knowledge17

WORK at LIGHTSPEED™

Introduction to Customer Service Management

VICTOR CHAN
PRODUCT MANAGEMENT DIRECTOR
ServiceNow

SARUP PAUL
SENIOR PRODUCT MANAGER
ServiceNow

PRITHVI YOGANAND
SENIOR PRODUCT MANAGER
ServiceNow

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servicenow

Agenda

- About us...
- Our Unique Approach to Customer Service
- Jakarta Preview
- Product Demonstration
- Top Takeaways

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Speaker Introduction



NAME: Victor Chan

TITLE: Product Management Director

COMPANY: ServiceNow

EXPERIENCE: 20+ years of Global CRM and Contact Center Product Development and Product Management

EXPERTISE: CRM, Omni-Channel Contact Center, Unified Communications, Enterprise Integrations

ACHIEVEMENTS: Product Innovations to deliver delightful customer experiences while improving efficiency, with patents in CRM, Skills Based Routing, and Unified Communications.

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Speaker Introduction



NAME: Sarup Paul

TITLE: Senior Product Manager

COMPANY: ServiceNow

EXPERIENCE: 12+ years in Knowledge Management- 8 years in Consulting, 4+ years in Product Management

EXPERTISE: Knowledge Management, Communities, Self-Service Portals

ACHIEVEMENTS: KCSv5 certified and has implemented KM tools and processes at Fortune 100 companies

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Speaker Introduction



NAME: Prithvi Yoganand

TITLE: Senior Product Manager

COMPANY: ServiceNow

EXPERIENCE: 13+ years in Technology Strategy, Consulting and Product Management

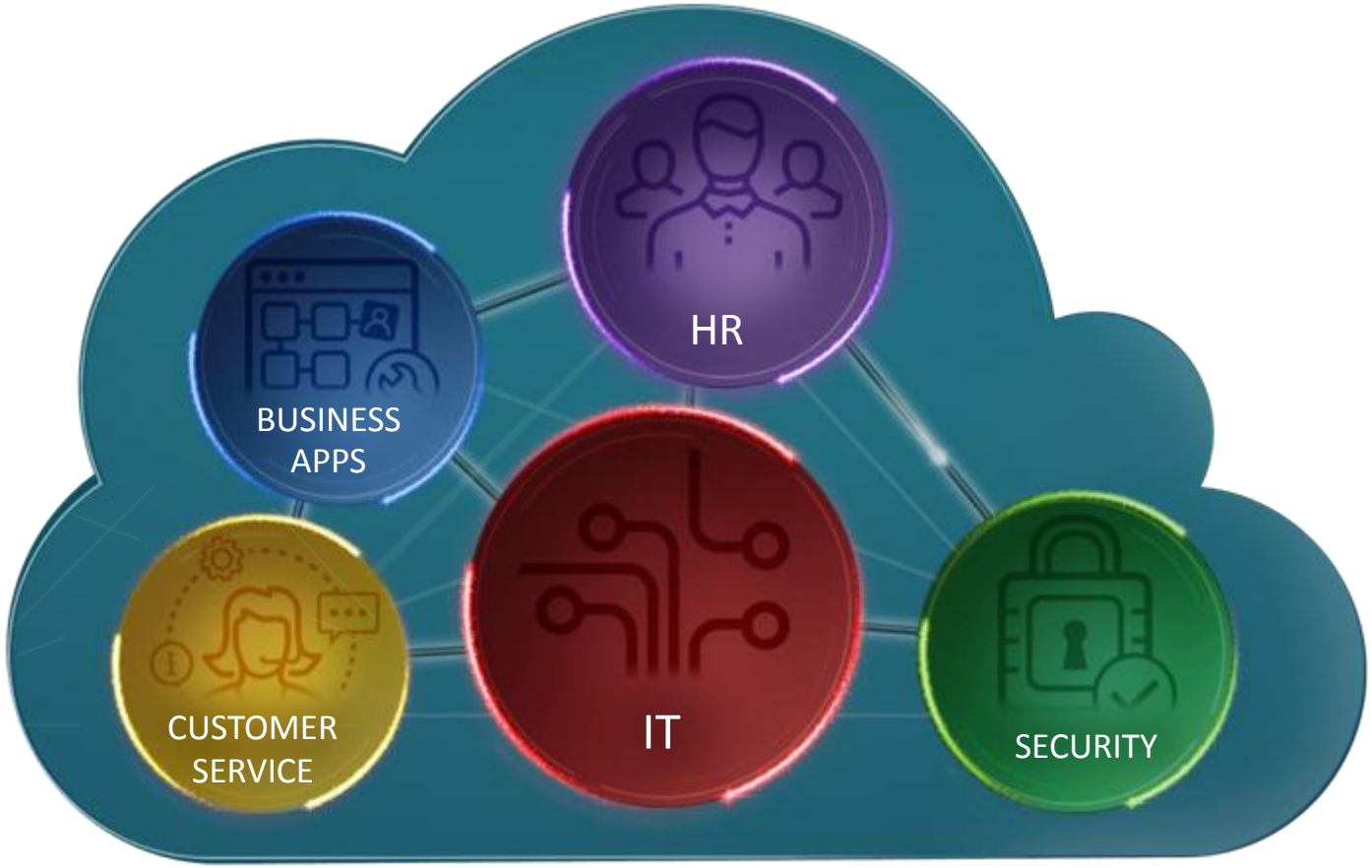
EXPERTISE: CRM, Omni-Channel Engagement, Enterprise Architecture, Integration

ACHIEVEMENTS: Track record of successfully leading technology implementation initiatives to drive business value for Fortune 100 companies

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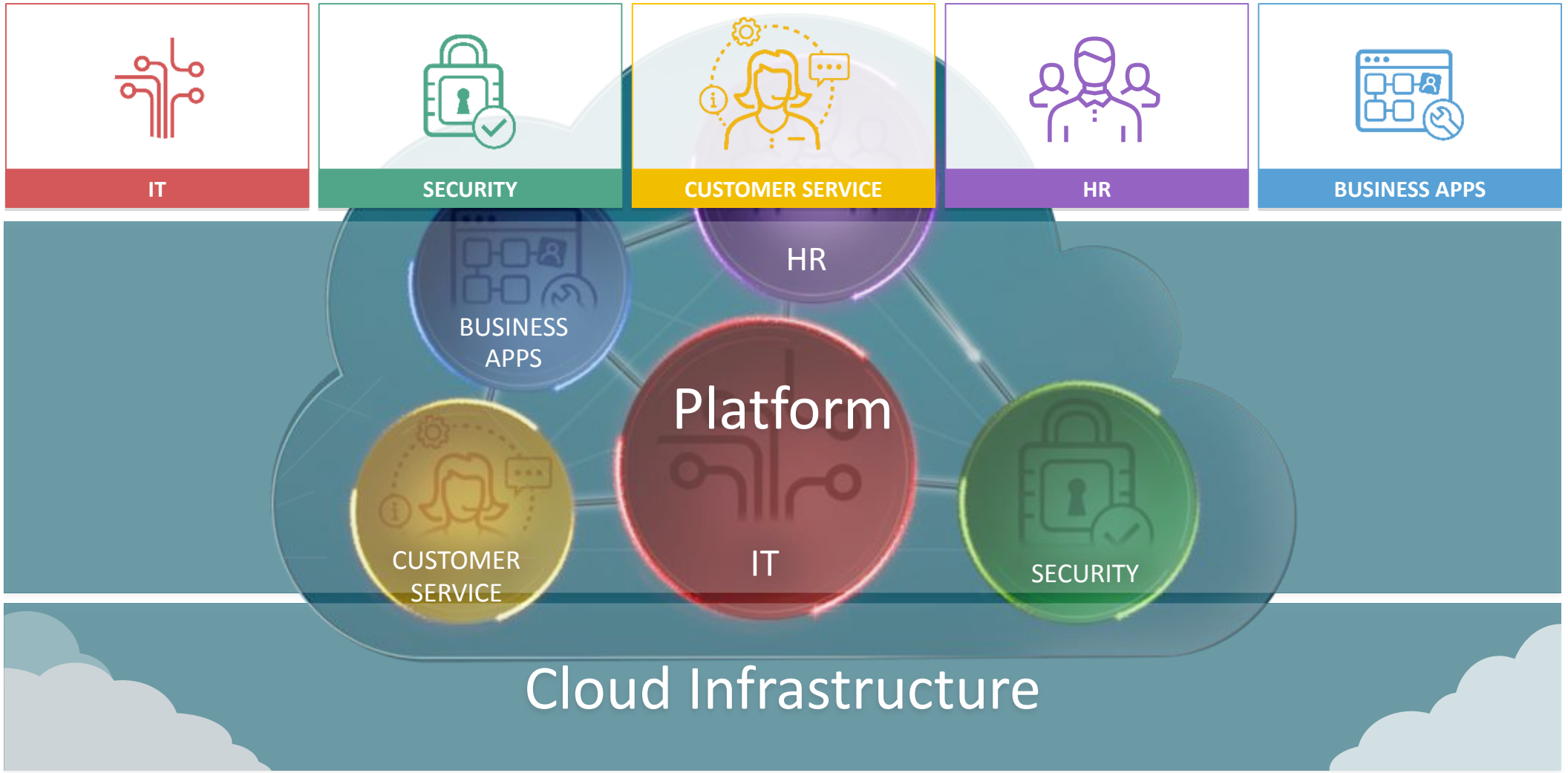
Our DNA

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The Lightspeed Enterprise™

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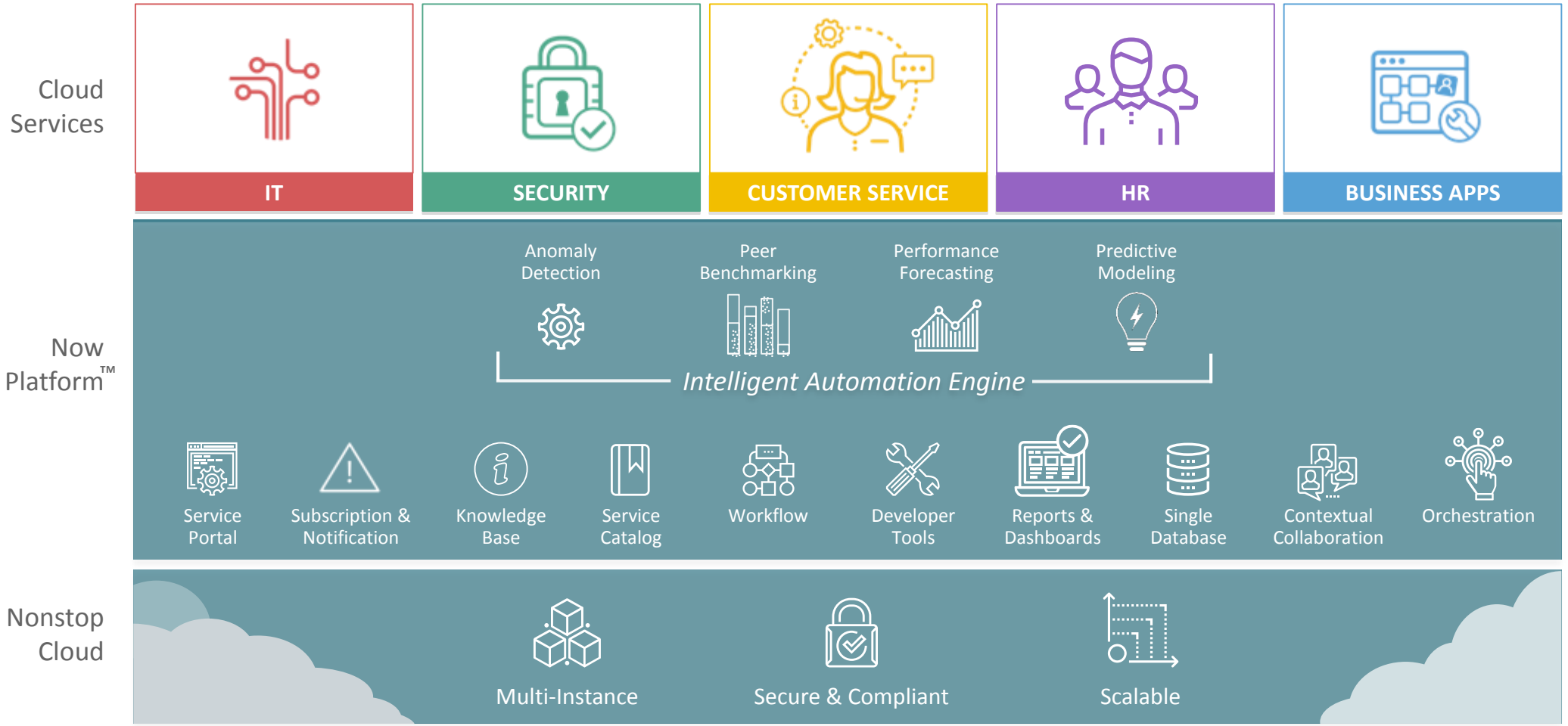


Create Your Lightspeed Enterprise™ with ServiceNow

The Lightspeed Enterprise™

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ServiceNow System of Action™



Create Your Lightspeed Enterprise™ With ServiceNow

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ServiceNow’s Unique Approach to Customer Service

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ServiceNow has a New Way

Effortless



Automate and personalize self-service

Connected



Assign and resolve issues

Proactive



Monitor and prevent issues

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"We consolidated over 10 CRM platforms and over 50 customer portals"

- Chris Orr,
VP of Support Strategy



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Challenges to Delivering Superior Customer Service

BASED ON SURVEY OF 200 CUSTOMER SERVICE LEADERS: *



57%

CONNECTING all service processes from the first contact to PERMANENT PROBLEM RESOLUTION



56%

TOO BURIED to address longer-term STRATEGIC issues



54%

SILOED and the various silos don’t talk to each other



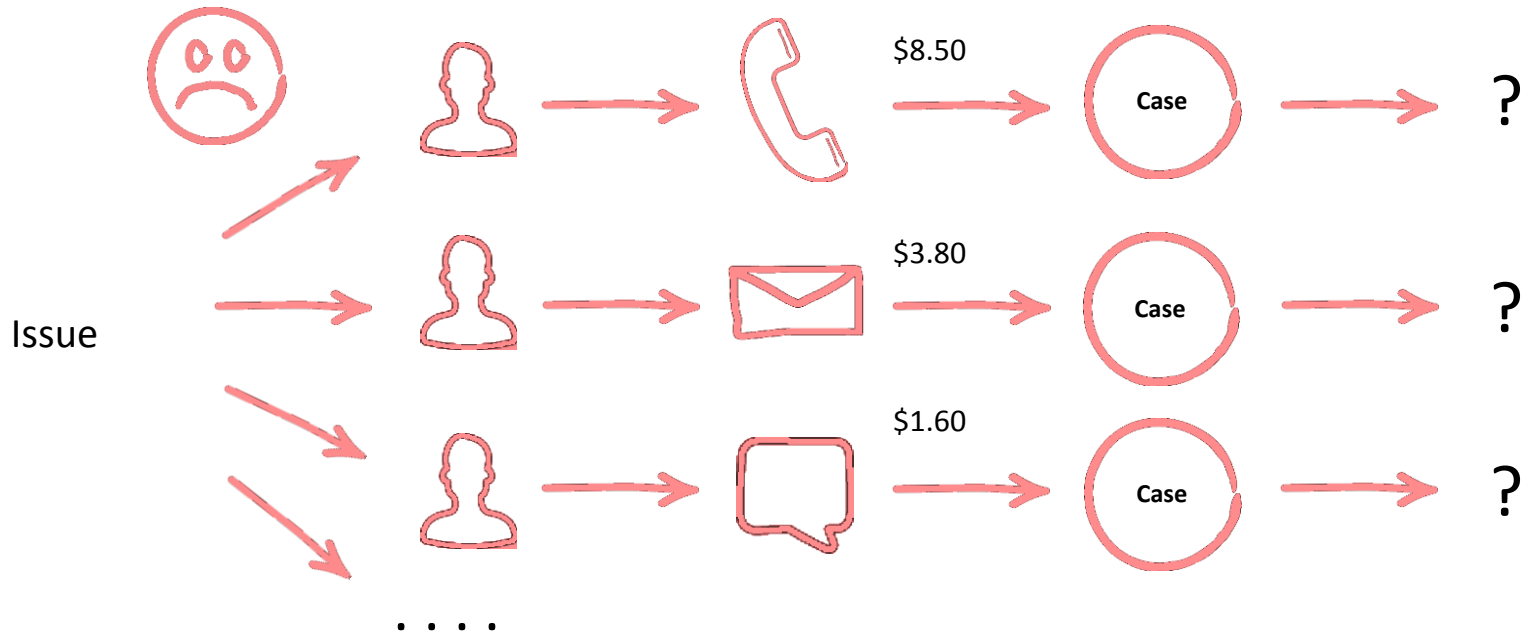
50%

LACK OF AUTOMATION for customer service processes

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Today: Customer Service is an Island

NO WAY TO ELIMINATE THE REASONS WHY CUSTOMERS CALL



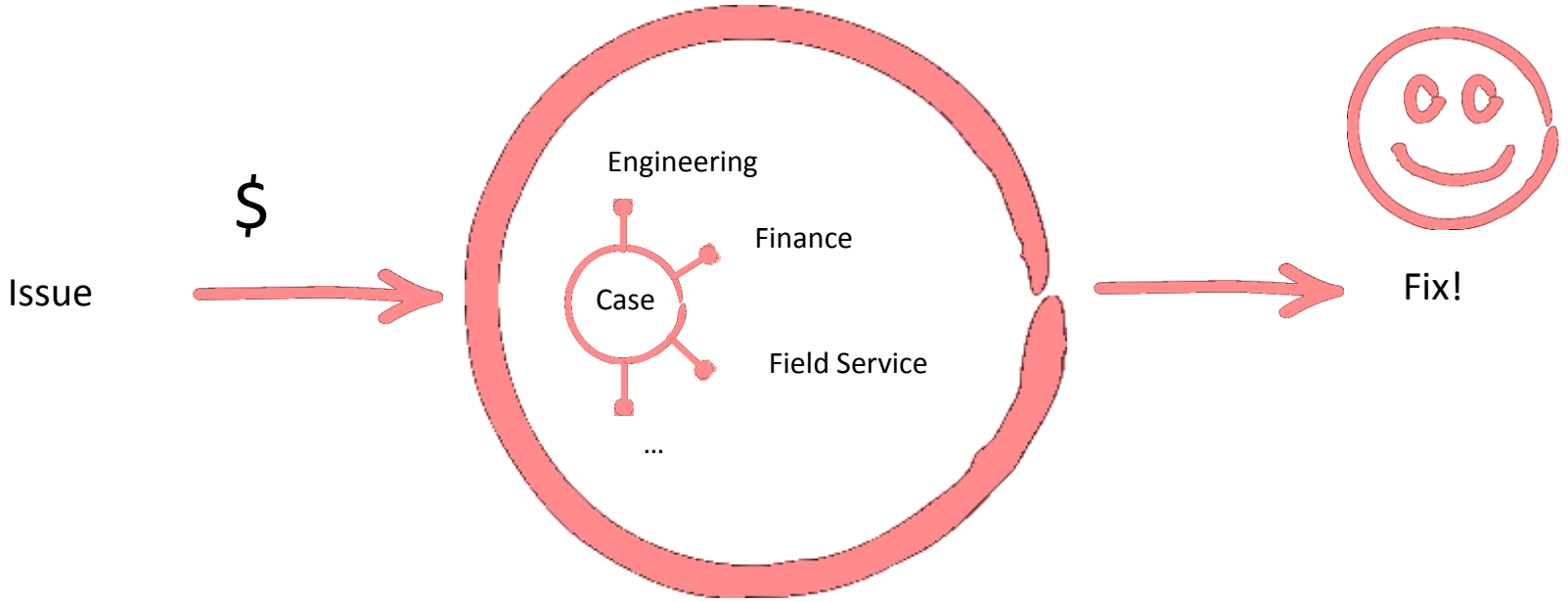
SATISFACTION
-

COSTS
$$$$$

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A New Way of Delivering Customer Service is Needed

WITH SERVICENOW, CUSTOMER SERVICE IS A TEAM SPORT

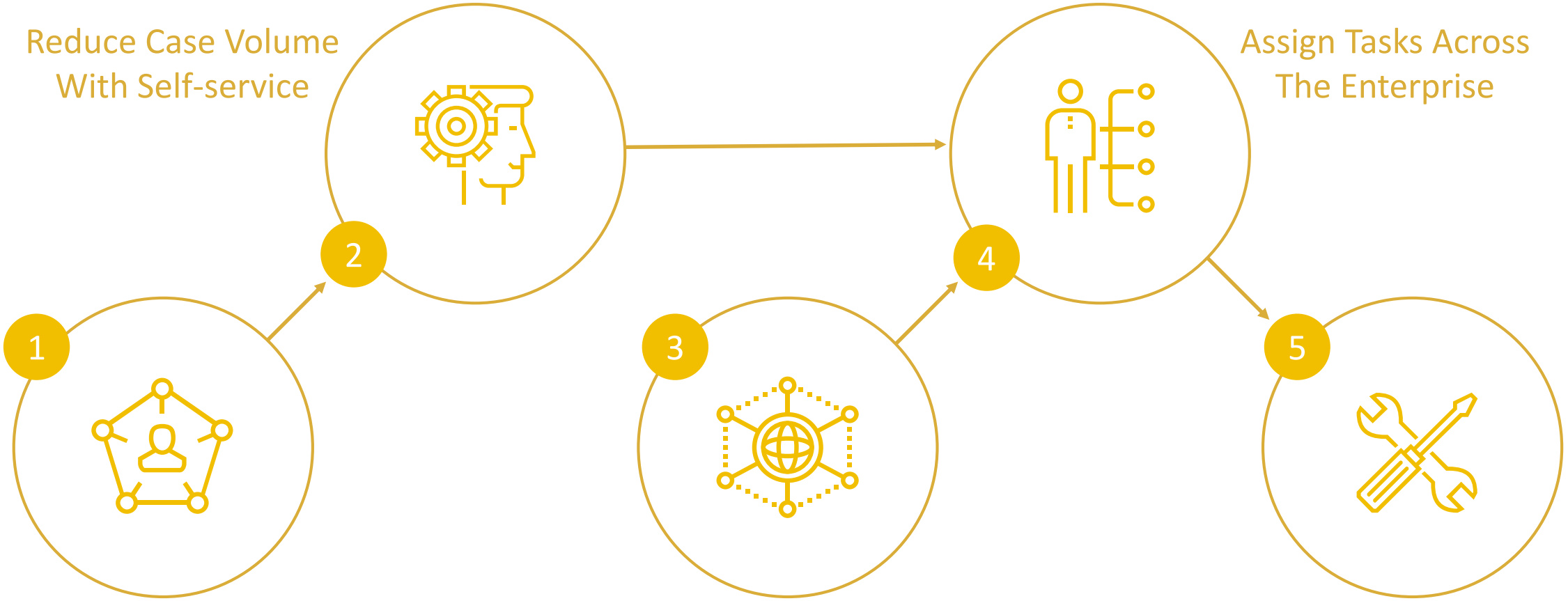


SATISFACTION
+

COSTS
$

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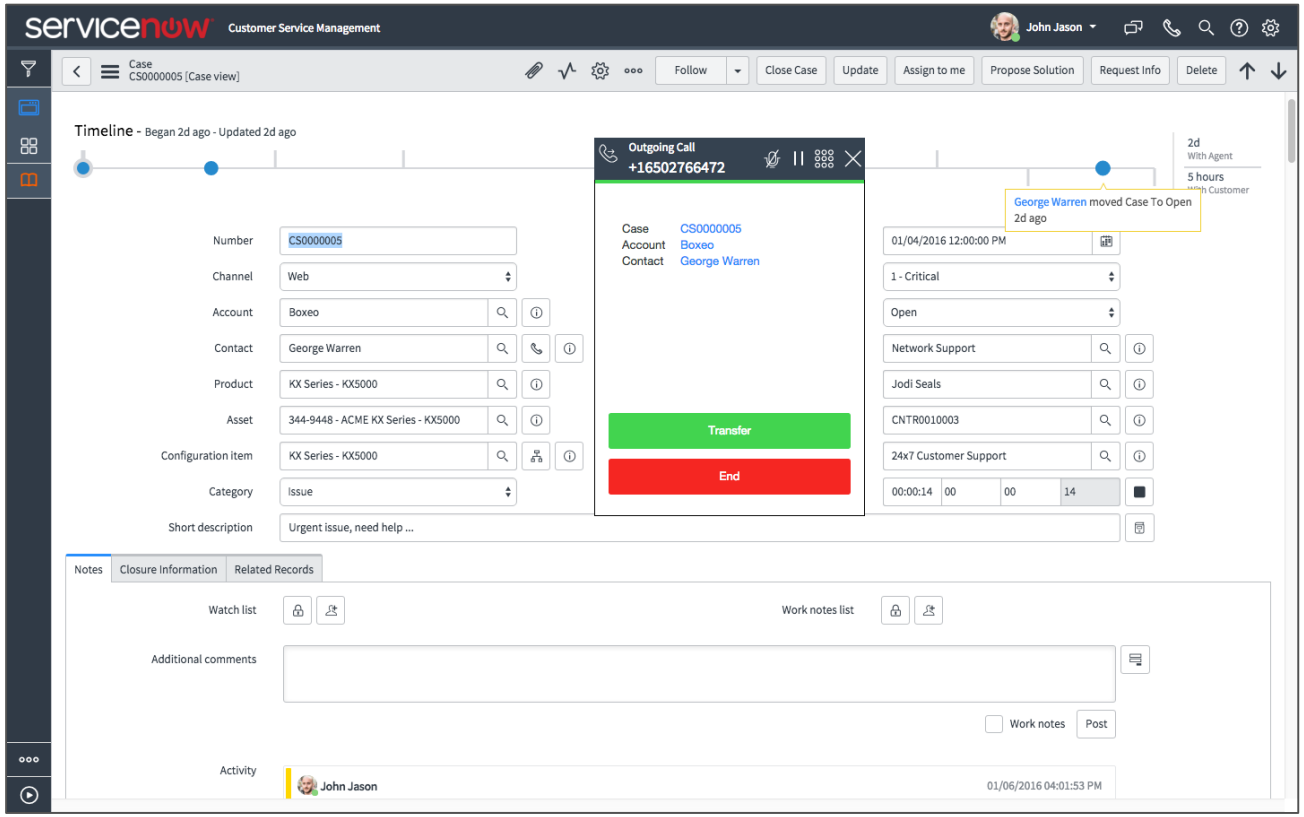
Resolve Customer Issues At Lightspeed



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1. Make it Easy for Customers to Engage

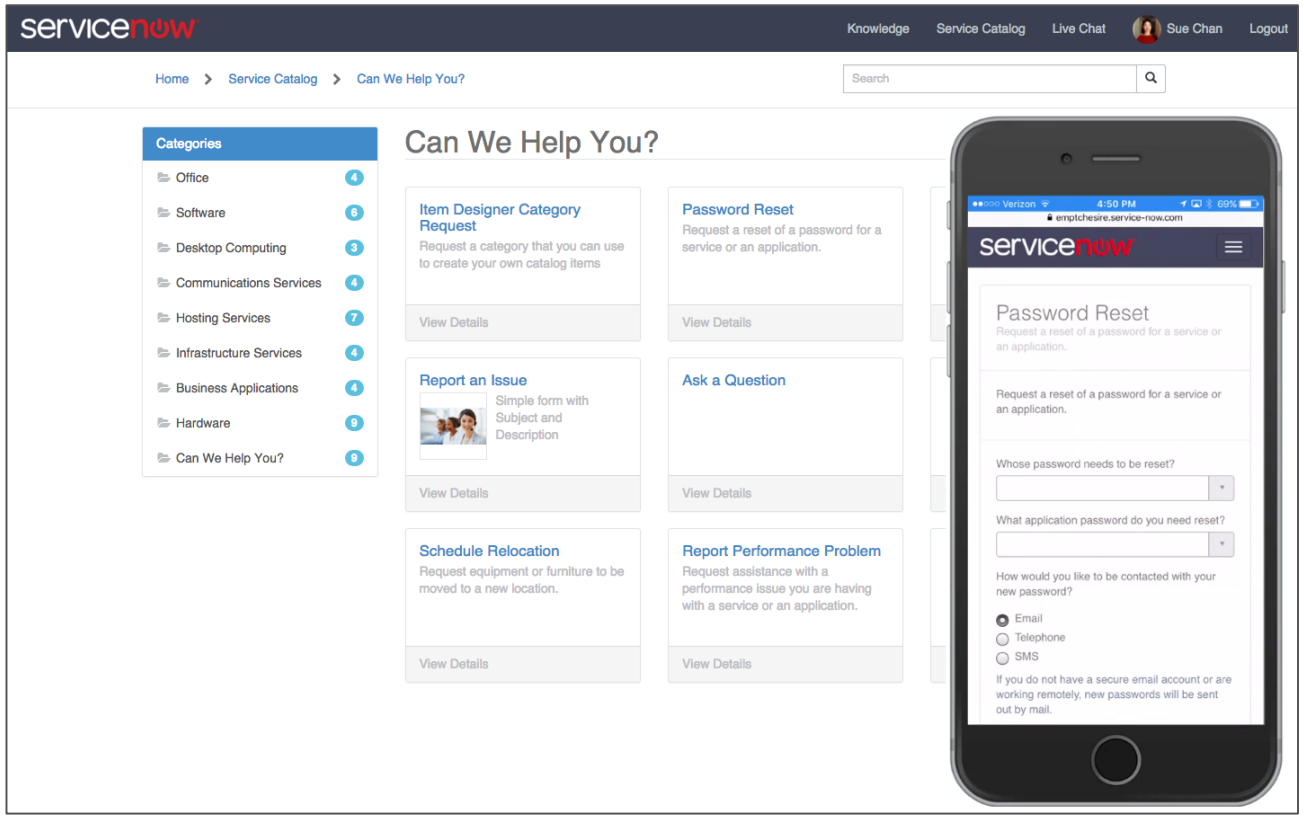
- Contact center management
- Omni-channel: Email, phone, chat, social media, mobile
- Intelligent routing



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2. Reduce Case Volume with Self-Service

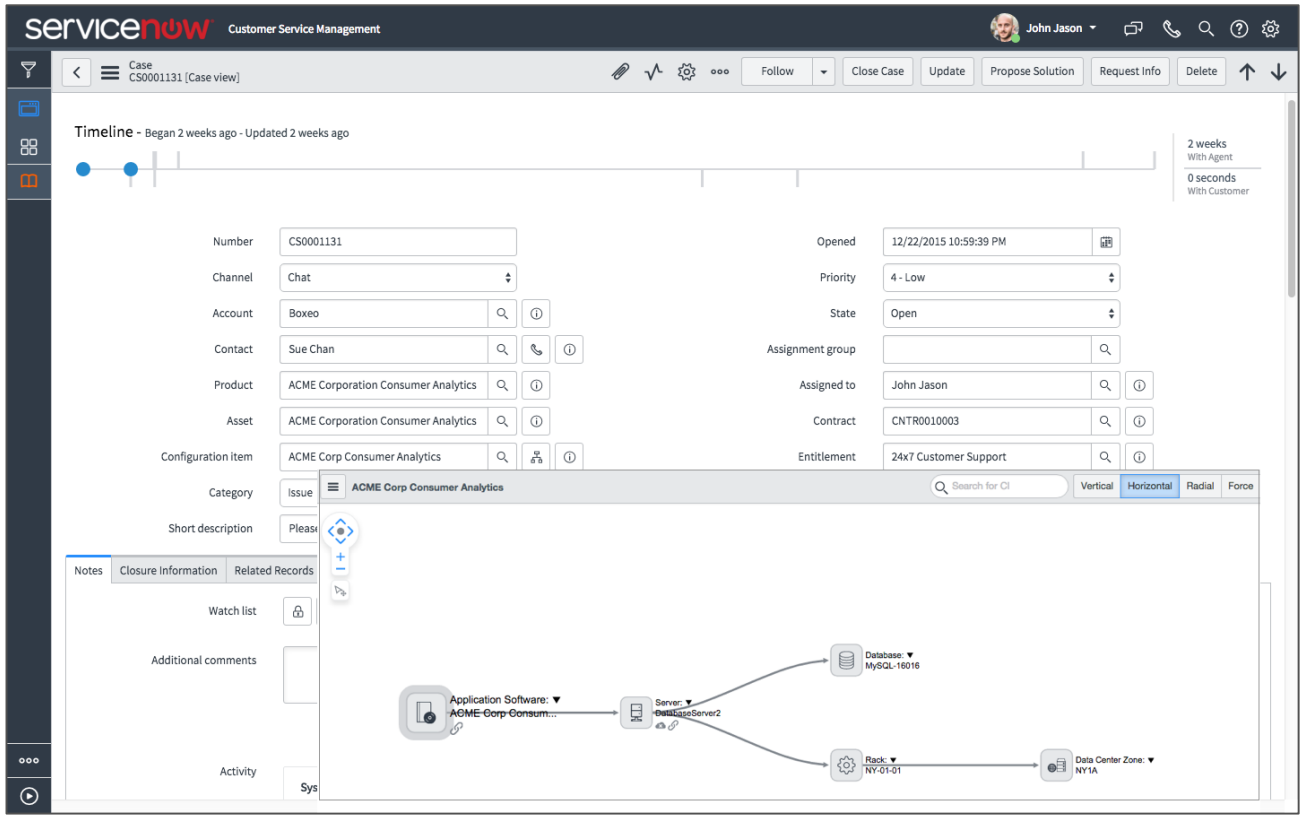
- Personalized portal
- Service catalog
- Knowledgebase
- Community
- Workflow/automation



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3. Monitor for Issues and Create Cases Automatically

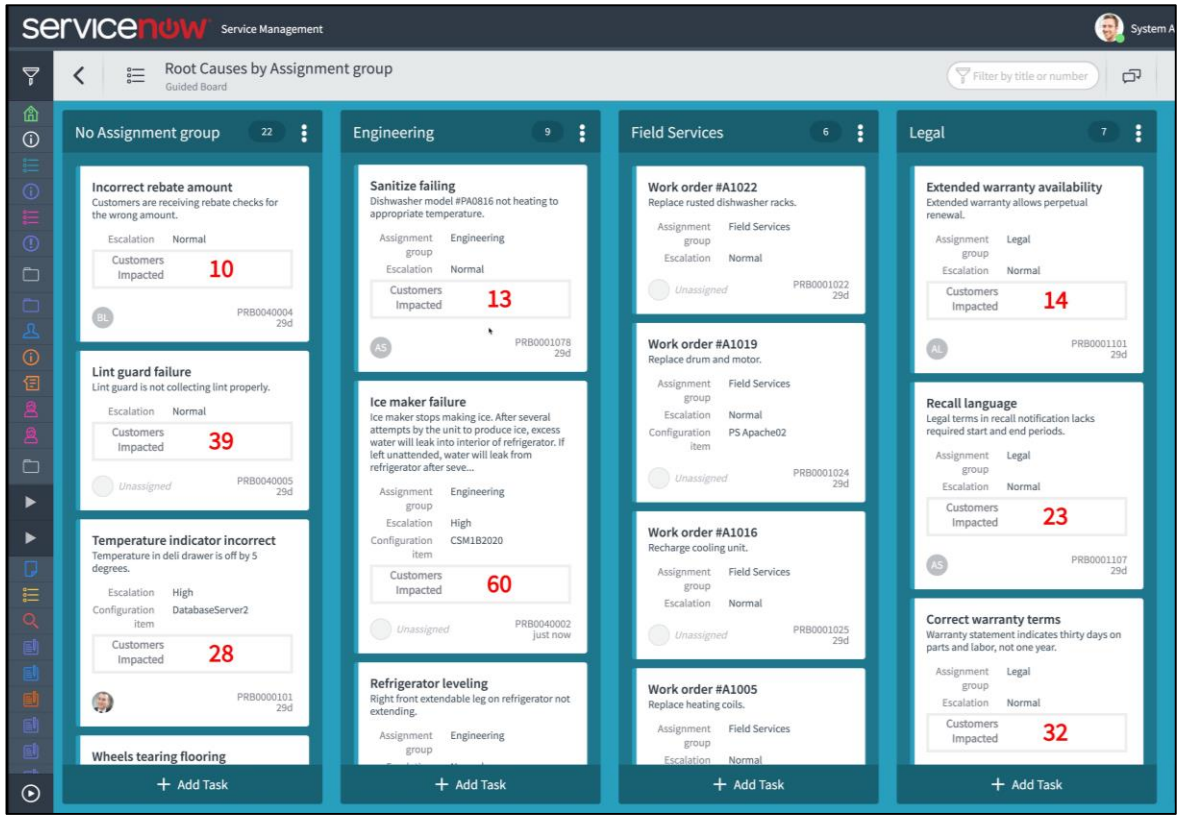
- Internet of Things (IoT) for monitoring and issue identification
- Auto-creation of cases to be diagnosed and resolved



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4. Assign Tasks Across the Enterprise

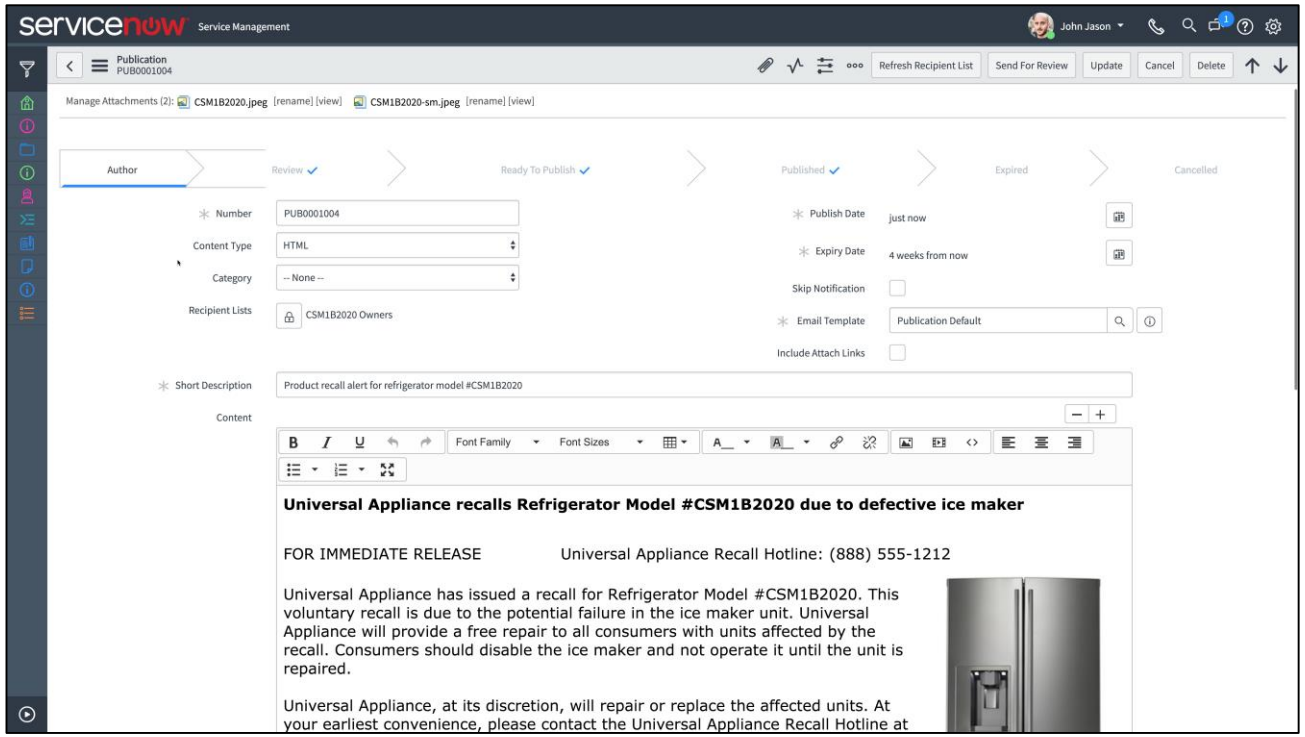
- Drive accountability
- Assign tasks to field service, engineering, finance and other departments



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5. Prevent Future Calls

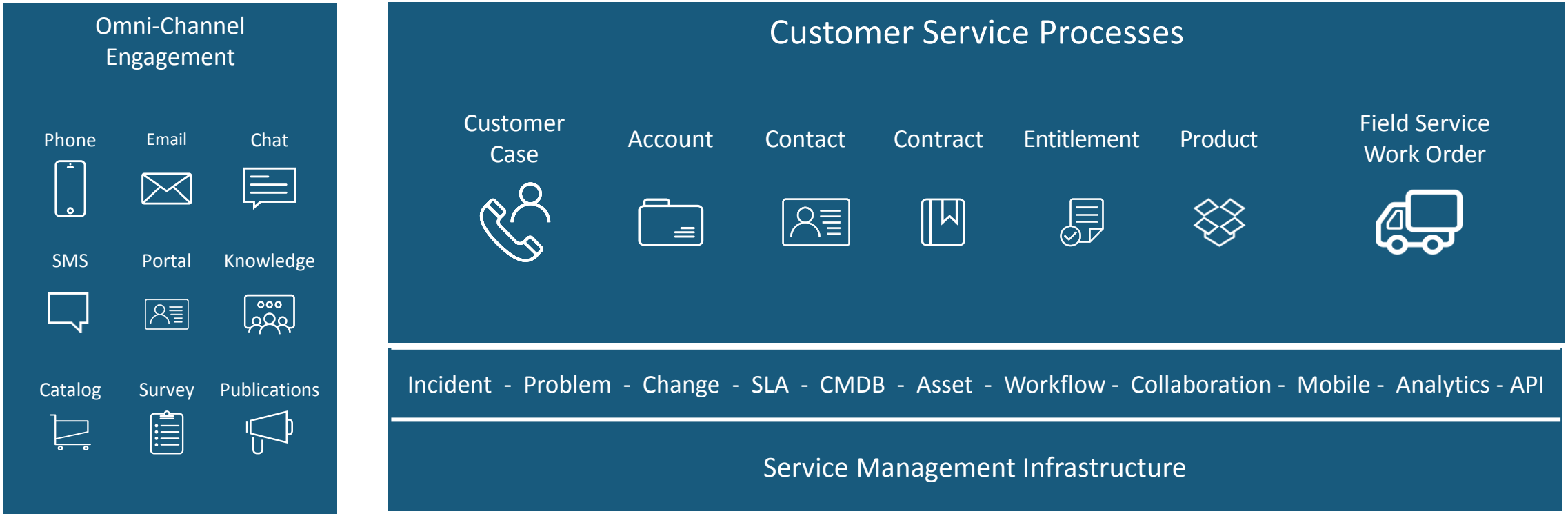
- Fix underlying issues
- Preemptively communicate to customers
- Act on trends



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Customer Service Management from ServiceNow

Powering Customer Service for the Digitally Connected Economy



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“Opening a ticket is now 8x faster”

-Eyal Lubin,
Service Operations Director

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Jakarta Preview

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Welcome to the Community

Search Community

15,620 members | 457 online | 21,043 posts

Browse Community Forums



Security



Network Management



Remote Access



Optical Networking

Show More Forums +



Want to post something? Click here to begin.

All Contents | All Forums | Sort By: Recent

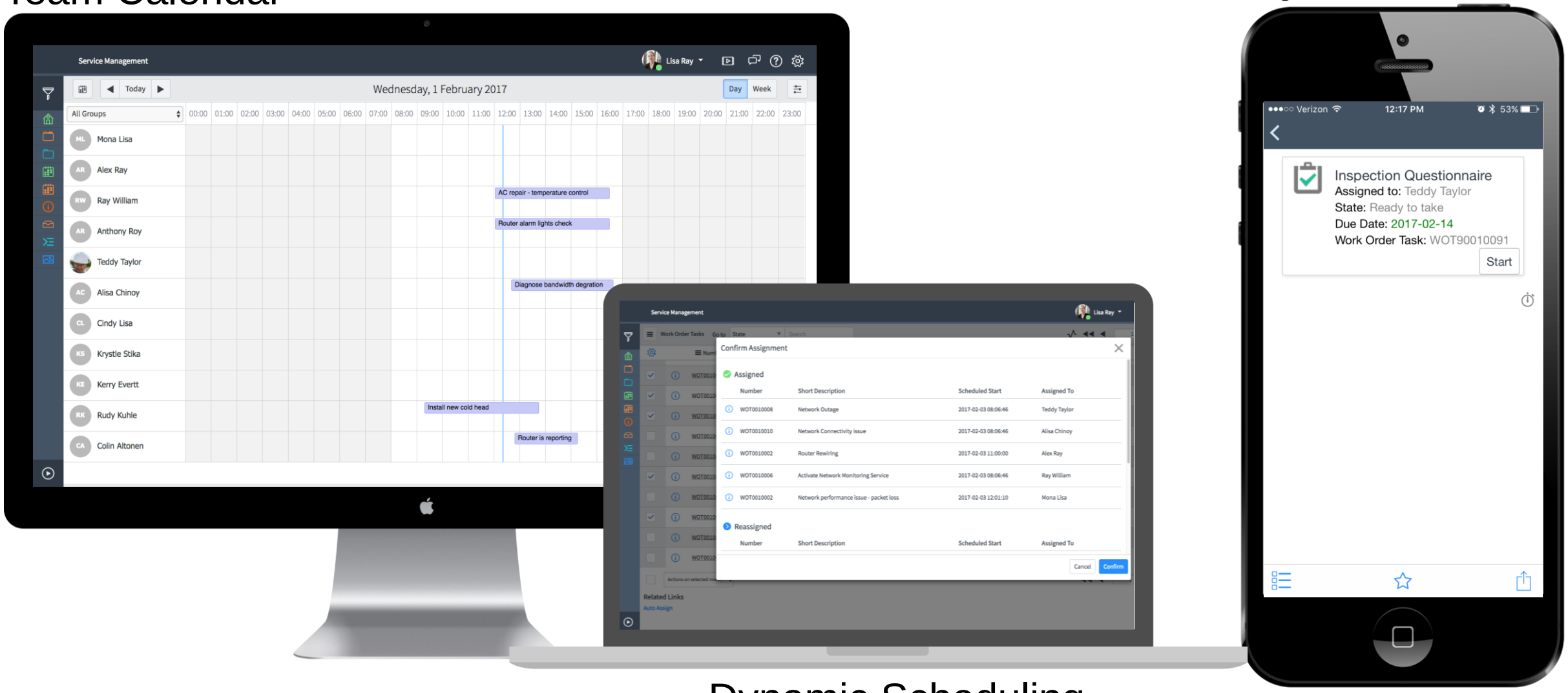
CEF in L3 switches and Router

Enhance Your Experience

- Ask questions and get answers fast
- Connect with people who share similar expertise
- View content relevant to you

Team Calendar

Questionnaires



Dynamic Scheduling

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Allocation Setup

Review

Filter buckets

Chart of Accounts

Collapse All

Customer Account (19) → $2,976,160.29

Filter Customer Account by ac...

Advanced Routing Com...	Advanced Super Routing	Avid Corporation	Boxeo
$516,807.16	$5,960.79	$765,742.89	$1,163,381.76

Product (9) → $2,952,317.14

Filter Product by account nam...

KNOWLYTICS	KX Series - KX1000	KX Series - KX5000	Network Management S...
$265,864.11	$471,028.82	$452,377.48	$265,864.11

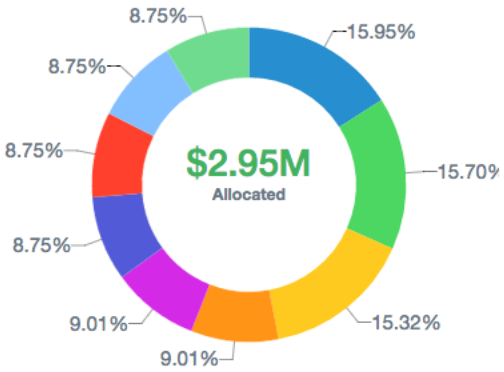
Assignment Group (5) → $951,218.18

Filter Assignment Group by ac...

Hardware	Network Support	Services Support	Software Support
$195,839.04	$615,494.12	$55,954.01	$55,954.01

Total Amount Assigned

Product



Breakdown

KX Series - KX1000	$471.03K
Iris 5875	$463.57K
KX Series - KX5000	$452.38K
KNOWLYTICS	$265.86K
Network Management Se...	$265.86K
ACME Corporation ACME DM	$258.40K
APC 42U 3100 SP1 NetS...	$258.40K
Asus A53 Series	$258.40K
Dell Inc. Alienware M17x	$258.40K

Demo

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Top Takeaways

1

Customer Service Management = Effortless, Connected, Proactive Customer Service

2

Attend customer sessions to learn about their customer service transformations

3

Attend Hands-On Labs, visit our demo booths and transform *your* customer service

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Day	Time	Location	Customer Name	Session Title
Tuesday	1:30 - 2:20	W306 AB	Epicor Software Corporation	Epicor's Improved Customer Experience with Customer Service Management
Tuesday	2:40 - 3:30	W306 AB	NICE Systems	Customer Service Transformation at NICE Systems
Tuesday	3:50 – 4:40	W306 AB	Shaw Communications	Providing Next Generation Telecom Customer Service Experience
Wednesday	11:40 - 12:30	W306 AB	Broadcom Limited	Automating Customer Service for a $66 Billion Business
Wednesday	2:40 - 3:30	W305 AB	Vector Informatik	Big Bang Leads to Improved Customer Service Management
Wednesday	2:40 - 3:30	W306 AB	TriMedx	Transforming Customer Service at TriMedx
Wednesday	3:50 - 4:40	W305 AB	Vodafone	Evolution of Customer Service at Vodafone
Wednesday	5:00 - 5:50	W305 AB	Mavenir	How Customer Service Management Assisted a Company Merge
Wednesday	5:00 - 5:50	W306 AB	Gemalto	Customer Service Management is a Team Sport
Thursday	9:00 - 9:50	W306 AB	Amdocs	Customer Service Management - A Complete Customer Support Solution
Thursday	10:10 - 11:00	W305 AB	Tata Communications Ltd.	Leveraging Customer Service Management to Drive Business Transformation

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Thank You

VICTOR CHAN
PRODUCT MANAGEMENT DIRECTOR
ServiceNow

SARUP PAUL
SENIOR PRODUCT MANAGER
ServiceNow

PRITHVI YOGANAND
SENIOR PRODUCT MANAGER
ServiceNow

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Take the Survey

Please take a moment to complete a session survey in the Knowledge17 app.

Thank You

Victor Chan

Product Management Director

ServiceNow

Sarup Paul

Senior Product Manager

ServiceNow

Prithvi Yoganand

Senior Product Manager

ServiceNow

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Tuesday, May 9th Customer Service Mgmt. Sessions

Keynote
10:30 - 11:20

Session
11:40 - 12:30

Networking Event
12:30 - 1:30

Session
1:30 - 2:20

Hands-On Lab
1:30 - 3:30

KEYT131910 - Keynote: Customer Service at Lightspeed
Presenters: Abhijit Mitra (ServiceNow); Dan Hedstrom (Cubic Corporation); Jolene Jeffries (GE Digital); Andy Luckham and Paul Myers (Vodafone)

BRE4064 - Introduction to Customer Service Management (including roadmap)
Presenters: Victor Chan and Prithvi Yoganand (ServiceNow)

Lunch Time TableTalk Networking
- TT132716 - Improve and Optimize Your Field Service Operations
- TT132714 - Driving improvements in customer service
- TT132717 - Serving up Answers with Knowledge

BRE4061 - Epicor's Improved Customer Experience with Customer Service Management
Presenter: Ian Ashby (Epicor Software Corp.)

LAB132017 - Maximize Field Service Productivity

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Tuesday, May 9th Customer Service Mgmt. Sessions

Sessions 2:40 - 3:30	**BRE4067 - Customer Service Transformation at NICE Systems** Presenters: Eyal Lubin and Liah Vazana (NICE Systems) **BRE4065 - Introduction to Field Service Management (including roadmap)** Presenter: Venkitesh Subramanian (ServiceNow)
Session 3:50 - 4:40	**BRE4068 - Providing Next Generation Telecom Customer Service Experience** Presenters: Peter Taylor, Tanya Foster, and Ian Watson (Shaw Communications Inc.)
Hands-On Lab 3:50 - 5:50	**LAB132016 - Deliver Superior Customer Service**
Networking Event 5:00 - 5:50	**SIGN132113 - SIG Networking: Customer Service Management**

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Wednesday, May 10th Customer Service Mgmt. Sessions

Session 10:30 - 11:00	**NowTalk - Preview: Evolution of Customer Service at Vodafone** Presenters: Andy Luckham and Paul Myers (Vodafone)
Session 10:30 - 11:20	**BRE4066 - Introduction to Knowledge Management (including roadmap)** Presenter: Sarup Paul (ServiceNow)
Session 11:40 - 12:30	**BRE4057 - Automating Customer Service for a $66 Billion Business** Presenter: Stanley Toh (Broadcom Limited)
Networking Event 12:30 - 1:30	**Lunch Time TableTalk Networking** • TT132714 - Driving improvements in customer service • TT132717 - Serving up Answers with Knowledge
Customer Panel 1:30 - 2:20	**BRP4287 - Panel: Knowledge Management** Participants: Fred Broce (Bristol-Myers Squibb); Tara O'Brien (Johnson & Johnson); Victor Zhu (Halifax Regional Municipality); Eyal Lubin (NICE Systems); Sarup Paul (Moderator: ServiceNow)

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Wednesday, May 10th Customer Service Mgmt. Sessions

Session 1:30 - 2:20	**BRE4064 - Introduction to Customer Service Management (including roadmap)** Presenters: Victor Chan and Prithvi Yoganand (ServiceNow)
Hands-On Lab 3:50 - 5:50	**LAB132016 - Deliver Superior Customer Service**
Sessions 2:40 - 3:30	**BRE4058 - Big Bang Leads to Improved Customer Service Management** Presenter: Stefan Ries (Vector Informatik GmbH) **BRE4069 - Transforming Customer Service at TriMedx** Presenter: Doug Folsom (TriMedx)
Session 3:50 - 4:40	**BRE4062 - Evolution of Customer Service at Vodafone** Presenter: Paul Myers and Andy Luckham (Vodafone)

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Wednesday, May 10th Customer Service Mgmt. Sessions

Customer Panel 3:50 - 4:40	**BRP4283 - Panel: Field Service Management** Participants: Neal Ratner (Applus RTD); Dan Hedstrom (Cubic Corporation); Patrick Doran (Ameren); Joel Freeman (Lowe's Companies Inc.); Venkitesh Subramanian (Moderator: ServiceNow)
Hands-On Lab 3:50 - 5:50	**LAB132015 - Drive Service Efficiency With Knowledge**
Sessions 5:00 - 5:50	**BRE4063 - How Customer Service Management Assisted A Company Merge** Presenter: Liza Shomer (Mavenir) **BRE4060 - Customer Service Management is a Team Sport** Presenter: Steve Walsh (Gemalto)

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Thursday, May 11th Customer Service Mgmt. Sessions

Customer Panel 9:00 - 9:50	**BRP4282 - Panel: Customer Service Management** Participants: Jill Heimer (Navitaire); Dustin Laun (FCC); Seth Bird (Cerner); Paul Selby (Moderator: ServiceNow)
Session 9:00 - 9:50	**BRE4371 - Customer Service Management - A Complete Customer Support Solution** Presenter: Yossi Shasha (Amdocs)
Hands-On Lab 9:00 - 11:00	**LAB132015 - Drive Service Efficiency With Knowledge**
Session 10:10 - 11:00	**BRE4059 - Leveraging Customer Service Management to Drive Business Transformation** Presenter: Rupinder Goel (Tata Communications Ltd.)

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