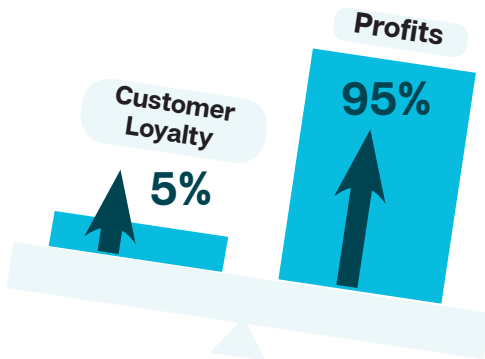




Customer Service Management

Customer experience is critical to any organization's success. A fragmented approach to customer engagement and support often leads to inconsistent service, thus frustrating the customer. SLA penalties will start to stack up and a reduction in customer satisfaction causes an increase in customer churn. This may lead to increased support costs, as well as a loss of revenue and brand loyalty for your organization.



“ A 5% increase in customer loyalty can increase profits by up to 95% ”

If customer care uses a Customer Relationship Management (CRM) based system that is separate from the customer support operations team, there is no visibility into service restoral activities. Trends are left undetected and the number of cases will continue to rise. As the agents have limited visibility over the status of customers and cases across multiple channels, this leads to further delays and errors.

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

“ It is 5-25 times more expensive to acquire a new customer than to retain an existing one. ”

1: Harvard Business Review 2014
2: Ibid

CSM Framework

- CEN** **Omni-Channel Customer Engagement**
Portal, Email, Phone, Social Media, Chat
- COM** **Proactive Communication**
Targeted publications, Portal, Mobile applications
- APM** **Account and Partner Management**
Assets, Contacts, Products
- SVY** **Surveys**
CSAT, NPS
- SOF** **Service Offerings**
Service Catalog, Business Services
- SLM** **Service level Management**
Service Level monitoring and achievement
- SVC** **Service Contracts and Entitlements**
Subscriptions, Commitments
- CSM** **Case and Order Management**
Single record of activity, skills-based routing
- ITM** **IT Process Integration**
Incident, Problem, Change, Asset, CMDB
- FSM** **Field Services Integration**
Work Orders, Inventory, Dispatch
- RPA** **Reporting and Analytics**
Single view of trends, real-time updates

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