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Servicenow gartner magic quadrant 2020

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To get an perspective on ServiceNow® Customer Service Management (CSM), we sat down with Michael Ramsey, VP of Product Management for Customer Workflows at ServiceNow. Here's what he had to say: Customer Service Management is one of ServiceNow's fastest growing workflow products. What is driving this growth? Almost all organizations are at a stage of their digital transformation. Part of this journey is the digitization of the customer experience, which is now widely considered strategic for business success. We've been able to help our customers make this transition and take advantage of the disruptions that are taking place in their markets, so they can build new products and services supported by the customer experience they need to win. What are the main features of the servicenow customer service management solution? ServiceNow CSM enables organizations to engage customers on their preferred channel, including voice, web, mobile devices, and chat. It provides self-service and assisted service capabilities that ensure the right level of support available for each request. Self-service enables customers to leverage service catalogs, knowledge libraries, and virtual agents, sometimes referred to as chatbots, to quickly find answers or complete service requests without involving a human agent. When human assistance is needed, requests can be seamlessly addressed to the agent most able to resolve the issue and ensure that it is resolved quickly and permanently. What makes this possible is that ServiceNow CSM automates the workflows behind every customer request. Whenever a customer interacts with the organization, whether you To challenge an invoice, open a new account, or return a product, a workflow is triggered to complete that request. Sometimes this workflow requires engagement front, middle and back office. ServiceNow CSM manages everything, end-to-end, bringing customer engagement and guiding that workflow across the organization to complete the customer request. The other piece to note is that ServiceNow Customer Service Management is based on the Now® platform, one of the most secure, flexible, and modern cloud platforms available. This means that we have artificial intelligence (AI), machine learning (ML), activity-based workflows, and the robust ability to model all the products and services a customer is entitled to, so they can provide a truly proactive service to customers. Can you provide some examples of how AI and machine learning play into customer service management? We are using AI to solve problems for our customers. Examples include our use of machine learning to identify common issues that affect multiple customers, so organizations can proactively act and resolve them before they impact multiple customers or before a customer even knows there's a problem. In addition, we automatically review customer engagement data and cases to identify underlying topics or trending issues and then bring them out for action. For example, ServiceNow CSM could start a workflow to resolve an issue that impacts many customers, or start developing frequently asked questions or knowledge-based articles that could help customers help themselves, through a virtual agent. In addition, customer service management can predict how to classify a case, so that it can be routed to the most qualified person to resolve that request accurately and efficiently. ServiceNow claims to be the only company that connects customer engagement and service operations with digital workflows. What does it mean? We can support the entire end-to-end customer experience. We have the ability to model the products and services an organization offers to its customers, which could be digital products and services or digital assets associated with physical products and services, and engage customers to support them around those products and services. We can also guide the workflows needed to complete those requests through your organization's front offices, media, and back offices. By combining engagement and support operations, we provide proactive customer service. This is how we have been able to introduce industry workflows for telecommunications, financial services and healthcare that will provide a single system of action with insights between registration systems. This allows organizations to manage processes such as onboarding a new customer or handling an end-to-end complaint by collaborating in real time across departments. ServiceNow self-extracts as the platform platform. What does it mean? Each customer will have a complex IT landscape, which means they need a solution that works elegantly in that landscape. For example, a customer request involve the fronts, media and back offices of the company. As a result, some steps and tasks required to resolve that request must be performed on a back-office system that is not a ServiceNow system. We can automate these workflows across the enterprise and talk to all of these systems, such as a billing, order management, or marketing system, to bring the workflow to completion. We can orchestrate workflows between people, between teams, and between systems. This is the power of the Now platform and why we say it is the platform of platforms. Has the pandemic affected how ServiceNow and its customers approach customer service management? There have been some new trends that have come out of the pandemic, such as the use of video chat for telesalute scenarios, but for the most part I think it simply accelerated two trends that already existed. The first trend has been the adoption of more automated self-service solutions to manage customer requests. The second was to enable a distributed workforce to interact with customers from anywhere in the world. Suddenly, with shelter mandates on site, organizations found that they needed both features, immediately, to continue serving customers. Overnight, organizations that could only enable 10% of their workforce to work remotely and resolve customer requests now had everyone working from home. The question didn't fall. In fact, it has peaked for many organizations, including those in financial services, the public sector, and health care. Yet resources have been more limited than ever. So, we've seen a growing demand for self-service, automation, and the ability to support work by the home workforce, including those in customer service. ServiceNow was recently named a Leader in the Gartner Magic Quadrant 2020 for the CRM Customer Engagement Center. Why do you think ServiceNow has moved to the Leader Quadrant? I think it's really about our customers. We are offering a solution that solves real problems and offers real value to our customers. I think being in the Leader Quadrant is a validation that we're helping our customers succeed. *Gartner, Inc., Magic Quadrant for the CRM Customer Engagement Center, Brian Manusama, Nadine LeBlanc, June 4, 2020. Gartner does not approve of any supplier, product or service described in our research publications and does not advise technology users to select only the highest-valued vendors or other designations. 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You may wonder if, after being named Leader of the Magic Quadrant for 7 consecutive years, if the thrill fades. On the contrary, our determination to innovate for our customers has never been greater. We believe Gartner's recognition is a testament to our hungry and humble work ethic, hungry to do good for our customers and run nonstop to meet their needs, and humble in learning what works and what doesn't, so we can make the right investments on behalf of our customers. A clear purpose When Fred Luddy launched ServiceNow in 2004, his basic premise was to allow people to route work effectively through the company. Today sounds more true than ever. Although 2020 brought huge and unforeseen challenges, ServiceNow used them as motivation to provide the workflows and applications our customers needed for emergency response and a safe return to the workplace. The company and those who make it run were at the opportunity. [Read the report: ITSM Gartner Magic Quadrant 2020] The platform platform These unusual times have clearly created a great need for digital experiences. Nine out of 10 CEOs worldwide want to support digital transformation, but only 4 in 10 say they are prepared for it. ServiceNow is helping bridge this gap with the powerful and flexible Now®. ServiceNow® ITSM, with its unique unified data model and built-in machine learning capabilities, integrates seamlessly with existing business solutions to keep businesses smooth and deliver stellar digital experiences and increased productivity. For example, the ServiceNow virtual agent, available to 24-7 employees, understands natural language, quickly providing answers to employees in the age of remote work. Because machine learning is integrated into the ServiceNow platform, IT has the power to increase automation: incoming incidents are automatically assigned, IT support staff get immediate resolution recommendations, based on similar incidents resolved in the past, and any potential serious incidents are intelligently identified and resolved before they have a negative impact on the business. For Frustrating UI slowdowns, agent workspace enables IT support staff to solve multiple issues quickly, quickly at the same time. the interface. By building future-proof ITSM, I believe Gartner has recognized ServiceNow as a Leader not only because we listen to customer feedback, but because we anticipate their needs as well. We've invested heavily to build a resilient IT service management solution to drive business growth. For example, servicenow's Walk-Up experience, built to enable quick face-to-face support, now comes with an extension that supports effective remote incident management. It allows contactless storage-style reception centers through scheduled pick-ups and adaptive work assignment rules. With an increasingly remote workforce, IT staff need to meet employees on the channels they're on: Slack, Microsoft Teams, or others. ServiceNow also integrates with Amazon Connect to provide seamless voice and chat capabilities so employees can get back to work with minimal downtime. Self-service ServiceNow was able to deflect up to 80% of incidents or requests, allowing IT staff to focus on more strategic issues. Increase growth but keep costs down, IT and business leaders know it's time to increase productivity, reduce spending, and prepare for a more resilient future. Independent research shows that organizations that switched to ServiceNow saved a total of \$8.9 million due to improved IT productivity and employees. A reduction in overall IT maintenance and development costs saved an additional \$6 million. Behind every great experience... it's a great workflow. We are always grateful to our customers and to the service of their business goals. We are confident. This latest Gartner award is a validation of our strategy, execution and innovation for our customers. There are a lot of customer resources and success stories on our website. Please contact with any questions you may have. © 2020 ServiceNow, Inc. All rights reserved. ServiceNow, the ServiceNow logo, Now, and other ServiceNow trademarks are trademarks and/or registered trademarks of ServiceNow, Inc. Other company names, product names, and logos may be trademarks of the respective companies with which they are associated. Associated with.

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