



Reimagine telecommunications

Improve workflows, boost productivity, and energize growth, all within the ServiceNow® platform

servicenow®

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Welcome to the future of telecom

Solving the industry's most pressing challenges with digital transformation

A new world of communications is emerging. In order to remain competitive, modern communications service providers (CSPs) must be agile, customer-focused, and relevant to today's needs.

That's especially important now, as the industry grapples with the increasing demand for 24/7 connectivity for work, school, and relationships. Consumers and business customers alike rely on CSPs to deliver consistent, high-quality, and seamless experiences, sending expectations to an all-time high and setting a new precedent for the future.

To compete and win, CSPs must turn digital transformation into competitive advantage.

But complex legacy operations, too many siloed systems, and limited budgets present real barriers to transformation. Meanwhile, disruptive technology companies, like Google, Apple, Facebook, and Microsoft, are increasingly delivering appealing communications options within their own products, encroaching on the services that CSPs traditionally have provided.

The work is changing too. CSPs know those nearing retirement age will potentially take with them valuable institutional and industry knowledge. Workers poised to replace them will be looking for collaborative, contribution-heavy environments where they can shine.

Digital transformation is imperative not only for business growth, but also for survival. To truly transform, CSPs need to put the service experience as the focal point to automate service assurance, deliver proactive and seamless customer care, cultivate and retain top talent, and optimize technology investments.

ServiceNow unifies systems, data, teams, and ecosystems, in one place, elevating the service experience for both customers and employees. CSPs gain the resilience and speed they need to deliver superior services, simplify experiences, and create opportunities for new business. The service-centric future starts here.

Workflow your way to a better future

By modernizing workflows and embracing the digital revolution, you can drive success across the entire enterprise. Workflow, ServiceNow's immersive quarterly online guide, shares ideas and resources that will inspire telecommunications leaders as they optimize their operations and compete in an experience-oriented world.

Start your new revolution with insight into opportunities you should take advantage of now.

LET'S DIVE IN

Reinventing network performance management

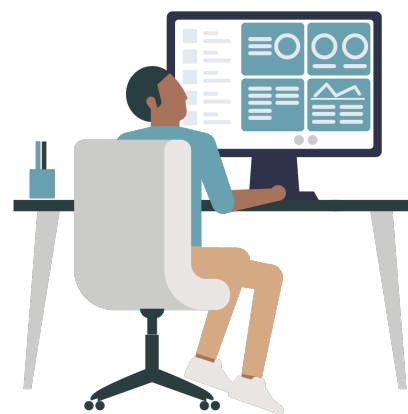
In today's digital world, CSPs depend on software-based services to engage customers, automate processes, drive innovation, and unlock business insights. They need to deliver "always on" service, but this is an enormous challenge.

Many CSPs must use multiple tools to monitor the health of different aspects of their IT estate. They end up drowning in disconnected, redundant data. A single issue can create thousands of events.

It's clear that network performance management is due for an upgrade. Today, it's possible to turn that flood of event data into a trickle of actionable alerts.

With this improved approach, CSPs can improve service availability and mean time to repair (MTTR), while breaking down the IT infrastructure silos that hold them back.

FIND OUT HOW



Build for growth

CSPs are in a state of transformation. They're working to improve margins and find efficiencies in core businesses today while exploring ways to expand opportunities tomorrow. And with 5G on the way, that's becoming more and more important.

However, legacy infrastructure makes it harder to innovate and increase profitability. CSPs need a solution that allows them to integrate older systems and break down silos—and they can find it by investing in analytics, AI, and automation.

On the ServiceNow platform, CSPs can build and grow these important aspects to their business all in one place, with a holistic view of the entire enterprise, to make decisions that cultivate more profitability.

LEARN HOW



It's time to connect customer experience and telecom operations to boost loyalty

Deliver experiences your customers expect

Connect and cultivate

For CSPs today, business growth requires offering solutions that go well beyond simple services.

Enterprise customers want modern, relevant ecosystems that simplify work and bring new offerings to market quickly and efficiently to capitalize on 5G and the Internet of Things. ServiceNow's connected workflows can help orchestrate your entire B2B2x ecosystem, making growth a reality.

[GET THE DETAILS](#)

Find your path

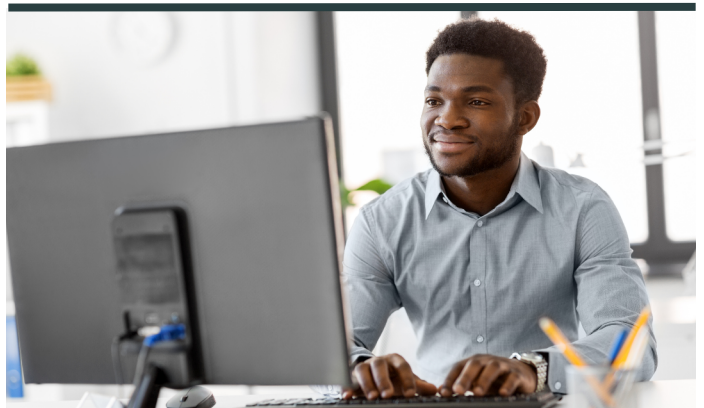
Like many industries in these challenging times, telecommunications providers are adapting their customer care processes for greater efficiency. But Hriday Ravindranath, chief technology and information officer for BT Global in the United Kingdom, says that telcos also can position themselves to emerge among society's leaders during the post-pandemic era.

[LISTEN TO PODCAST](#)

Service: It's all about the experience

Accelerating your company's digital transformation can bring about the next era of the customer experience: service transparency. By connecting legacy systems, automating processes, and streamlining operations within a single platform like ServiceNow, providers can spend more time developing a modern, personalized, complete experience that truly builds customer relationships.

[FIND OUT HOW](#)



Streamline order management

Nearly every step in the order management process requires stitching together multiple disconnected systems and labor-intensive processes. To succeed, CSPs need to bring solutions to market faster, find efficiencies, and reduce the cost to serve. With ServiceNow Order Management for Telecommunications, CSPs can launch products faster, simplify order orchestration, and connect service delivery to assurance all from a single platform.

[READ THE DATA SHEET](#)

Transform service assurance with automation and digital workflows

Elevate 5G experiences

CSPs that strategically place service assurance within their 5G network rollout strategy can enable positive experiences for their customers—consumers and business customers alike. IDC finds that enterprise-to-enterprise (E2E) service assurance and the customer experience are critical in today's business environment.

[DOWNLOAD THE REPORT](#)



Strengthen and scale your service

End-to-end service assurance is proactive, preventative, empowered, and scalable. It's the industry differentiator in superior customer experience and is paramount for maintaining an efficient cost structure and customer retention. But cross-team communication is the key to service assurance success, especially with 5G rollouts.

[UNCOVER HOW](#)

Manage quality and reliability expectations

5G technology introduces numerous B2B2x models in which business customers will embed ultrafast, highly reliable 5G connectivity into their own products and services. Customer dependency on 5G connectivity will grow, and so will their expectation for frictionless experiences. Through ServiceNow, CSPs can deliver better experiences for customers and employees, while improving profitability and operational resilience.

[GET THE DETAILS](#)

Reimagine service assurance

The telecommunications ecosystem is expanding fast. The future of service assurance lies in connecting all of the key players through automation and digital workflows. By bringing the network operations center (NOC), customer care, and your partners together—uniting data, systems, and processes—you can turn service assurance into a competitive advantage and true differentiator. See how you can transform service delivery and issue resolution.

[SEE INFOGRAPHIC](#)

Create great experiences for your employees, anywhere

Challenge accepted

In the current climate, connectivity is more important than ever, delivering a range of must-have services to make remote school, work, and fun possible.

Offices and workforces have been disrupted, yet teams are working hard both from home and in person to guide customers through services that meet their needs and resolve issues when things don't go as planned. To provide superior customer care, the workforce needs a seamless end-to-end experience of safety measures and real-time data.

But disruption can hamper that experience, which is why it's important to build efficient, resilient operations that empower employees to continue delivering exceptional customer care, even during challenging times.

With ServiceNow, CSPs can create and monitor workflows that ensure workforce health, boost productivity, and keep the work flowing wherever your teams are located.

GET THE EBOOK



Modernize your workforce strategy

As CSPs work to become more agile, they're having to rethink their workforce strategies and embrace new ways of working.

At the same time, the industry must navigate the transition of an aging workforce. With a large number of employees ready to retire, capturing their knowledge is critical.

However, knowledge capture isn't the only challenge. CSPs must attract and onboard a new generation of employees that come different expectations.

To win in the future, CSPs must build the right workforce, empower them for maximum productivity, and create the best employee experience possible.

This will require them to shed the barriers of legacy systems and create a more agile and innovative work environment.

UNCOVER HOW



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