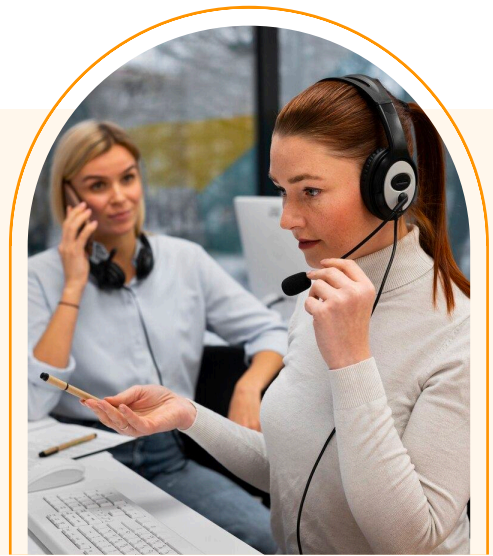


CASE STUDY

Customer Service Management Implementation



Company

A global leader in mobile app development and digital transformation services, providing tailored solutions for industries such as retail, logistics, and finance.

Solution

We implemented the ServiceNow Customer Service Management (CSM) solution to transform the customer service experience. Centralized customer inquiries, automated ticketing and case routing, and introduced a self-service portal for customers to resolve issues.

Challenge

The company's customer service operations were hindered by manual processes and siloed systems, leading to delayed responses, inefficient case tracking, and inconsistent customer experiences. It lower customer satisfaction, limited visibility into key performance metrics.

Result

The implementation of the ServiceNow CSM solution improved response times by 60% and increased customer satisfaction by 75%. It provided real-time visibility into customer issues, enabling the support team to resolve cases faster by delivering a superior customer experience.



"With ServiceNow CSM, we've enhanced customer satisfaction through faster response times and seamless case management. The automated workflows have empowered our team to deliver exceptional support consistently."

— Director of Customer Success

60%

Improved Response Times

75%

Increased Customer Satisfaction

ServiceNow Customer Service Management (CSM)

Technology Applied