all phases of ServiceNow® Customer Service Management model. As a ServiceNow Gold Services and Sales Partner, Alcor is uniquely positioned to help companies to focus on optimizing their service experiences and drive customer loyalty.

We, at Alcor, believe that the evolution of customer service started with simple problem/resolution ticketing systems. These systems were sufficient to bring basic processes in customer service departments. However, with the evolution of technology, the Internet, and social media, the expectations of consumers from the brands have undergone a dramatic change. Today's digitally savvy customer expects the brands to engage with them through multiple channels like email, web, social, mobile, chat, and in real-time. They not only want solutions to their problems, but they also want brands to act on the issues so that those don't reoccur.

Traditional customer service solutions cannot address the growing needs and demands of the modern customers. These old solutions rely heavily on case management, providing answers to customers' questions, and managing customer relationships. However, they fail to optimize service processes.

A good customer service understands the customers and their problems, diagnoses the issues, and fixes those. However, it should not end there. To truly earn customer loyalty, organizations need to do a lot more. They need to identify and address the reasons why the customers needed the help in the first place. At Alcor, we leverage the ServiceNow Service Management approach to identify and permanently fix the root cause of customer issues by involving everyone responsible for end-to-end service delivery. This helps in ensuring that a robust customer service is provided to the customers. Such continuous improvement in the quality of service and reduction in case volume eventually leads to higher customer loyalty.

Alcor's Consultative Approach To Customer Service

- *Visualizing the real-time operational health of your install base to pinpoint the underlying problems*

- *Solving problems permanently through integrated field service, knowledge sharing, product improvement, and process changes*

- *Automating services and publish as catalog items for self-service*

- *Driving continuous improvement in service commitments*

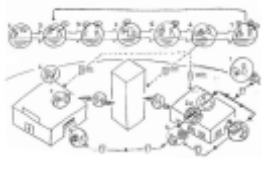- *Allowing your customer service department stakeholders to have a 360-degree view of the customer*

Alcor's Customer Service Offering

At Alcor, we are uniquely positioned to help organizations leverage ServiceNow® Customer Service Solutions

- *Team Alcor understands and knows ServiceNow®.*

- *We understand customer service processes*

- *We have in-depth experience with integrations*

- *We have completed multiple CSM implementations*

As one of the largest partners with ServiceNow®, Alcor has worked with 200+ customers for over 400 successful projects. Alcor is an ideal technology partner to help you transform your customer service using ServiceNow® Customer Service Management solutions.

Strategy & Design	Implementation & Integration	Operation & Remediation
IT Service Management | IT Operations Management | IT Security Management Business Service Management | Service Integration & Management		
• Technology planning, road maps • Cloud architecture design • Cloud platform solution design • Business process reengineering • IT process design & development • Business impact analysis • Process maturity assessments	• Gap analysis & requirements • Agile & RAD implementation approach • Sprints, stories, release planning • System integration development • Unit testing, system integration testing, user acceptance testing • Training for customer's users	• Ongoing administrative support • Staff augmentation • Cloud platform solution design • Operational performance analysis • Continual service improvement reporting

ABOUT ALCOR SOLUTIONS

Alcor is a global cloud advisory and implementation services company serving Fortune 500, Government Agencies, and other leading organizations in multiple industry verticals across the Americas, Canada and India. Alcor is a ServiceNow® Gold Services and Sales Partner and also partners to Salesforce®, FireEye, Microsoft®, Dell, Bomgar, and BigPanda® amongst others. They advise leading businesses on cloud platforms, architecture, enterprise service management and integrating IT service delivery. They also provide business process consulting to capture, re-engineer and improve processes that can easily be automated to deliver real value. The Alcor consulting team has expertise in Business strategy, Cloud Technology and Organizational Change Management.

For more information, connect with them at
information@alcortech.com

Alcor is a technology implementation company focusing on Enterprise and Government technology needs in ITSM, systems integration, web development and mobility space. We provide a strategic ITSM implementation approach to our clients and focus on solving business problems by leveraging an integrated business process design and technology implementation capability.