

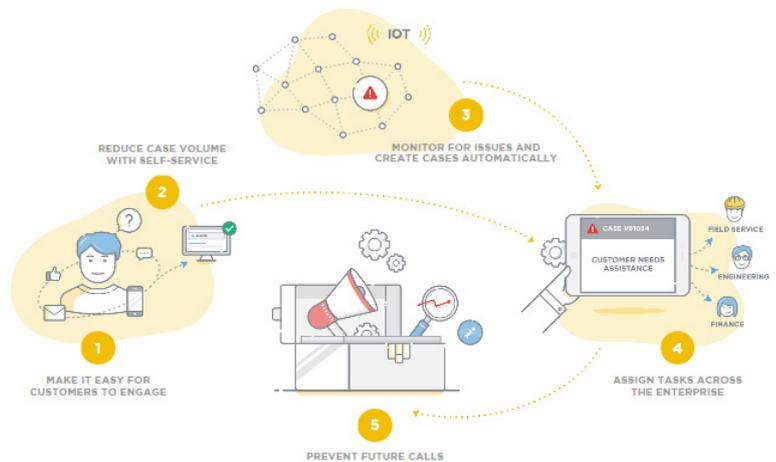


Customer Service Management

Customer experience is critical to an organization's success. A fragmented approach to customer engagement and support could mean customers are frustrated by inconsistent service, and this may impact their business. SLA penalties stack up, there is a reduction in customer satisfaction and an increase in customer churn. This leads to increased support costs and a loss of revenue and brand loyalty for your organization.

If customer care uses a Customer Relationship Management (CRM) based system that is separate from the customer support operations team, they do not have visibility into service restoral activities to effectively provide solutions or timely estimates of service restoral to customers. Trends are undetected and cases stack up. Agents are unable to get consistent views of the customer and case across multiple channels, leading to delays and errors.

With Engage ESM you gain full access to the experience, expertise and knowledge we have built up in the field from implementing our existing Customer Service Management framework. That way you can be sure of a rapid return on investment from ServiceNow for CSM.



Benefits

- ✔ Combined omni-channel engagement to drive customer experience and more informed decisions
- ✔ Contact to resolution on a single system of record with full integration into Knowledge, Field Services and IT support processes
- ✔ Consistent service levels that can be tracked and alerted in real-time leveraging integrated service contracts and entitlements
- ✔ Reduced support costs through automation and skills-based routing of cases
- ✔ Informed analytics to identify gaps and improve Customer Satisfaction

What to expect

- ✔ Effortless, connected and proactive Customer Service through our tried and tested Customer Service Management framework
- ✔ Best practice Customer Service Management for faster contact resolution
- ✔ Enhanced self-service to reduce overall delivery costs and drive customer experience
- ✔ 17 years' Service Management experience of creating integrated solutions across the enterprise

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