

ServiceNow Performance Analytics for Customer Service Management

The Customer Service Challenge

The rise of the service-based economy has dramatically elevated customer expectations around service delivery speed and quality. In order to compete and effectively differentiate, modern businesses need a way to quickly and seamlessly identify and address multiple areas impacting customer service performance:

- product quality issues and service outages
- process bottlenecks that lengthen time to resolve issues and requests
- siloes between customer service agents and middle-office teams
- lack of automation and lack of self-service
- team response and performance

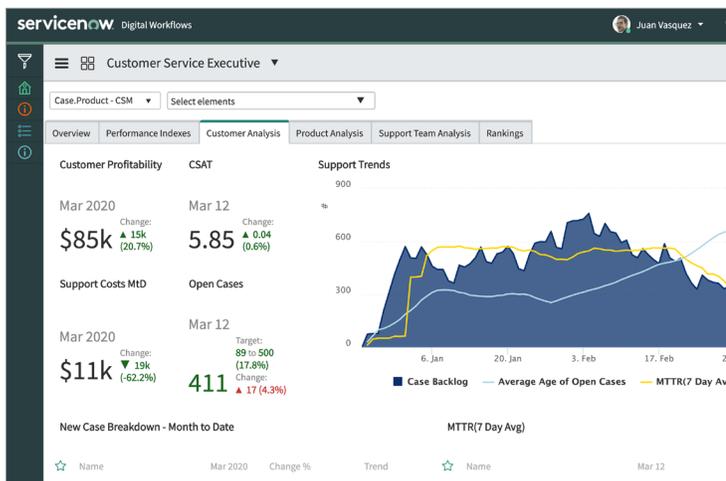
Effective customer service management requires real-time visibility into service line performance to optimize service operations and align with overall business goals.

The ServiceNow Solution

ServiceNow® Performance Analytics for Customer Service Management (CSM) is an easy-to-use, in-platform application designed for reporting and analyzing customer service management performance and effectiveness. With hundreds of predefined, best practice KPIs and out-of-the-box role-based dashboards for monitoring customer service processes, its in-platform analytics enables top to bottom alignment of organizational goals across all roles, from executive to manager to agent.

The responsive, interactive canvas provides access to real-time trends with the flexibility to drill into performance results and answer questions on the spot. Embedded and contextual analytics empower everyone to make better decisions, and a unique visualization library delivers end-to-end transparency within each process.

Performance Analytics empowers customer-centric businesses to increase customer satisfaction and reduce operating costs by identifying areas for self-service and automation, reducing resolution times, and highlighting opportunities to improve products and services.



Performance Analytics dashboards provide customer service managers with deep insight into areas for investigation, improvement, and action

Benefits

Anticipate trends

Monitor current and prior performance to identify areas for improvement and detect service bottlenecks before they occur.

Prioritize resources

Bring clarity to what matters, and quickly adjust service coverage to where it's needed most.

Drive automation and self-service

Easily identify areas where automation and self-service can increase efficiency, reduce costs, and deliver great experiences.

Guide continual service improvement

Advocate for progress and take action on KPIs using Analytics Hub, time charts, forecasts, breakdowns, and dashboards.

Act with confidence

Drive customer success and increase customer satisfaction with real-time visibility into service operations.

Improve time to value with a library of extensible KPIs and dashboards

Get up and running quickly with out-of-the-box dashboards and hundreds of KPIs based on best practices.

Extensible library of KPIs and dashboards

KPIs are quantifiable values that enable companies to measure how effectively they are progressing toward key business objectives. In customer service, KPIs might include metrics such as average response time, average handle time, number of open cases, and self-service effectiveness.

Customer Service Management provides many out-of-the-box dashboards and hundreds of KPIs based on best practices.

Analytics Hub

Organizational objectives and metrics (KPIs) are automatically tracked in Analytics Hub, an immersive studio for analyzing, comparing, and predicting progress toward defined targets. For example, if a company is tracking toward a goal of more effective case resolution, they may choose to measure:

- First call close rate
- % of tickets opened online
- Self-service effectiveness

Performance Analytics automatically creates an Analytics Hub for each KPI's performance trend using both current and historical performance data. Through Analytics Hub, customer service managers and reps can track KPIs in real-time and compare performance against targets.

Responsive, interactive dashboards

Dashboards provide a graphical view of performance trends and real-time results, allowing executives and business service owners to make quick, informed decisions at a glance.

From a dashboard, customer service owners can access Analytics Hub, drill

into breakdowns, and directly access the underlying operational records. Interactive analysis and filters guide users towards meaningful patterns and trends.

Embedded, contextual analytics

Customer Service Management includes powerful, in-platform analytics. This improves time to value and empowers employees with self-service intelligence based on secure, real-time data – while retaining the business context needed to turn insights into action.

In-platform analytics provide faster, more secure, and more reliable results than traditional business intelligence or third-party tools, and make data discovery more accessible to stakeholders at all levels of the business.

In-form analytics allow customer service managers and reps to see context-sensitive trend data instantly and use that knowledge to take action.

Out-of-the-box dashboards

Customer Service Management delivers many out-of-the-box dashboards, speeding time to value. These include:

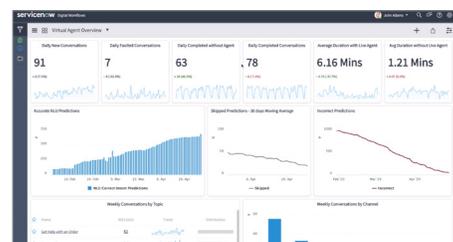
- Customer Service Executive, Manager and Agent Dashboards
- Knowledge Management
- Communities
- Virtual Agent
- Natural Language Performance
- Proactive Customer Service Operations
- Advanced Work Assignment for Tasks and Interactions
- Self-Service Analytics**
- Knowledge Demand Insights**
- Outsourced Service Provider

- Context-sensitive Analytics – cases and chats
- and many more...

** These dashboards leverage machine learning (Predictive Intelligence) to automate discovery of trends

Find out more

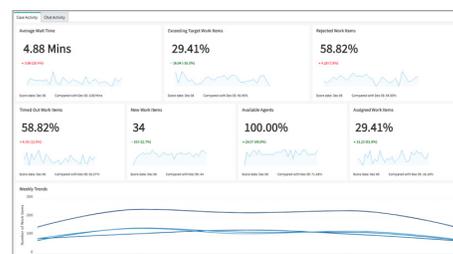
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The Virtual Agent dashboard identifies topics to automate to help increase self-service rates.



The Outage dashboard helps managers analyze outage trends and identify opportunities to be more proactive.



The Advanced Work Assignment dashboard helps managers monitor volumes and optimize staff assignments and performance.

