ServiceNow Customer Service Management

Driving customer loyalty

ServiceNow® Customer Service Management (CSM) goes beyond traditional solutions to elevate your customer service from issue to resolution. With CSM, you can solve customer problems by bringing front, middle, and back offices together, proactively addressing customer issues, and instantly handling common customer requests. The results: increased customer satisfaction and reduced case volume and costs.

Bring front, middle, and back offices together

CSM makes it possible to permanently fix—and even prevent—issues by connecting customer service to other departments and automating processes across teams for faster resolution. Customer service can identify and assign issues directly to field service, engineering, operations, finance, legal, and other departments and track those issues to resolution. And when the problem is solved for one group of customers, future customers won't experience it.

Proactively address customer issues

Gain real-time visibility into the health of customers' products and services to proactively detect issues or even prevent the issues entirely. You can send preemptive alerts to affected customers, so they don't need to contact customer service. CSM helps identify and predict trends to drive actionable improvements and automate resolutions for the most frequently recurring problems.

Instantly handle common customer requests

The CSM out-of-the-box customer service portal offers a customizable online service experience. Empower your customers with fast and personalized self-service, making it easy to:

- Initiate automated solutions to common requests, such as address changes, warranty registrations, and password resets, with the service catalog
- Complete requests and get answers in a conversational format with a chatbot
- Discover solutions by engaging with peers and experts
- Find answers to common issues using knowledge content
- View the real-time health of purchased products and services

Professional package

- **Proactive Customer Service Operations –** monitor your customers' products and services to identify issues and proactively fix them.
- **Predictive Intelligence –** use machine learning to route issues, recommend solutions, and identify self-service and case trends.
- **Performance Analytics –** unlock insights to anticipate trends, prioritize resources, and drive service improvements.
- **Virtual Agent –** improve the customer self-service experience with conversational guidance using a chatbot.
- **Messaging –** Expand omni-channel service by engaging customers through their preferred messaging channels.
- **Playbooks for Customer Service –** manage case flows across teams by digitizing and automating service processes.

> " With ServiceNow there is no legacy. The platform is a cloud solution that is built to underpin and integrate all the workflows in our customer service operation.

– Matthias Lippert, VP Customer Services, Basware Oyj

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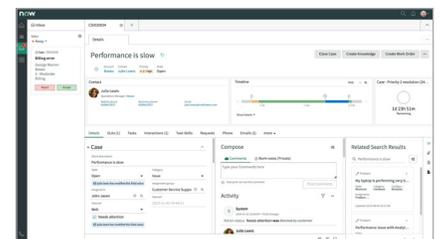
Use Predictive Intelligence to automatically categorize and route cases. Empower agents with AI-assisted answers in Agent Workspace to increase first contact resolution.

- **Guided Decisions –** dynamically guide agents to resolve complex cases with contextual recommendations.
- **Industry Data Models –** flexibly model households, business locations, accounts, contacts, and their relationships.
- **Customer Project Management –** manage your entire project lifecycle and empower customers and agents to manage project tasks.
- **Continual Improvement Management –** initiate and track improvements across the enterprise by aligning people, processes, and data.

These capabilities are in the Professional and Standard packages.

- **Agent Workspace –** enhance agent productivity with guided resolution, multitasking, and a single pane of glass.
- **Case Management –** manage interactions, model account relationships, manage SLAs, and outsource service.
- **Omni-Channel –** support customers across web, phone, chat, email, in-person, and social media.
- **Customer Central –** give agents a consolidated view of internal and external customer data to boost productivity.
- **Visual Workflow & Automation –** automate service processes, tasks, and assignments with Flow Designer and Integration Hub.
- **Self-Service –** drive self-service from a portal integrated with knowledge, service catalogs, communities, and chatbots.
- **Knowledge Management –** provide instant access to relevant knowledge for customers and the agents who serve them.

- **Communities –** connect customers and employees with their peers to find answers and solve problems.
- **Walk-up Experience for Customer Service –** boost customer satisfaction by providing an efficient in-person service experience.
- **Service Management for Issue Resolution –** identify, diagnose, and permanently resolve customer issues.
- **Mobile App –** manage cases on the go with a consumer-style app using native device features.
- **Advanced Work Assignment –** Automatically route work to the best agent based on criteria or an affinity to the case (affinity requires Professional package).
- **Visual Task Assignment –** assign customer requests and tasks to other departments with visual task boards.
- **Surveys –** use surveys to measure voice of the customer and stay current with customer concerns.
- **Reports & Dashboards –** generate and distribute custom reports and dashboards on demand.

These applications work with CSM and are licensed separately.

- **Field Service Management –** create and manage work orders based on technician skills, availability, and inventory.
- **IT Operations Management –** needed for Proactive Customer Service Operations.
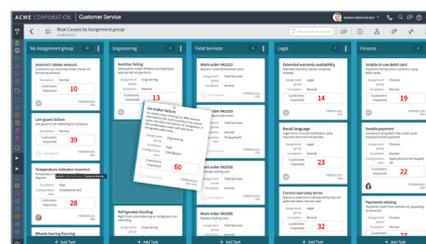- **Project Portfolio Management –** needed for Customer Project Management.
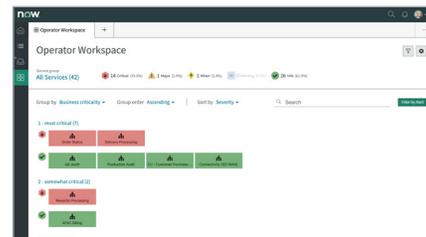
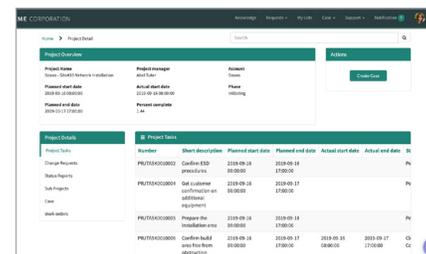*Monitor digital services offered to customers*
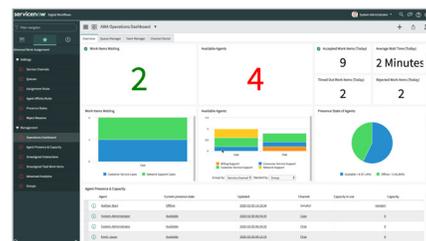
Balance agent workloads and route work more effectively
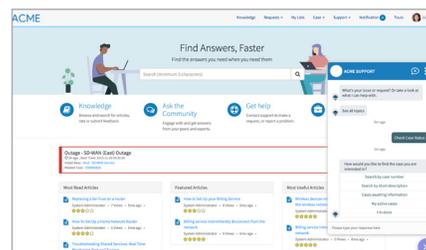
Deliver self-service and proactively notify customers via a personalized portal

Assign tasks to other departments with the Visual Task Board

Manage complex customer projects from start to finish

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