

The Total Economic Impact™ Of ServiceNow Customer Service Management

Through four customer interviews and data aggregation, Forrester concluded that ServiceNow Customer Service Management has the following three-year financial impact.



ROI
176%



NPV
\$8.75M



PAYBACK
6 months

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ServiceNow was a natural fit with its out-of-the-box automation capabilities and standard ways to build a self-service customer portal. It helped us solve a lot of our problems, and we avoided having to invest a lot into building our own technology.

*Director of IT, core SME,
IT infrastructure org*

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SERVICENOW BY THE NUMBERS



14% shift-left and interdepartmental efficiency gains.



40% and **72%** reduction in phone and email contact respectively.



14.7 percentage points reduction in customer service attrition.

BENEFITS OVERVIEW

Contact centers realize significant gains by moving initial contact from humans to automated machine-based systems.

Cut down on extenuating requests that involve IT and finance by shifting left and resolving issues early.

Revenue retention improvement is the result of improved customer experience.



Read the full study

This document is an abridged version of a case study commissioned by ServiceNow titled: The Total Economic Impact Of ServiceNow Customer Service Management, November 2020.

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