

SOLUTION OVERVIEWS

Communications service providers

START »



Enabling CSPs to efficiently deliver exceptional experiences that improve retention and fuel growth

New network technologies mean big growth opportunities and additional revenue streams for communications service providers (CSPs).

But 5G, software-defined networks (SDN), the internet of things (IoT), and fiber all require significant investment—a delicate balance in an industry with razor-thin margins. Meanwhile, customer expectations for a smooth, end-to-end experience continue to grow.

In order to give customers the cutting-edge solutions they need and the seamless experience they want, CSPs must transform beyond the siloed legacy systems that weigh down operations and drive-up costs.

ServiceNow helps CSPs reimagine the telecom experience—from ordering to assurance. By connecting business ecosystems and accelerating digital and network transformation, it's possible to unlock new revenue potential and build a more productive global workforce.



Accelerate revenue growth with streamlined order management

Today's order management approach doesn't scale to the needs of modern CSPs—and will prevent you from taking full advantage of growth opportunities, like 5G.

Nearly every step in the order management process requires stitching together multiple disconnected systems and labor-intensive processes. As a result, inconsistencies and errors leave customers waiting for products and services they've ordered—and you waiting to realize that revenue.

To succeed, CSPs need to bring solutions to market faster, find efficiencies, and, most importantly, assure the products and services work how they're supposed to.

The solution? **Streamlined Order Management from ServiceNow.**



It's time for a new approach to service delivery. With ServiceNow, you can unite order management and assurance on one platform.



Streamlined Order Management helps CSPs create a consistent and reliable order capture and fulfillment process that not only ensures customer success but drives revenue growth.

- ▶ Quickly launch new services that scale to order volume and service complexity
- ▶ Realize revenue faster, while preventing fallouts, with automated workflows
- ▶ Improve customer lifetime value with an end-to-end view of their journey



► **Launch products
and services faster**

**Shorten time to
revenue**

**Ensure customer
success**

Launch products and services faster

There's a lot of pressure on CSPs to expand capabilities due to technological advances and upgrades, especially as global revenue stays stubbornly flat. While launching next-gen services is a logical next step, the launch processes often aren't easy to pull off.

With a robust catalogue and single data model, the ServiceNow Streamlined Order Management solution supports a fast, accurate order capture and validation process—while improving interoperability and reducing errors with standards-based integrations.

The result is a faster, smoother path to successful product and service launches. By moving past outdated models, CSPs can keep up with high-volume and high-complexity orders—and successfully capture revenue from new sources.

Launch products
and services faster

► **Shorten time to
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Ensure customer
success

Shorten time to revenue

With the investments needed for new network technologies and service innovation, those costs put pressure on already-tight profit margins. CSPs can't afford to wait to realize new revenue.

When customers order a product or service, they expect a quick and smooth delivery process. Revenue realization all depends on speed and accuracy. That's why when orders come in, it's critical to have the right information and the clear visibility across the entire lifecycle—keeping your customers happy, while shortening time to revenue.

ServiceNow Streamlined Order Management speeds up fulfillment and ensures accuracy for order enrichment while accelerating delivery with zero-touch automation for order decomposition and orchestration. With a single view of the full order lifecycle, the result is an efficient order management approach that shortens time to revenue and fuels growth.



Launch products
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Shorten time to
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► **Ensure customer
success**

Ensure customer success

When customers invest in products or services that don't meet expectations, they're quick to find another option. That churn means lost growth opportunities and higher service costs.

By making order management more reliable, you can increase the lifetime value of a customer. This comes from alerts and handoffs that reduce order fallout, assuring service- and operational-level agreements (SLA/OLA), and empowering care agents to easily update or change orders already in progress.

When CSPs take an end-to-end approach to order management across a customer's journey, they not only help customers to be more successful, but also lower the cost to serve.



Harness the power of **proactive** customer care

Today's customers expect more from you. When they have issues or questions, they want information now—at their fingertips. Whether it's knowing about a service disruption before it happens or getting instant, personalized assistance, you need to make it easy on them if you want to earn their trust and grow their loyalty.

Legacy systems, complex processes, and organizational silos are just a few reasons why many CSPs are stuck in a reactive approach to customer care. And let's face it: reactive customer care isn't good enough in today's competitive landscape.

With disruptive competitors everywhere, and customer expectations rising fast, the risk to your business is real. You're likely wondering: How can we drive profitable growth if we can't keep pace with our customers' demands?

The solution: **ServiceNow Proactive Customer Care.**



In the fast-changing landscape of telecommunications, proactive customer care isn't just smart business for today, it's the battleground for your future success.



ServiceNow Proactive Customer Care enables CSPs to detect issues that impact the customer, automate their resolution, and keep customers informed across digital and assisted channels.

- ▶ Resolve issues without the customer being aware
- ▶ Keep customers up to date on disruptions to their service, all the way to resolution
- ▶ Empower customers with comprehensive, reliable self-service tools
- ▶ Equip customer care reps to handle every issue quickly and efficiently



► **Automate issue resolution**

Engage proactively

Personalize self-service

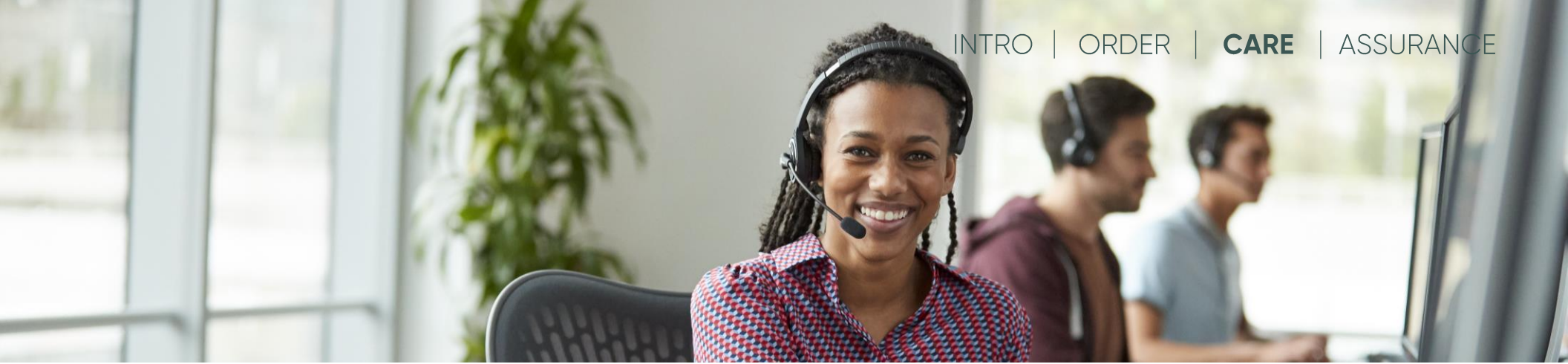
Empower agents

Automate issue resolution

Customers get frustrated when their connectivity is disrupted. They simply want uninterrupted service, and when issues arise, they want them resolved quickly and effectively.

By integrating into network monitoring, ServiceNow Proactive Customer Care enables early detection of issues, automated incident creation and routing, and ultimately, faster resolution—all before the customer is even aware.

That means a direct positive impact on the mean time to repair (MTTR) and avoidance of SLA breaches and associated penalties—a win for your customer and for your company.



Automate issue
resolution

▶ **Engage
proactively**

Personalize
self-service

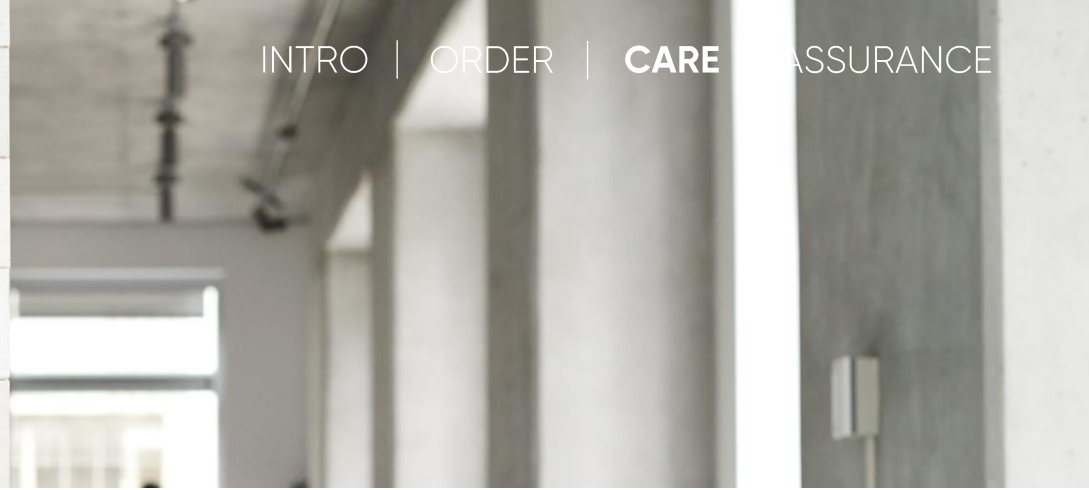
Empower
agents

Engage proactively

Customers want to be in the know. They want real-time information on current service disruptions and how they're being solved.

ServiceNow Proactive Customer Care takes the guesswork out of disruption status by driving customer notifications via digital channels. For example, by helping CSPs connect with their enterprise customers via eBonding, customers get to see the status of their issue resolution and receive continuous updates throughout the process. With a seamless connection of data and end-to-end visibility, CSPs can create compelling service experiences.

The result of a connected, proactive approach? Happier customers, fewer calls into the care center, and a reduced cost to serve.



Automate issue
resolution

Engage
proactively

► **Personalize
self-service**

Empower
agents

Personalize self-service

Empowered customers are satisfied customers. The fact is most customers are just like us: They typically don't like to call customer service. They want the fastest solution possible, which often means going online to handle things themselves.

Through Proactive Customer Care's interactive web and mobile portals, customers get reliable self-service tools that allow them to initiate service changes, look for answers to their questions, and troubleshoot issues. If they require more assistance, they can chat with a virtual agent without leaving the digital channel.

Consequently, online transactions go up, calls to customer service go down, and—best of all—customers are engaged and empowered to resolve issues, on their own.



Automate issue
resolution

Engage
proactively

Personalize
self-service

► Empower
agents

Empower agents

Imagine a unified agent workspace with an exceptional user experience. Now imagine an AI-driven desktop and mobile interface to handle customer issues quickly and effectively, whether in the front office, middle/back office, or even in the field.

That's what your customer care agents will experience using ServiceNow Proactive Customer Care.

It's not just about reduced average handle time (AHT) and increased first call resolution (FCR)—it's about streamlining all customer care processes (technical support, billing care, etc.) and empowering agents to solve cases faster through full lifecycle visibility.

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When we were looking in the market to find the right tool to replace our end-of-life tools, we decided to go with ServiceNow because it gave us an opportunity to transform service.

—Petra Paliscsi, Platform Owner for ServiceNow at BT Global



CUSTOMER CARE IN ACTION

There's no time to lose in getting new products and services to market. And the service experience must remain unimpeded—no matter what. Customers expect seamless, easy journeys regardless of what changes are happening in the industry or your organization.

BT Global transformed the B2B service experience, leapfrogging their competition by bringing new products and services to market in days and increasing agent satisfaction to 85%. To achieve this, BT influenced a positive transformation, both cultural and technological. They now have a single, standardized approach for their service portal, knowledge management, and service catalogue.

Still on the horizon: BT will leverage ServiceNow across the organization to bring about standardization, automation, and truly reinvented processes that deliver great customer service. The result? A forward-thinking, agile organization capable of winning and keeping customer loyalty.



Accelerate issue resolution and improve productivity with **automated service assurance**

Strong customer relationships make it easier for CSPs to protect existing revenue, while cross-selling new or expanded products and services. To get there, CSPs need to deliver reliable, predictable, and transparent services.

But industry consolidation and innovation have led to siloed systems and constantly changing hardware, software, ordering, and provisioning rules. As competition increases, it's vital to keep customers and begin to apply a premium price to higher levels of quality of service (QoS).

Assuring service quality ultimately contributes to customer retention and profitability—two non-negotiables with CSPs tight margins. And it starts with bringing experience and assurance together.

The solution? **ServiceNow Automated Service Assurance.**



Customer experience is the new battleground for CSPs—and it's the only sustainable differentiation. Balancing superior experience with the cost of care is paramount. ServiceNow enables a better approach to service assurance.



ServiceNow Automated Service Assurance helps CSPs assure experiences with digital workflows that accelerate issue resolution and improve productivity.

- ▶ Deliver better experiences for customers, care agents, and network teams
- ▶ Solve problems faster with a single-service view and accurate insights
- ▶ See the full picture with an efficient, agile, and end-to-end service experience



► **Deliver better experiences**

Solve problems faster

See the full picture

Deliver better experiences

When there are service disruptions, your customers are low on patience and high on expectations. Imagine taking a bold, proactive approach to resolving issues, alerting your customers about issues before they're even aware of them.

A better service experience is possible when customers achieve full visibility across the resolution status. You'll be able to make customers feel supported and informed, instead of letdown and frustrated.

ServiceNow empowers CSPs to transform the customer experience by leveraging digital workflows, automation, and self-service. By meeting service quality expectations and delivering customer care at scale, you ultimately prevent customer churn and avoid costly SLA penalties.



Deliver better experiences ► **Solve problems faster**

See the full picture

Solve problems faster

When disruptions occur, management expects you to move quickly and resolve the issue. But too many silos and incomplete or lagging views of relevant data can lead to labor-intensive and costly delays.

With a single-service view that bridges BSS and OSS, you can break down divides between network and care teams. This leads to the kind of transparency that helps you solve service outages faster while making ongoing improvements across your entire resolution process.

ServiceNow gives CSPs real-time visibility into systems—to turn accurate info into insights that prevent issues and transform resolution processes. Correlating, filtering, and applying AI filters help CSPs easily recognize the issues that are driving up resolution time and increasing costs. That's a win for your customers and for your employees.



Deliver better experiences

Solve problems faster

► **See the full picture**

See the full picture

When agents, engineers, and field technicians don't have a single view of the customer, delivering streamlined, omni-channel resolution is difficult—and that's becoming a non-negotiable for customers. Today's digital customers have come to expect instant responses on the channel of their choice.

With ServiceNow, CSPs can streamline tools and systems into one dashboard, to prevent swivel-chair operations that leave customers waiting and employees hunting for information. The result is a seamless, connected telecom ecosystem across hardware, software, and system integration partners.

Because, ultimately, you need to support innovation and growth, while keeping customers, employees, and partners happy.

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We needed to move away from using multiple tools to create one standardized platform, increase ownership and accountability, and break down barriers within the organization. By optimizing our processes, we are empowering our employees to deliver a superior customer service experience.

—Lorenz Vandamme, Agile Product Manager, Proximus



SERVICE ASSURANCE IN ACTION

Using a single platform to centralize and coordinate actions reduces the risk of human error—everyone at every stage in the process can move faster. That not only makes it easier for you to improve quality of service, but it also improves customer satisfaction scores and reduces SLA penalties.

Proximus is just one customer to experience the power of ServiceNow's approach. Their challenge? A complex web of service channels and technologies undermined their ability to deliver great experiences.

Digital workflows are facilitating fast resolution of around 10,000 cases per month and, with the help of a diagnostic tool and intelligent routing, teams can be assigned automatically based on skills, availability, and location.



About ServiceNow

ServiceNow accelerates and assures digital transformation to fuel growth for CSPs. By automating workflows, CSPs create great experiences and boost productivity across customers, employees, and operations. Ultimately, this defines a modern digital telco—uniting ordering and assurance on one platform for a seamless experience and visibility across the journey.

Learn more about ServiceNow's solutions for communications service providers.

[GET DETAILS](#)

ServiceNow (NYSE: NOW) is the fastest-growing enterprise cloud software company in the world above \$1 billion. Founded in 2004 with the goal of making work easier for people, ServiceNow is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity to approximately 5,400 enterprise customers worldwide, including almost 75% of the Fortune 500. For more information, visit www.servicenow.com.