

Agent experience in ServiceNow Customer Service Management

The challenge

The most important resource in customer service is the agents staffing the various interaction channels customers use to resolve their issues. Yet as critical as their roles are, agents today face a variety of roadblocks in addressing customer problems in a timely manner.

Cases are assigned to agents in a haphazard manner, not taking availability, skills, and capacity into account—and once assigned, any prior context, such as details collected by a chatbot, are not included. They get bogged down by high volumes of common, easily resolved issues. Agents are forced to switch between several disconnected systems to find the information necessary to close the case, relying on their own knowledge or manually searching available resources. Complex and cluttered case management user interfaces add time to finding and updating customer and case details. All this makes delivering high-quality and efficient customer service difficult and frustrating.

The ServiceNow solution

ServiceNow® Customer Service Management recognizes these barriers to delivering a great agent experience and overcomes them with:

Agent Workspace – One desktop for any interaction—phone, chat, messaging, web forms, etc. Multiple tabs allows agents to efficiently manage several cases at once. Playbooks guide agents through long-running cases spanning teams and provide visibility into the status of tasks assigned to other teams for resolution. Configure Landing Pages to deliver a contextually relevant first page that an agent sees when opening Agent Workspace and shows which issues the agent can work on.

Advanced Work Assignment* – Define criteria and routing conditions to automatically assign work items (such as chats or cases) to agents based on their availability, capacity, skills, affinity (historical, related task, or account team), and time left in shift.

Customer Central – A ready-to-use centralized view of customer-specific information, it combines historical activity from self-service (such as knowledge base article views and Virtual Agent interactions) as well as live interactions (such as chat and SMS). It can be further customized to incorporate data from different sources and use custom components such as customer health score, churn risk, recent transactions, and more.

Agent Assist – As agents work in Agent Workspace, perform an automatic search that shows possible solutions in other cases, knowledge base articles, and additional information sources.

Support All Channels – In addition to traditional channels like telephony integration, chat, or email, power conversational channels like SMS and popular messaging platforms like Facebook Messenger, or create new adapters to emerging platforms.

Learn more

Visit servicenow.com/products/customer-service-management.html.

*Note: Agent Affinity requires the CSM Professional or Enterprise package.; Shift-based Assignment requires CSM Enterprise package.

Provide agents with an optimal experience

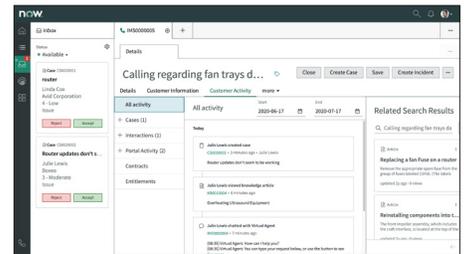
Empower agents to assist customers and resolve their issues in an optimized workspace that incorporates third party data and visibility into tasks being worked on by other teams.

Deliver contextual information to assist in problem solving

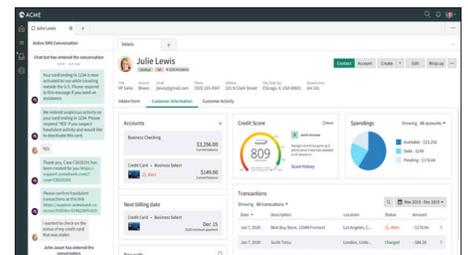
Agents get quickly up-to-speed on customer issues with a customizable view displaying customer's prior actions. As agents work, possible solutions from multiple sources are suggested.

Assign and resolve customer issues faster

Speed resolution time and increase first contact resolution by automatically routing issues to the best-suited agents.



Advanced Work Assignment efficiently routes works to the most qualified agent.



At a glance, agents have visibility to customers' history with Customer Central.