knowledge17

http://clabs.link/lab131992

WORK at LIGHTSPEED

A Fresh Approach to Surveys

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servicenow

Agenda

- Presentation
- Demo Templates
- Lab 1 – Create Template – Babies
- Demo Survey Designer
- Lab 2 – Create Survey – K17 Party
- Lab 3 – Triggers and Take Survey – K17 Party
- Demo Reports and Dashboards
- Lab 4 – Reporting

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Speaker Introduction



Name: Brett Baier

Title: Sr. Solution Consultant

Function: Sales

Company: ServiceNow

Experience: 10 years development, 5 years in operations, 6 years in solution consulting

Expertise: ITOM, ITSM, CSM, Development

Achievements: Developed MRP and E Kanban, consulted and implemented monitoring, license, and standards, and consulting customers to leverage ServiceNow in working at lightspeed.

Current Projects: Working with customers on how best to leverage ServiceNow

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Speaker Introduction



Name: Tom Patterson

Title: Sr. Solution Consultant

Function: Sales

Company: ServiceNow

Experience: 8 years in operations, 3 years in security, 8 yrs in DevOps leadership.

Expertise: ITSM, PPM, Security

Achievements: ITSM product line owner for Fortune 500 company, consulting with leadership to work at Lightspeed, 3 wonderful children, and wife of 18 years.

Current Projects: Working with customers across Tennessee to leverage ServiceNow

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Objectives and What You Will Learn

Objectives

- We will examine how to setup and configure surveys, distribute them and collect the responses, and how to report and maintain surveys and questions. We'll also cover helpful dashboards and reports available for viewing survey results in real time.

What you will learn

- Creation of a template with graphics for captivating experience
- Create a survey including the custom template and smiley faces
- Trigger a survey from the platform
- Show reporting in surveys so you can report on the results

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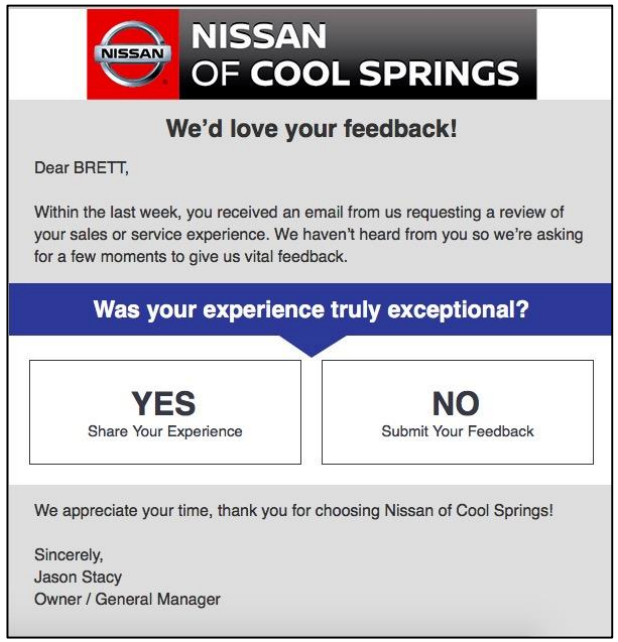
Context – Setting the Stage

- **Industry trends**
  - Metrics on Services are ESSENTIAL to understanding customer concerns!
  - Mobile access essential to higher responses
  - Keep it simple and captivating, (no more than 10; keep closer to 5 or ONE!)
- **Competitive pressures**
  - Knowledge about customers can directly improve loyalty to company
- **Corporate transformations**
  - ServiceNow surveys are IN the platform
  - We are natively available anywhere via the Internet
  - We have built-in analytics available
- **Drivers and GOALS**
  - Make better decisions based on much larger input (strategic planning)
  - Address key issues before they get out of control (leading indicator)

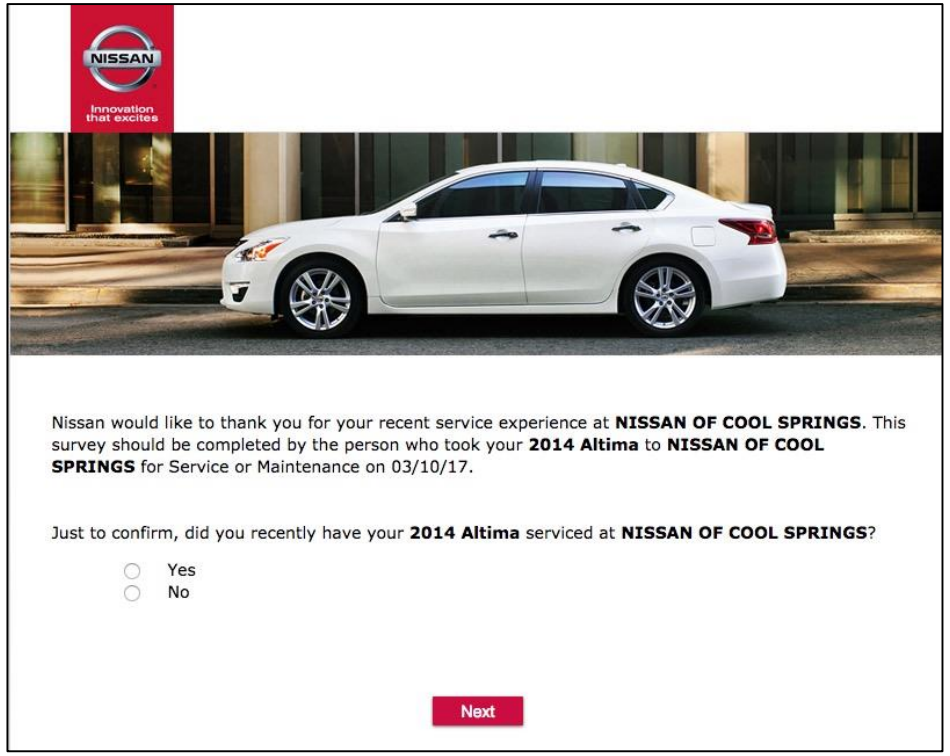
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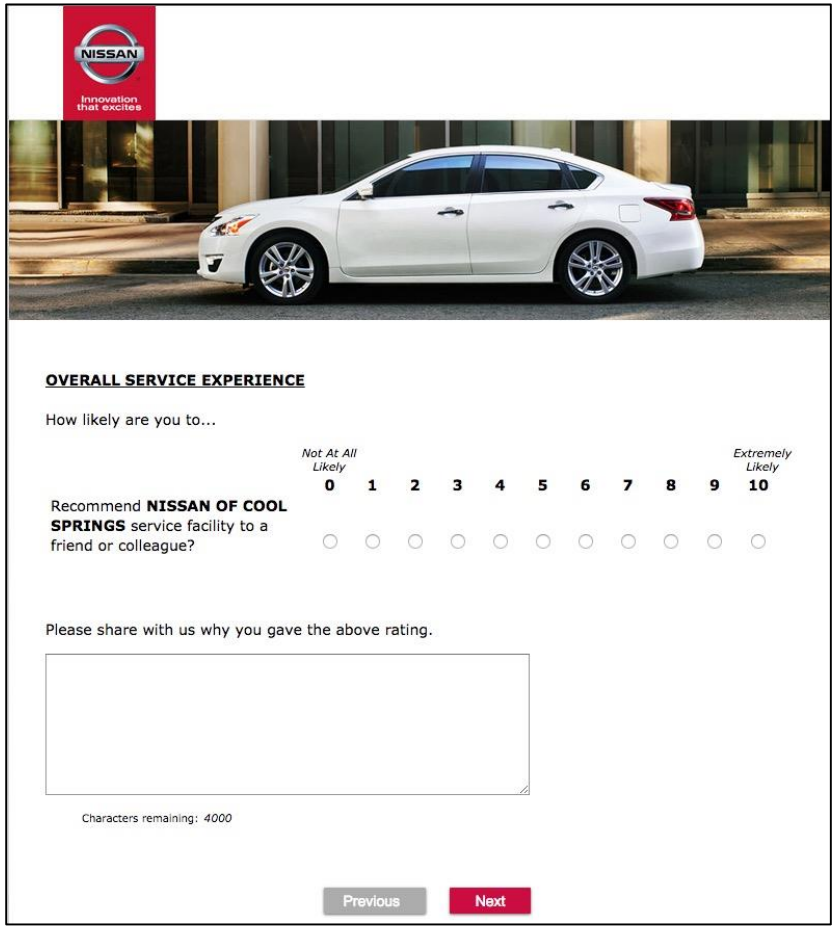
Nissan Service Survey

Initial Quick Response



Glossy Confirmation

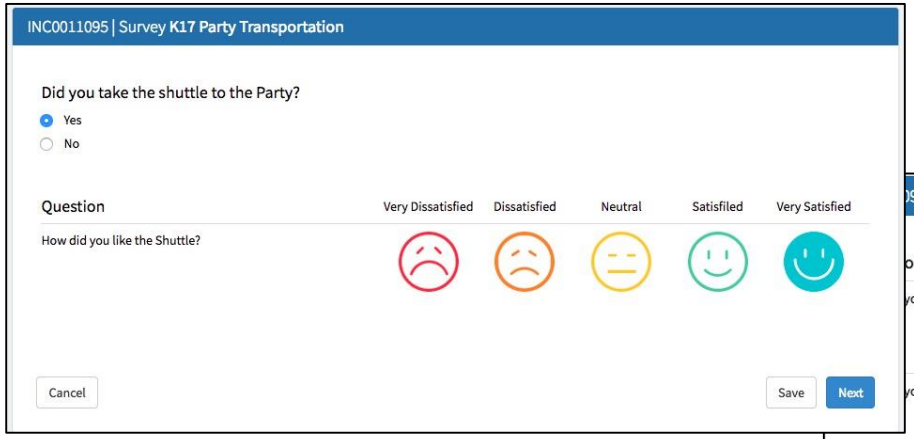


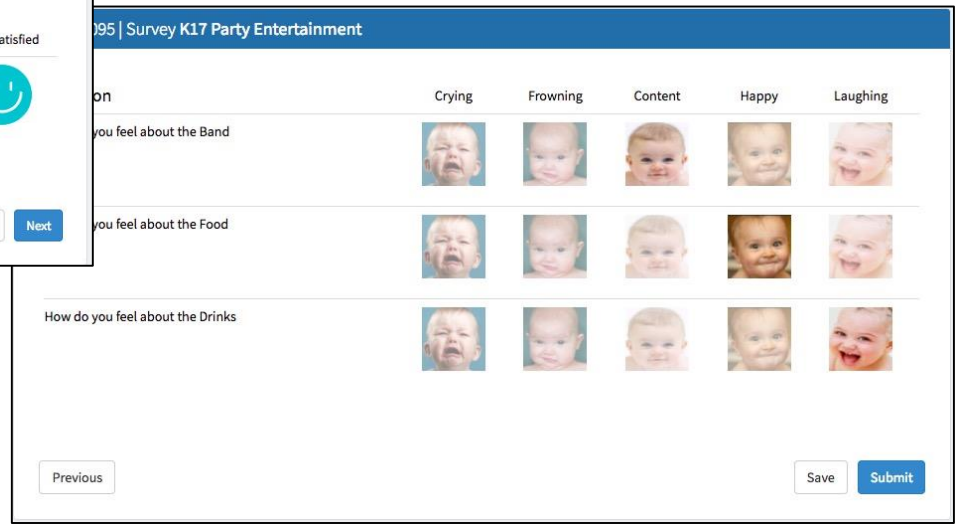


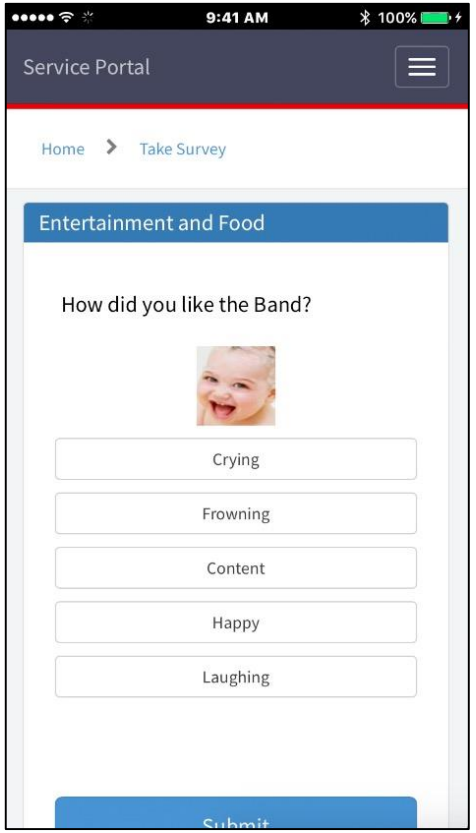
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Solution at a Glance

Surveys can be FUN! Smiley Faces and Custom Images and Mobile are available!







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Solution – Strategy, Approach, or Methodology

- Build templates for common questions definitions
- Build surveys using the designer; it's all drag and drop!
- Trigger surveys to go out via samples or when special conditions arise
  - Sample: 20% closed CSM cases with no more than once a week.
  - Special: Send survey if incident critical and SLA breached.
- Leverage metrics gathered automatically from surveys to run reports and populate dashboards.

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Top Takeaways

1

Make it FUN

2

Use triggers to automate distribution

3

Use the results to improve customer experiences

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Thank You

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Q & A

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