The Essential Checklist for Modernizing Customer Service

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Survey reveals 3 ways best in class customer service leaders are different

ServiceNow commissioned Intergram Online Research Services to survey 200 senior managers in customer service roles at U.S. firms with at least 500 employees to rate their customer service approaches.

The analysis of the results revealed three characteristics that separate the companies with the very best customer service from those that struggle.

Better problem-solvers:

163% more likely to be able to correctly identify and resolve the root cause of a customer's issue.

Self-service providers:

36% more likely to offer self-service for simple requests like password resets.

More collaborative:

127% more likely to enable their customer service agents to enlist the help of different parts of the organization, partners and customers in real-time.

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What prevents companies from excelling at customer service?

So why are companies struggling to deliver excellent customer service? To answer this question, Intergram asked respondents to identify the most significant challenges they face. Top answers were:

Disconnected processes:

57% have difficulty connecting all service processes to provide a frictionless service experience — from the first contact to permanent problem resolution.

Siloed departments:

54% have siloed departments that don't talk to each other. Real-time collaboration capabilities that connect customer service to other departments is necessary.

Manual work:

50% rely on time-consuming manual processes that leave little time for strategic initiatives.

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A checklist for modernizing customer service

This checklist represents best practices for delivering an excellent customer service experience. Customer service leaders:

✓ **Provide an effortless service experience** by allowing customers to engage when and how they want, through self-service options.

✓ **Make customer service a "team sport"** by engaging the entire organization to solve problems.

✓ **Find the root cause of issues and fix them fast** by working seamlessly with engineering, operations, field service, and other departments.

✓ **Capitalize on IoT and new technology** to identify potential problems before customers do.

✓ **Deliver an end-to-end customer service experience** by integrating front- and back-end processes across customer service, problem and change management, asset management, and field service.

✓ **Proactively identify opportunities and issues** to develop new services and improve existing ones.

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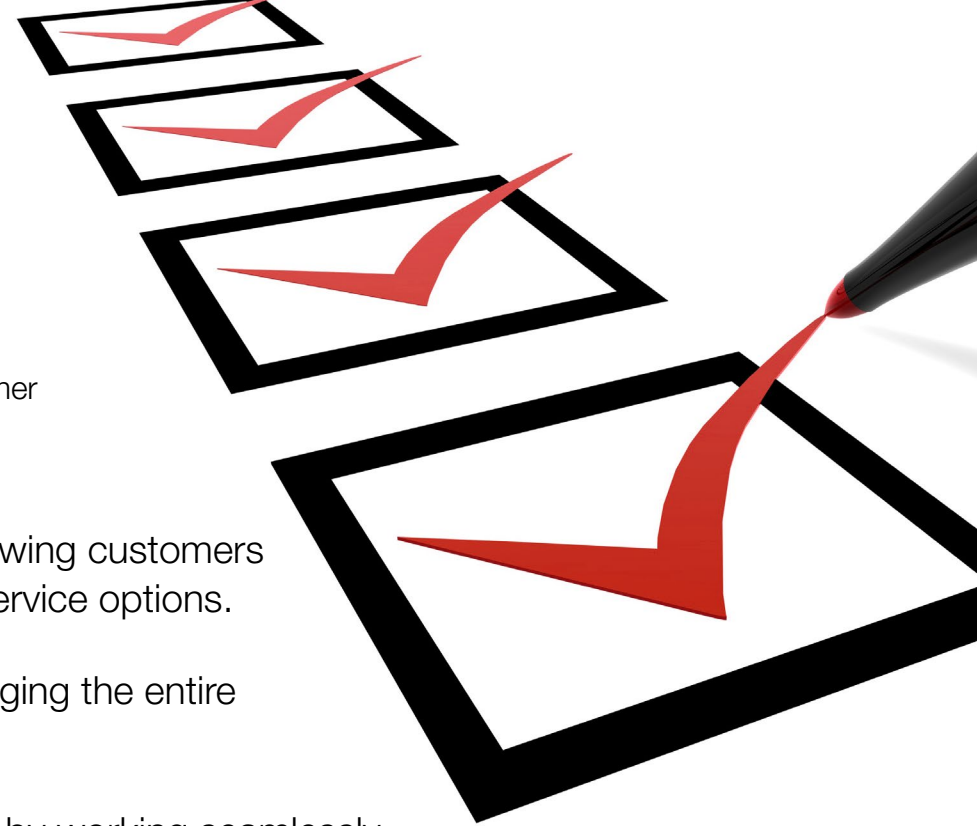
The benefits of modern customer service management

A more holistic approach to customer service management that goes beyond today's CRM and support systems can help companies deliver excellent customer service. Rather than just focusing on managing contacts and tracking issues, modern customer service management should connect the entire organization to address the root cause of problems. It should allow teams to anticipate problems before they occur and optimize the service experience. By transforming the customer service function and the systems that manage it, organizations can:

Deliver effortless service (for customers and agents)

Self-service and omnichannel case management lets customers help themselves when and how they want. Automated service workflows and intelligent recommendations mean customer service agents can be assigned more quickly, respond faster, and solve problems in less time.

Connect engagement to issue resolution

Connecting teams, workflows, and systems makes it easier to fix the actual causes of customer dissatisfaction. Root cause analysis and resolution paired with advancements in technology such as IoT results in better service quality and effectiveness and higher customer satisfaction, NPS, or CSAT.

Be proactive

Operational monitoring, event management, and trend analysis can help prevent service calls before they happen. They can also help customer service teams shift their focus from reactive operational activities to strategic, revenue-generating opportunities.

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In their own words:

Why adopt a new approach to customer service management

"Collaboration allows us to engage support colleagues around the world the moment you need them. It's like you have an army of engineers behind you just helping you solve the ticket."

—Eyal Lubin
Service Operations Director, NICE Systems

"More than support, we're focused on providing the right set of services to our customers to enable them to grow their business. A service management approach made more sense than traditional CRM to engage our customers' business holistically."

—Chris Orr
VP, Support Strategy, Epicor

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Learn more

If you're interested in learning more about a new approach to customer service management, visit www.servicenow.com/csm.

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