



ServiceNow and Vonage:

The perfect workflow
for service

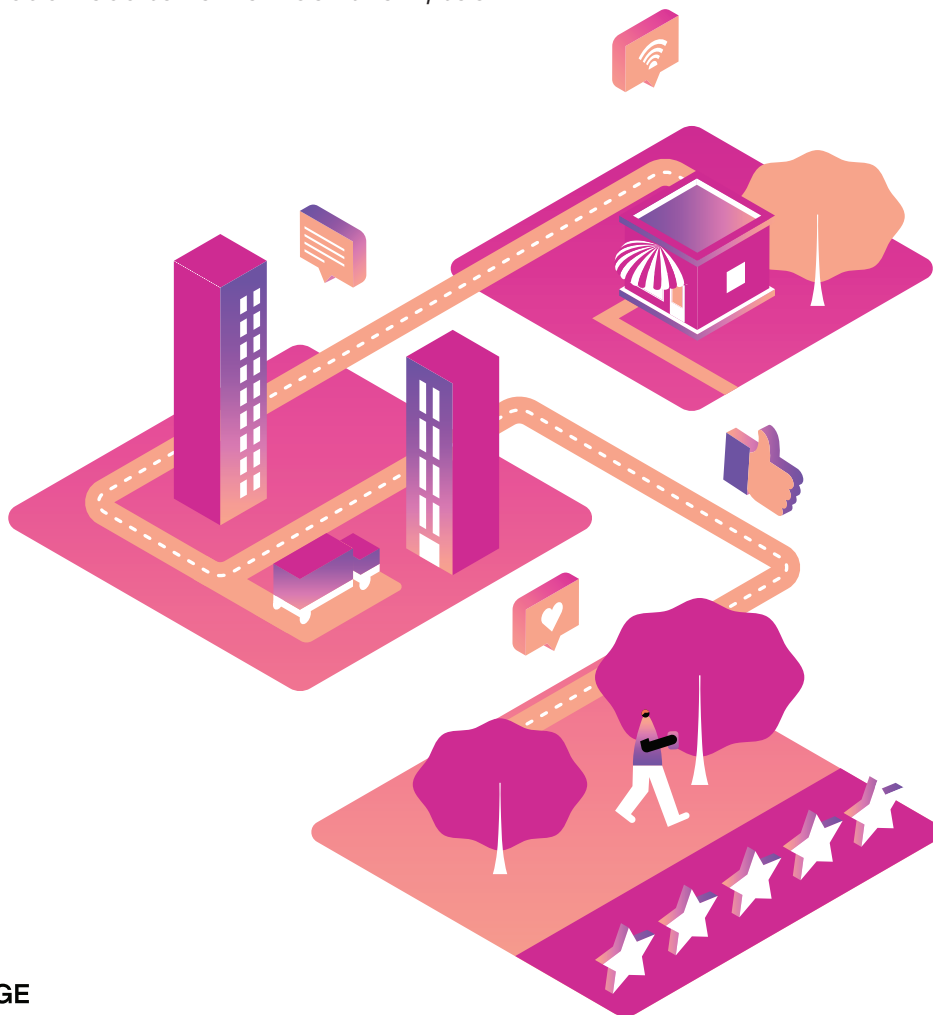


Resolve Customer Issues Faster, streamline workflows between front line agents, the middle office and subject matter experts to Deliver Greater Satisfaction – and Win the CX Battle

If you're in business to win, you need to compete and win the Customer Experience battle. Even back in 2017, Gartner's survey of CX leaders showed that 81 percent of them believed they would be competing mostly or entirely on the basis of CX by 2019. Dimension Data found that 9 out of 10 organizations saw CX as a critical differentiator.

To deliver great CX, you need to master your customer data. Customers remember their conversations with your business – and they expect your business to remember them, too.

By investing in ServiceNow, you've taken a major step toward capturing the important data about your customers. This paper will illustrate how Vonage Contact Center for ServiceNow takes that investment to the next level by integrating your communications platform and the data it captures with your customer data in ServiceNow to provide personalized, exceptional service.



Introducing the Players: ServiceNow and Vonage



ServiceNow, the customer workflow platform

If you've invested in ServiceNow, you already know it's the world's leading cloud-based CSM platform. With its own community of partners and technology providers on the ServiceNow Store, ServiceNow offers its customers a complete "Customer Workflow Platform." Organizations can "plug-and-play" a massive range of technology into the platform to help them transform their operations - from service to IT and HR, and everything in between.



Vonage Contact Center for ServiceNow

Vonage Contact Center for ServiceNow is a powerful ServiceNow solution, integrating seamlessly and so agents can stay inside the ServiceNow app, saving time while providing superior customer support. Available from the ServiceNow Store today, it's revolutionizing the way businesses engage their customers.

Vonage Contact Center for ServiceNow

Service - helps you serve existing customers better by offering personalized service.

We'll focus here on how the combined power of Vonage and ServiceNow is enabling organizations to deliver exceptional service. Used in tandem, ServiceNow allows you to do things with your contact center you never thought possible, and Vonage Contact Center for ServiceNow allows your CSM data to have a direct, immediate and powerful impact on customer service, loyalty and CX.

Integrating your communications platform with your ServiceNow data provides significant benefits across your entire company. Syncing customer data and communications makes it easy to offer personalized and differentiated service. It reduces customer effort and improves CX, driving customer loyalty and dramatically improving NPS and CSAT scores.

Things ServiceNow and Vonage can do together

Combining the customer record and its wealth of information in ServiceNow with Vonage Contact Center for ServiceNow's advanced communications capabilities allows you to use data as a trigger. The caller's phone number is associated with the customer record, case or incident and the data in that record tells the Vonage platform about the caller's history, preferences and service priority level. Instead of making the caller wade through an IVR menu, the caller is connected immediately to the agent best able to help, and the agent has information about the customer automatically displayed on his ServiceNow interface. Here's what those features look like in action.



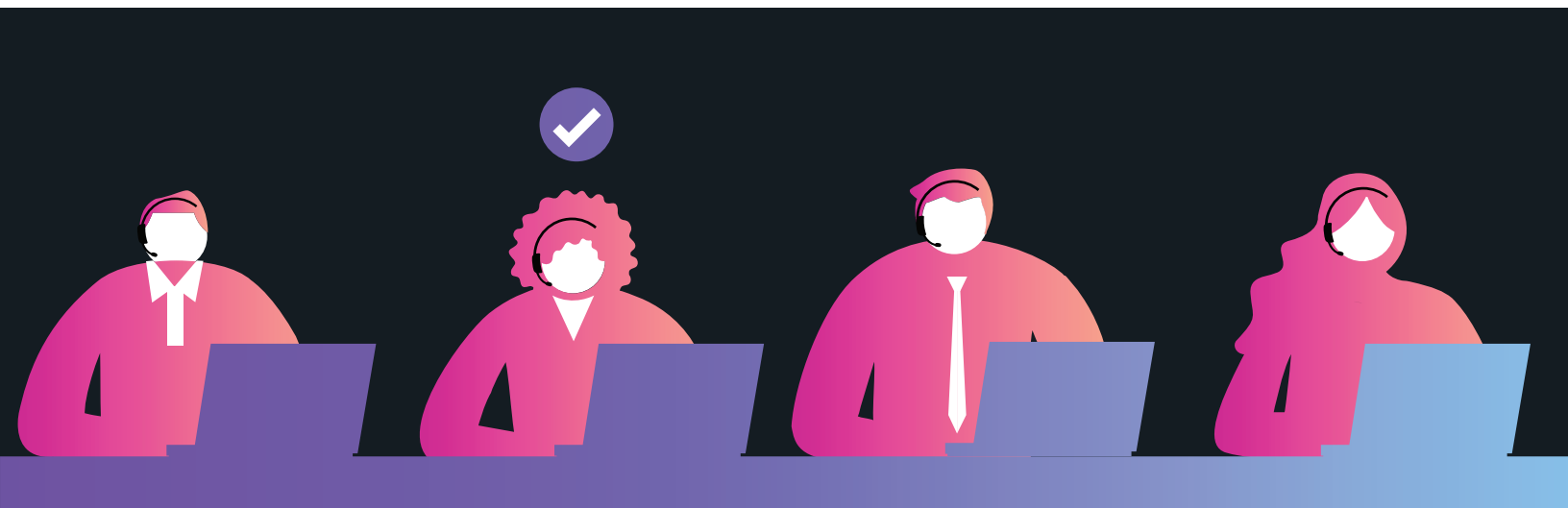
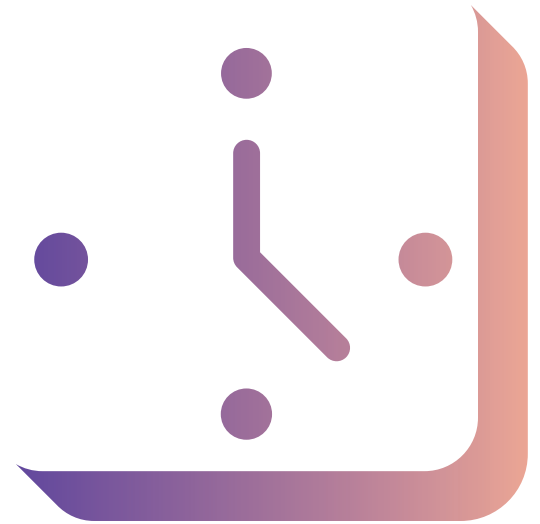
Dynamic IVR/ intelligent routing

Dynamic routing

With each call, the caller's phone number is associated with customer data within ServiceNow to intelligently route it based on any data changes in the ServiceNow customer record and the platform automatically sends the call the most appropriate agent.

Improved self-service

Give power back to your customers by giving them easy self-service options in the IVR, meaning they don't have to speak to an agent if they don't want or need to for commonly asked questions or answers to basic queries. An added benefit is that self-service options can be made available 24x7 at no cost.



Screen pop customer records

Empowered agents

Give your agents advanced warning of the context for the call as it arrives and enable them to deliver personalized greetings to your customers.

Reduced customer effort

Giving your agents advanced warning of the nature of the call means they can help customers faster. It removes the need to constantly ask for your customers' reference numbers, and allows agents to get started on helping customers instead of having to put the customers through the frustration of explaining their problems multiple times.

Improved first contact resolution

Intelligently routing and screen popping records helps agents resolve more calls the first time. Not only do your customers get to the right agent immediately, but that agent knows why they are calling, shaving seconds off of every call.



Improved management information

By improving access to information, managers can understand the service experience in its totality and make better decisions to optimize the workflow leading to a better service experience.

Improved reporting and decision making

Use your choice of ServiceNow call reports and dashboards to give you access to vital management information, providing comprehensive reporting to uncover business insights, making it easier to reach data-driven decisions.

Complete visibility

The biggest killer of CSM ROI is a lack of adoption. With Vonage Contact Center for ServiceNow, all activity is automatically logged in ServiceNow, meaning you now have a complete view of what's happening in your service operations, regardless of geography.



Enhanced mobile service and reporting

Agents are no longer tethered to contact centers – they may take calls at home, or even while on the road through mobile applications. Guaranteeing a consistent customer experience even when agents are working in a variety of ways requires a powerful platform that can mirror the ways your agents work and at the same time provide visibility into agents' actions for managers. This can also be a real motivator for agents, while also attracting talent that may not live near your contact center locations or who have commitments that require them to work from a home office.

Real-time visibility for mobile agents

With mobile agents incorporated into the ServiceNow and Vonage Contact Center for ServiceNow platform, you now have complete visibility of their activity, whether out in the field or at their desk.

Remote management

Your agents can all be managed as a single group no matter where they're based or how they use the platform. Through ServiceNow and Vonage Contact Center for ServiceNow, all your agents appear to managers as though they're in the same location.

Simple business continuity and disaster recovery

Switching delivery of calls from contact centers to mobile phones in the event of an emergency can be done rapidly (about the time it takes to write down the number), so if something terrible should happen, you can be up and running again in next to no time.

Cost saving

Mobile data usage is only needed for the initial click-to-dial, then the call is made from Vonage Contact Center for ServiceNow. None of the agent's mobile internet or call allowances are used. This can add up to enormous cost savings, particularly if calling internationally, no matter who pays the mobile bill.



TO SUM UP...

If you're competing based on customer experience – and you are, whether or not you realize it yet – the impact of service can't be underestimated.

It's where your customers depend on you in their real moments of truth. Handled badly, and service won't just cost you customers – it'll create a toxic word-of-mouth that will prevent potential customers from considering you and contribute to a downward spiral. Handled well, and the opposite happens – satisfied customers stay and are more profitable, and the things they tell their peers can lead directly to more sales.

To do that, you need your contact center to draw from all your customer information to make every service call fast, effective and personalized. The only way to do that is to integrate your contact center solution with your customer data – in other words, to team your contact center functionality with the powerful data collected within CSM.

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