



Ensure customer success

Capture, validate, and fulfill product and service orders quickly and accurately

Order management is central to the success of communications service providers (CSPs). CSPs are investing in new network technologies like 5G, but cannot generate revenue based on these new capabilities until orders are fulfilled, services are activated, and billing kicks off. To succeed, they need to bring solutions to market faster, increase efficiencies, and, most importantly, assure the products and services work how they're supposed to.

Unfortunately, telecom order management tends to be very complex. A reliance on manual processes and multiple, disparate ordering and fulfillment systems, across multiple teams, lines of products, and channels can make it slow and difficult to track status and ensure progress. Productivity and visibility can be further obscured when partner organizations are involved in the delivery of the product or service. To prevent order fallout and improve the efficiency and speed of order delivery, CSPs need to digitize and automate order management, end-to-end. ServiceNow can do just that.

Improve operational efficiencies and the customer experience

ServiceNow Order Management for Telecommunications provides a streamlined workflow designed to improve the speed and efficiency of order management across teams, departments, and organizations. ServiceNow connects data, systems, and processes to provide the visibility and automation needed to help you quickly roll out products and services to meet customer order fulfillment expectations. With ServiceNow, you can:

- Accelerate time to revenue for new products and services by streamlining and automating order fulfillment processes with a single platform that connects all data, teams, and systems involved.
- Give all parties—customer, CSP, and vendors—easy access and real-time visibility into order status, from initiation to completion, to minimize “swivel-chair management”, speed order fulfillment, and reduce order fallout.
- Increase loyalty with a quick, seamless customer experience that shows customers how easy it is to work with you.

Find out how ServiceNow Telecommunications Service Management helps you deliver the differentiated services customers want at www.servicenow.com/products/telecommunications-service-management.html.

Industry

Telecommunications

Challenges

- Multiple disparate ordering and fulfillment systems across departments, business units, and even partner organizations, make it complex and costly to fulfill orders
- A reliance on manual processes adds delays and hinders productivity
- Limited visibility makes it hard to track status and efficiently address bottlenecks, resulting in dissatisfied customers and high order fallout

Solution

Order Management for Telecommunications

Results

- Accelerate time to revenue for new products and services by streamlining and automating order fulfillment
- Gain visibility into order management processes, end-to-end, to speed fulfillment and reduce order fallout
- Increases loyalty with a quick, painless order fulfillment experience



ServiceNow order management workflow

- 1 Capture order** – With ServiceNow, CSPs can publish their Service Catalog for customers to access and choose the products and services they want. Once an order is submitted, a digitized workflow will be triggered. If the order can be completed automatically, a response will be auto-generated and sent to the customer notifying them their request is done. If further action is needed, the order will be auto-routed to the appropriate service team to address and manage.
- 2 Decompose order** – Once approved, the incoming customer order will be decomposed into product order(s), service order(s), and resource order(s) based on the underlying Product, Service, and Resource model. Each element will spawn a workflow that will be automatically routed to the appropriate team or department to fulfill. All interactions made via mobile, web, phone, etc., and any actions taken will be captured and tracked.
- 3 Orchestrate** – The catalog-driven order management workflows orchestrate all tasks, personnel (care, field service, service/network operations, etc.), and systems (fulfillment, billing, etc.) involved in the order.

If a component of the order is delivered or billed by a partner organization (e.g., a streaming service), the workflow triggers a script that will be sent to the appropriate service/support agents (internal) or vendors (external) to address. Once verified, the order is cleared for provisioning.
- 4 Provide service** – The internal and/or external service agents will be alerted of the order request and tasked with completing any necessary actions, such as provision network or initiate billing, that need to be completed. All activity is captured and tracked in this single system of record, so progress can be monitored, and bottlenecks identified and addressed. Because both order management and customer service are on one platform, care and assurance workflows are instantly ready to provide proactive customer service once the order is fulfilled.
- 5 Communicate** – Proactive notifications to the customer will automatically keep them apprised of the order’s progress and notify them when the order has been fulfilled.
- 6 Provide audit trail** – All the data, communications, and timelines are tracked, making information easy to pull for reports, audits, and analysis.

