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Artificial intelligence. Human experience.

Five ways to strengthen customer experience with AI

"**A lot of AI could become AI for the sake of AI. We're super, super principled about creating purpose-built AI. And we use it to drive intelligent actions and workflows that deliver business value. There has to be a tangible ROI.**"

Vijay Narayanan, *Chief AI Officer, ServiceNow*

Customer experience is the key battleground

for brand differentiation

Winning companies are using artificial intelligence (AI) to boost that experience.

86%

of organizations that have fully embraced AI say it has improved customer experience[1]

Let's look at **five ways** you can use AI to strengthen experience for your customers.

[1]AI Predictions 2021: How to navigate the top 5 AI trends facing your business, PwC

AI helps organizations respond faster and smarter to what customers want today. It makes it easier to deliver personal and connected experiences at scale, and it has the predictive power to enable us to anticipate needs. With AI on your team, customer service can be proactive, and your people can be more productive.

"Our intelligence is what makes us human, and AI is an extension of that intelligence."

Yann LeCun, *Turing award–winner and AI pioneer*

What do we mean by AI?

AI is an umbrella term that covers a range of software technologies that can interpret data, support and automate decisions, and take actions.

At ServiceNow, AI includes:

- Machine learning (ML)

- AI-powered search

- Content understanding technologies such as natural language processing (NLP)

- Predictive analytics

We don't include the internet of things (IoT). Because, on its own, IoT isn't AI—it's a pipeline of data that connects physical sensors in machines. That data then needs to be analyzed, and that's where AI kicks in.

" **AI is set to be the key source of transformation, disruption and competitive advantage** in today's fast changing economy. "[2]

[2]AI Predictions 2021: How to navigate the top 5 AI trends facing your business, PwC

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We'll also look at how to get started with AI, how to get more out of AI, and **how ServiceNow can help.**

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Proactive service delivers a step change in customer experience

Reactive customer service:

- Customers request information and agents respond with the answers
- Customers raise issues and your organization ensures they're fixed fast
- It's essential, but it's a table stake

Your customers call the shots, and you respond.

Proactive customer service:

- You know what information customers are going to need, and you provide it before they ask
- You regularly update them on the status of their enquiry or request, so they don't have to chase you
- You get early warning that an issue is about to happen, and you prevent it before customers notice
- When something does go wrong, you're the first to know about it. You can give customers advance warning, let them know you're on the case, and update them as soon as the issue is resolved

You're in control of the situation, and one step ahead of your customers.

Good customer service is reactive

great customer service is proactive

Fix the toughest problems before they happen

with purpose built AI from ServiceNow

AI is the critical enabler of proactive customer service

Getting ahead of problems and preventing them from happening is today's most powerful service differentiator, and AI gives you a jump start.

Deflect enquiries and incidents

AI correlates signals from different devices and recognizes patterns in customer service data faster than humans. It can be used to alert you to anomalies, and pinpoint factors that are likely to drive up case volumes. ServiceNow uses AI to give you the visibility you need to step right in and preempt enquiries or fix potential issues before the customer even notices.

Issues are resolved 3x faster with proactive monitoring[3]

[3]How to fix problems before customers know they have them, Forbes, April 20, 2020

The end-to-end visibility you need

the service customers deserve

Manage major issues

When a major issue does occur, ServiceNow alerts you instantly, and AI helps to provide vital insights into the scope and scale of the issue, so you can resolve the root cause efficiently and effectively. ServiceNow® Predictive Intelligence identifies clusters of cases with similar underlying issues so:

• Managers get full visibility across customers and markets; they can see what solutions are working best and accelerate resolution.

• Agents are prompted to link issues to an existing case or to create a new 'major case' on their systems. This makes it easy for them to resolve similar cases at once, share timely updates with all customers impacted by the issue, and warn those who may soon be affected.

15%

Proactive service delivers a 15% increase in CSAT scores[4]

[4]How to fix problems before customers know they have them, Forbes, April 20, 2020

Your teams are on the front foot, things happen faster, and customers get a better experience.

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ROGERS.

"ServiceNow is a great partner. This is a true transformation. The positive impact on our operations and our ability to provide a great end-to-end experience for customers has been extraordinary.**"**

Scott Thompson, *VP of Technical Customer Service, Rogers Communications*

41%
reduction in daily case volume

43%
reduction in status request calls

71%
of customers give Rogers a 9 or a 10 out of 10

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2: PERSONAL CUSTOMER COMMUNICATIONS

The best experiences are personal

Think insightful and empathetic, not intrusive or over-familiar.

Using your customer's first name at every opportunity doesn't make your communications more personal, it just makes them a bit annoying.

Personal starts with understanding your customers, and their ever-changing context, and tailoring your communications so you're sharing relevant information in the right place and at the right time. Every time.

80%

of consumers are more likely to make a purchase when brands offer personalized experiences[5]

[5]The power of me: The impact of personalization on marketing communication, Epsilon, January 2018. We know, a lot has happened since 2018, but we're pretty sure that people's expectations for personal experiences will have gone up not down!

Today's challenge is to deliver personal experiences at scale.

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AI is the oil in the engine of personal communications

AI powers better customer understanding, more meaningful conversations, and more personal brand and service experiences.

Unlocking insights

AI helps you to extract maximum value from your existing data and, when used in combination with ServiceNow® IntegrationHub, you can pull in and analyze data from external sources too. AI turns numbers into insights so you understand customers and context better and can strengthen interactions. Plus, AI helps you to measure, evaluate, and enhance the experience you're delivering.

Intelligent chatbots

AI improves the self-service experience by making it easier for customers to find answers to their questions. ServiceNow® Virtual Agent is a new breed of bot that doesn't just chat, it understands context, and acts to make instant changes or to initiate a workflow

Virtual Agent comes with out-of-the-box, easily configurable conversation templates and natural language understanding (NLU). It discerns everyday language, contextualizes customer requests, and uses AI-powered search to trawl knowledge databases for relevant information in record time. It's natively available on the Now® Platform and can be accessed via popular messaging apps and collaboration tools. It can be embedded in your website too, so it's available to customers when, where and how suits them best.

AI uncovers insights in the data haystack

so you can enjoy better conversations

Intelligent teams

Powerful, flexible AI-powered search combined with Predictive Intelligence supports your teams too. It surfaces customer context, relevant knowledge, and issue guidance so your agents and field service professionals can have more meaningful customer conversations, and customers get the personal, personable service they demand and deserve.

Next Best Action also enables you to tailor service experiences based on customer value to your business, as well as their satisfaction level, to maximize your return on investment.

Predict resolution time

Not knowing how long it'll be until you get an answer, or until an issue is resolved, is a big source of customer angst. We use AI regression analysis to empower your agents and field service teams with informed, accurate estimates that are specific to each customer.

Engaging conversations rooted in empathy

inspire confidence and loyalty

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TN Department of **Human Services**

"We immediately saw dramatic improvements in quality and efficiency."

Landon Cook, *Former Director of Customer Service Operations, Tennessee DHS*

99%
reduction in inquiry assignment times

70%
reduction in inquiry resolution times

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Better process leads to stronger customer experience

When people work in silos cracks form, work falls through, and customers (not to mention employees) get frustrated. New technologies offer us a fantastic opportunity to breathe life into tired processes and transform the way we interact.

Efficient processes and digital workflows strengthen operations by joining up your front, middle, and back-office so work flows, and experience soars.

Organizations that are best-in-class for customer operations outperform the rest[6]:

38%

greater customer loyalty

29%

YOY increase in customer satisfaction

22%

more likely to resolve issues before the customer notices them

[6]Customer Operations 2021: Success in CX and Digital Transformation Through Service and Back Office Alignment, Aberdeen, June 2021

Harness the power of your whole organization behind customer experience.

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Find new solutions to familiar challenges

AI helps you identify what's broken, fix it, and create new business models.

Get to the root of the problem

ServiceNow Predictive Intelligence identifies patterns in data. This makes it quicker and easier to track down and eliminate bottlenecks and manual error, and pinpoint the underlying issues causing them, so you can correct and continuously improve.

Identify automation opportunities

ServiceNow® Automation Discovery uses AI-led process discovery tools to identify new automation opportunities and ways to improve existing workflows. Using the classification capabilities of Predictive Intelligence, Automation Discovery enables users to identify where ServiceNow solutions such as Virtual Agent and auto-routing will help.

Track down and eliminate bottlenecks

when work flows, your business grows

**ServiceNow** | **customer success** story

xerox™

Xerox is using ServiceNow Field Service Management (FSM) and AI to transform the service industry.

ServiceNow FSM ensures that technical service representatives have work orders loaded with customer context, and that they can reference relevant knowledge articles directly from that work order.

Xerox is enabling their AI for Service Delivery (AI4SD) within ServiceNow FSM to provide better service diagnostics to technical service representatives. Customers are getting served faster, and both queues and service-related travel time are reducing.

" As the world of work is changing, both Xerox and CareAR are working with ServiceNow to adapt the way we serve customers, using AI to help strengthen the customer experience."

Steve Bandrowczak, *President and Chief Operations Officer, Xerox*
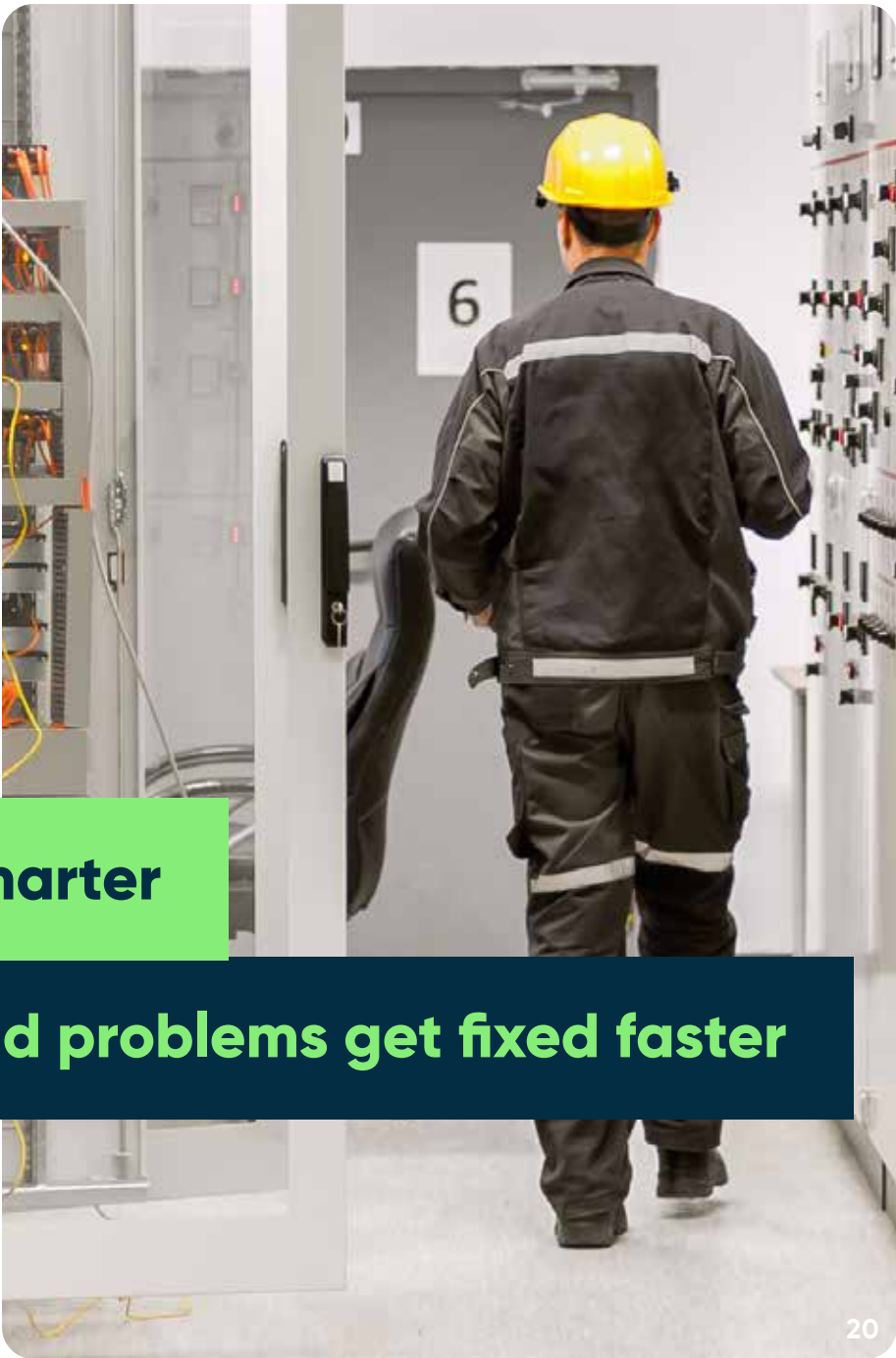
Your field service team works smarter

and problems get fixed faster

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Step up productivity and watch experience soar

Machines do the heavy lifting of repetitive, mundane tasks so people don't have to.

Free your people

AI-powered self-service reduces the workload in your system so your people have more time to deliver service where it matters most.

Maximize accuracy, minimize admin

AI from ServiceNow helps to ensure the accuracy of case classification and makes light work of the form-filling related to case creation.

By understanding a request it's able to categorize the case, extract relevant info from the notes and attachments, and automatically populate fields. This means less manual entry for customers, agents, and field service professionals.

AI helps your teams work smarter

so everyone can be their productive best
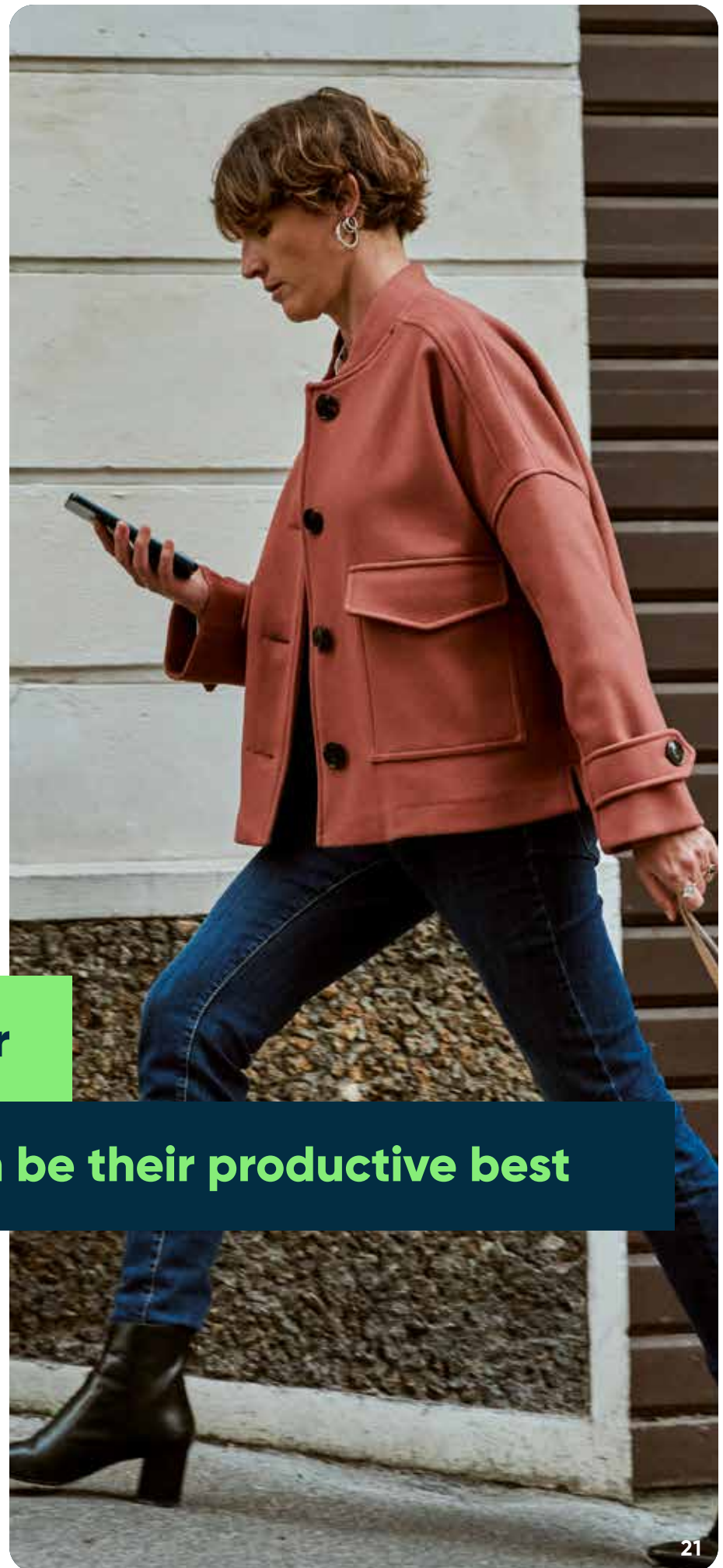
64%

of organizations that have embraced AI say they are more efficient and productive[7]

[7]AI Predictions 2021: How to navigate the top 5 AI trends facing your business, PwC

Give people the tools they need to focus on action not admin.

![servicenow.]

ServiceNow | **customer success** stories

![Coca-Cola EUROPEAN PARTNERS]

ServiceNow AI frees agents from form-filling tasks:

40%

of the 200,000 enquiries p.a. are now handled by ML

![⊤ TRAVELPORT]

70%

reduction in requests for support when customers use self-service

Travelport also uses AI from ServiceNow to auto-categorize case forms helping them to respond faster to their customers.

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Detect and route by language

Traditionally, customers have used language specific email boxes or relied on portal preference to understand the language of a request. Our AI analyzes and identifies the language a case is in, and routes it to a service representative with the appropriate language skills. So no need for language specific email boxes, which saves time and money, and speeds up issue resolution for customers by reducing the ping ponging of cases from one person to another.

Help at hand

Whenever a case is created, Auto-Responder replies with an email list of relevant knowledge articles, helping customers to self-serve, leading to faster issue resolution, and promoting your knowledge base too. Auto-Responder also assists your agents and field service teams, giving them instant access to the information they need to help with an enquiry. And this service can be configured so the articles are available in whichever channel best suits the customer or agent.

AI speaks your customer's language

and acts like a PA for your teams

5: PRIORITIZE AND PLAN

Prioritize improvements so you can plan better experiences

Unruly data can confuse rather than clarify. AI shows you where, when, and how you can have the greatest impact on customer experience.

Find the gap

AI-search not only fast-tracks your access to existing knowledge, it identifies when knowledge is missing. Knowledge Demand Insights prioritizes your knowledge needs, and initiates workflows to plug the gaps. AI analytics can be used to forecast workloads and predict resource requirements too.

#1

Improving your knowledge base is the #1 strategy for boosting agent performance.[8]

[8]CCW Market Study: Future of the Contact Center Nov 2021

AI helps you cut through the noise and

prioritize tasks based on insight not intuition

75%

of people who have embraced AI say it is helping them to make better decisions[9]

[9] AI Predictions 2021: How to navigate the top 5 AI trends facing your business, PwC

Raise the bar

As well as helping your people to be their best right now, the data-crunching prowess of AI is particularly helpful in assessing service performance and quality in our hybrid working world, when supervisors cannot easily hear their agents' conversations. AI identifies areas that need attention, and skills gaps, so you can implement appropriate support and training, and shape recruitment plans.

Act on sentiment

ServiceNow uses AI to detect sentiment on incoming cases. Our AI can be configured to route cases to appropriate agents equipped to deal with unhappy customers or escalate queries to supervisors based on trending sentiment.

Your organization can also analyze case sentiment over a period of time to identify which products or services are causing the most friction and adapt to improve customer experience.

Never breach an SLA again

AI ensures that the tickets that matter most to your business don't get buried in the heap. ServiceNow uses ML to predict the likelihood of an SLA breach and to help prioritize each ticket according to its SLA implications.

AI analyzes customer sentiment

so cases are routed to the best qualified agent

Let's get started >

Get up-and-running with AI, or get more from your existing AI investments

AI is a journey not a destination, and our tried, tested, and trusted **5-step Now Intelligence process** will help you put it to work for your business:

1. Establish

Establish a solid data foundation: AI analytics and ML help you make better decisions, but they rely on good data. Make data integrity a priority for your teams.

Evaluate and prioritize the opportunities for AI within your business: Where will it add the most value to your customer experience?

2. Evaluate

3. Identify

Identify where you are now, agree what success looks like, establish key performance criteria, and put measurement techniques in place.

Get started with AI. Prioritize the quick wins so you can share success stories internally and build momentum.

4. Apply

5. Optimize

Measure, improve, repeat, measure, improve, repeat...and **try something new.**

ServiceNow:
your AI whisperer

Not all AI is created equal.

At ServiceNow we're committed to ensuring that AI amplifies human creativity, productivity, and ingenuity. Our customers are using it to make predictions and recommendations, and to automate repetitive tasks so employees and customers can focus on the areas that humans excel at.

AI is natively embedded in the **Now Platform**, and it helps to solve real-world problems. It makes work smarter, faster, and simpler. And, most importantly, it helps you deliver outstanding customer experience, time and again, and at scale.

Our AI is intuitive. It's ambitious. And, most importantly, it's working.

Please get in touch to <u>find out more</u>.

Find out more

The best of human and artificial intelligence

curated for your business

"**AI technology is already greatly useful as it is, but I believe we can do much better...I and others are working on it and making exciting progress!**"

Yoshua Bengio, *Turing award-winner, AI pioneer, and ServiceNow Technical Advisor*

Everyone's talking customer experience. Let's make it happen.

ServiceNow helps you deliver great end-to-end experiences. Time and again, and at scale.

Harness the power of your whole organization behind customer service with digital workflows. They connect everyone, so insights flow freely. And they give people the visibility and information they need to address customer needs quickly, transparently, and proactively. Powered by automation, AI, and other intelligent technologies, workflows simplify and strengthen case management, help prevent issues before they happen, and speed up time to resolution when they do.

Empower your employees, boost customer loyalty, and strengthen your bottom line with ServiceNow.

Find out more