ServiceNow Customer Support for Readiness and Sustainment Programs

**The customer support challenge and environment**

Sustainment, maintenance, and product support teams must keep up with customer issues and quickly resolve problems. The evolving sophistication of systems to keep land, sea or aircraft operating is complex for even the best teams. Typically, expertise and budget are focused on the initial development of the military or commercial platform, but sustainment spending is a majority of the total lifetime cost. Effective sustainment is critical from a mission and readiness perspective.

In today's competitive environment, Aerospace & Defense businesses need to provide an effortless, self-service experience for customers personalized for their contract. However, Customer Support teams face growing volumes and complex service requests across disjointed engagement channels. At the same time, they are constrained by various, disconnected systems and manual processes, and having to address customer problems 24x7. Plus, sustainment programs are under pressure to reduce operational costs over the life of the contract. All this results in high-cost for service delivery with slower response times affecting system availability and impacting the customer's mission.

The ServiceNow solution

Our Complex Customer Support solution provided through the ServiceNow® cloud service goes beyond traditional customer service solutions to serve your customer faster and more effectively. It allows customers a choice of interaction methods with omni-channel engagement. Customer issues are intelligently categorized, prioritized, and assigned to the appropriate department. The customer service portal automates requests, allows customers to help themselves with a comprehensive knowledge base, and provides resolution status updates.

With ServiceNow® Complex Customer Support solution, we make customer service a team sport by connecting departments for root cause analysis, driving shorter response times and sharing that knowledge across the support ecosystem. Integrate Complex Customer Support with ServiceNow® Field Service Management, and customer support has visibility into on-site resources and repairs. With entitlement and SLA capabilities, real-time analytics and trending can predict failures and track contract performance by customer. ServiceNow provides that needed "System of Systems" for a connected customer support process.
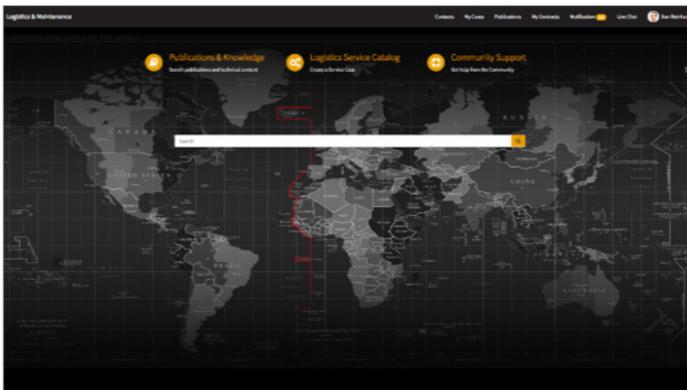
Customer portal for self-service and knowledge
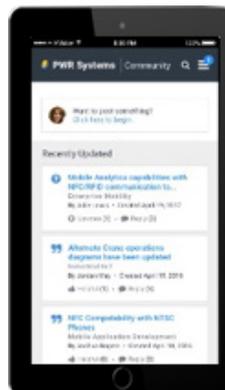
Mobile capability for customer interaction

Benefits

Engage customers across channels

Connect with customers over their channel of choice—web, telephone, chat, text, or social media—anytime, anywhere, and from any device.

Modernize with self-service and knowledge

Drive efficiencies by automating tasks for customer issues with the online catalog and provide customized self-service based on contract entitlements and knowledge base articles.

Deliver customer support as a team sport

Reduce response times by connecting customer support to engineering, logistics, field service and other departments with the Visual Task Board, visual workflow, and automation.

Meet performance metrics

Provides a "Systems of Systems" for real-time visibility into the operational health of customer equipment, status and resolution to meet performance goals.

Anticipate trends and deliver proactive support

Leverage real-time analytics and dashboards to visualize trends and respond with self-service options or preemptive customer notifications.

Provide end-to-end customer support

Extend your effectiveness with ServiceNow® Field Service Management to put the right resource with the right inventory at the right place on-time.

A new approach is needed

In today's competitive environment, providing excellent customer service and support is a key differentiator. As a result, customer service demands more than what typical customer relationship management systems deliver. To provide high-quality service and succeed, organizations must offer an effortless experience by connecting customer support to the other parts of the organization so they can work together to diagnose, fix, and even prevent issues.

A new approach is needed. Customer service must move beyond simply managing customer contacts and individual interactions. The modern customer service organization works with teams across its organization to fix problems for many customers at once instead of addressing issues one-at-a-time. It responds faster to customer concerns with real solutions and it moves beyond day-to-day demands to deliver proactive strategies that drive real business improvement and growth.

With ServiceNow Complex Customer Support solution, you can provide service that is effortless, connected, and proactive—resulting in increased customer satisfaction while reducing response times and cost.

Deliver effortless customer service

Customers today want to engage using the channel of their choice. They seek fast solutions to get their systems and equipment back up and operational as soon as possible.

The out-of-box Customer Service Portal offers a customizable online service experience. Empower your customers with fast and personalized self-service to:

- Perform common requests such as address changes, password resets, and parts ordering with the Service Catalog, using visual workflow and automation to orchestrate front- and back-end processes

- Discover solutions specific to their equipment that is supported by tail number, vehicle number or another identifier

- Find answers to current issues in Knowledge Management

When customers prefer other means of support, such as telephone, email, or chat, their cases are delivered to the most appropriate support personnel quickly with intelligent recommendations that automatically assign the work based on skills, location, and availability. Use the machine learning and artificial intelligence capabilities in Agent Intelligence to streamline the categorization, prioritization, and assignment of cases, eliminating the need for customers to select a category and priority for their issue while quickly getting their problem to the appropriate support person.

Connect teams to diagnose and fix issues

Customer service for sustainment is complex and support personnel cannot operate in a silo. They must respond to customers, but they need to connect to other departments.

Our solution takes a different approach. Lower response times to fix—and even prevent issues—by making it easy to connect customer support to other departments.

We enable the root cause analysis by delivering service as a "team sport" with the Visual Task Board. Issues are first identified by customer support then assigned directly to engineering, field service, operations, contracts, legal and other required departments to track those issues to their resolution.

And when the problem is resolved for one group of customers, other customers can be preemptively notified so they can perform a preventive fix. You can gain visibility to manage assets, projects, costs, and profitability when Complex Customer Support is extended with other ServiceNow applications and integrated with your core systems.

Proactively prevent calls

You want to provide the best customer experience; likewise, customers prefer to avoid problems. While problems might be inevitable, if customers are alerted to a possible issue—or the issue can be prevented avoiding downtime—their satisfaction is greater and your contract performance goals more easily attained.

Real-time performance reporting

Understand exactly how you are performing against each customer's performance goals with real-time dashboards. Take preemptive action when trends are showing non-compliance to meeting KPIs and avoid costly contract penalties.

Combine analytics with Targeted Communications to send preemptive alerts only to potentially affected customers, notifying them of an potential issue and the resolution preventing equipment downtime.

Analytics for predictive trends and insights and tracking contract performance

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