

# Seamless Customer Service: A Global Tech Leader Revolutionizes Customer Operations with ServiceNow CSM

## A Pioneer in Engineering Solutions

The customer, a global leader in advanced computing and engineering software solutions, has revolutionized product development for nearly 40 years. Providing cutting-edge simulation software enables industries to prototype products virtually, significantly reducing development costs. Through innovative software and cloud solutions, they drive their mission for sustainability. This commitment aims to create a safer, more connected world, impacting everything from highways to hospitals.

## Disjointed Workflows Hampering Customer Experience

Customer's reliance on multiple systems for customer service management resulted in each platform operating independently, leading to disjointed workflows and challenges in maintaining a cohesive view of customer interactions and support activities across Desk.com, Zendesk, Connect, and Jira. The customer aimed to unify their customer service operations spread across disparate systems into a unified platform. INRY, the partner of choice, collaborated with the customer to elevate their customer experience.



## INRY's PASS Methodology for Streamlining Global Customer Operations

INRY, a ServiceNow Elite partner with a proven track record of successful Customer Service Management (CSM) implementations across various industries, including retail, technology, and utilities, was selected as the partner for this endeavor.

**12-week rapid implementation**

**40% reduction in inbound customer cases.**

**33% decrease in resolution time**

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INRY's project methodology, Process Area Specific Sprints (PASS), provided a structured approach for the CSM solution implementation by focusing on business requirements for various end-user personas, unifying all customer data in a single system, and offering a phased global rollout of the solution for the customer's patrons.

Governed by PASS, INRY conducted design workshops where the CSM product capabilities were demonstrated, requirements elicited, and solution shaped, laying the foundation to proceed with the rapid development of the solution. Once the solution was ready, multiple rounds of User Acceptance Testing (UAT) ensured that all business requirements were met and the backlog was prepared for future enhancements, culminating in deploying the solution across the Americas, APAC, and Middle East regions.

As part of this engagement, INRY implemented the following CSM features for unifying customer service operations:

- **Self-service Customer Portal:** A user-friendly portal for hosting knowledge articles for information search, as well as forms for requesting support or ordering products and services. Additionally, the portal offered multilingual support in English and Japanese options as part of the initial phase of the global rollout

- **Case and Knowledge Management:** To enable end-users to search for information related to their subscribed products and services, a knowledge management system was implemented to host all product-related articles. If the needed information was unavailable, queries could be submitted as cases in the system and routed to the appropriate team for resolution, adhering strictly to pre-defined SLAs to ensure timely response
- **Data Migrations:** Customer information from disparate applications was imported to unify and complete the customer profile under one roof. This activity allowed Customer Support teams to gain a holistic view of end-users' subscriptions, all cases opened, interaction history, and entitlements, enabling them to be well-prepared during interactions with their customers
- **Integrations:** Customer data stored in internal databases, Salesforce, Desk.com, Zendesk, and Jira were integrated with and data imported into the CSM application. The integrations adhered to ServiceNow development best practices ensuring near real-time data availability of data and maintainability of the integration over time. The integrations ensured the data imported provided a complete picture of the customer's profile

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- **Community portal:** An additional self-service Community portal was made available for all of the customer's patrons to engage with one another and crowd-source solutions for common issues. This portal incentivized engagement to accelerate resolution times for frequent problems and fostered continued customer loyalty

INRY's collaborative approach and implementation expertise ensured the successful transformation of the Customer's CSM operations, driving operational efficiency and elevating customer satisfaction.

## Key Business Outcomes Delivered!

- **Elevated Customer Service:** Agents have a complete view of each customer's history, preferences, and interactions, which allows them to anticipate needs and deliver personalized service. Adherence to SLAs and the routing of cases to the appropriate support teams based on skills have decreased resolution times, contributing to increased customer satisfaction
- **Collaboration and Transparency:** By centralizing customer service operations on a single platform, the customer increased collaboration for and gained transparency into customer history, interactions, and resolutions for faster issue resolution

- **Efficient Product Support:** The migration of product information to ServiceNow's CSM application has empowered the company's Customer Support teams and end-users to access all information from a single knowledge base, further reducing Mean Time to Resolution (MTTR)
- **Innovation and Faster Support:** The Community portal is available for end-users assist in reducing the manual workload on support teams through crowdsourcing solutions, facilitating discussions among end-users on products and services, as well as recommend features for the products for the future product roadmap
- **Continued Operations:** With synchronized information transfer between ServiceNow and JIRA, end-users could access the new Customer service portal for enhanced self-service, while Support teams who would migrate from JIRA to ServiceNow could continue working outside of the ServiceNow CSM application without being affected

## A Strategic Partnership Driving Customer Service Excellence

The strategic partnership between the customer and INRY has led to a remarkable transformation in customer service operations. By centralizing disparate systems into a single system of truth, the



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Now platform, the customer achieved significant enhancements in collaboration, transparency, and efficiency. This transformation enables the customer to deliver exceptional support to their global patrons and maintain their status as pioneers in cutting-edge technologies.



Fastest Growing Company



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