

Delivering seamless customer service, the key to retention: Make it happen with ServiceNow CSM

In today's competitive business landscape, customer service excellence is not just a goal—it's a necessity. The same was the case for our customer, a leading distributor of IT and Security systems in the Middle East. The company played a crucial role in building, connecting, protecting, and powering valuable assets and critical infrastructures across various industries. From enterprise networks to industrial supply chains, and video surveillance applications to electric power distribution, they offer full-line solutions that sustain businesses and communities. In this high-stakes environment, delivering exceptional customer service can make all the difference.

Impeccable customer service **doesn't come easy**

Despite a strong commitment to meeting client needs and offering competitive rates with high-quality products, the company faced significant challenges in its customer service operations. These challenges included:

- Fragmented communication across multiple platforms
- Siloed information leading to inconsistent service quality
- Difficulties in tracking and managing customer interactions



- Delays in issue resolution causing customer dissatisfaction
- Inefficient routing of customer requests to appropriate teams

Quick **5-week**
Implementation

30% increase
in customer
engagement

25% decrease
in customer
issue resolution
time

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These obstacles were hindering the company's ability to maintain its high standards of customer service and threatened to impact its impressive customer retention rate.

Taking customer service to the next level with ServiceNow CSM

To address these challenges, the company decided to implement ServiceNow Customer Service Management (CSM). This powerful platform offered the potential to enhance service quality, streamline operations, and ultimately boost customer satisfaction. ServiceNow CSM promised to provide:

- A unified platform for all customer interactions
- Real-time insights into customer service performance
- Automated routing and assignment of cases
- A comprehensive knowledge base for quick issue resolution
- Improved multichannel support capabilities

INRY: The ideal implementation partner

For this critical implementation, the company chose INRY, a ServiceNow Elite Partner, based on several factors:

- Extensive expertise in ServiceNow implementations
- A proven track record of successful CSM deployments
- Rapid deployment capabilities
- Adherence to industry best practices
- INRY's proprietary implementation methodology (PASS) is designed for optimal results in ServiceNow implementations

INRY's approach promised to maximize ROI and accelerate time-to-value, making us the ideal partner for enhancing the organization's customer service operations.

Key capabilities implemented by INRY

INRY's implementation of ServiceNow CSM focused on enabling the organization to leverage the platform's full potential. Key capabilities included:

- **CSM Portal:** A user-friendly interface for easy service requests and case creation, integrated with knowledge content and data widgets
- **Service Catalog:** Streamlined service delivery through well-defined categories, fields, and business rules
- **Case Lifecycle Management:** Efficiently handle cases with configured templates, workflows, routing rules, and integrated SLA management

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- **Email Case Creation:** A streamlined process for creating and updating cases from emails, optimizing case management efficiency
- **Structured Knowledge Base:** Easily accessible, well-organized knowledge repository with robust access controls and content management workflows
- **Notifications:** Ensuring timely and relevant communications throughout the customer service process
- **Comprehensive Dashboards and Reports:** Providing real-time insights into various aspects of CSM processes for data-driven decision-making

INRY's collaborative implementation approach was crucial to the success of the engagement

INRY's implementation process was characterized by close collaboration and a focus on long-term success:

- **Vision Alignment:** Initial workshops to understand the organization's goals and align the implementation with its strategic vision

- **Best Practices Integration:** Incorporating industry best practices while tailoring the solution to specific organizational requirements
- **Hands-on Training:** Comprehensive training sessions showcasing the configured capabilities and allowing for process validation
- **Structured Pilot Program:** Empowering key stakeholders to validate processes in a controlled environment before full deployment
- **Smooth Transition:** Leveraging INRY's expertise to ensure minimal disruptions during the implementation process
- **Post-Implementation Support:** Providing remote support to address any immediate concerns or questions
- **Continuous Improvement:** Conducting quarterly evaluations to track progress, refine strategies, and ensure ongoing optimization of the CSM solution

Transformative Outcomes

The implementation of ServiceNow CSM, guided by INRY's expertise, yielded significant benefits for the organization:

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- **Seamless Multichannel Support:** Integration of multiple communication channels eliminated information silos and improved issue resolution efficiency
- **Empowered Customer Service Agents:** Easy access to a structured knowledge base enabled agents to resolve issues more effectively
- **Increased Operational Efficiency:** Automation features optimized resource allocation and improved overall operational performance
- **Enhanced Real-Time Insights:** Comprehensive dashboards and reports provided actionable intelligence for informed decision-making
- **Reduced Service Costs:** Automation and workflow optimization led to significant operational efficiencies and cost savings
- **Accelerated Time-to-Resolution:** Faster issue resolution led to improved customer satisfaction and more effective SLA compliance.

growth and success in an increasingly competitive market. By leveraging the power of ServiceNow CSM and INRY's expertise, the organization has reinforced its commitment to excellence in customer service, ensuring it remains a leader in its field for years to come.

Through this successful ServiceNow CSM implementation, INRY has helped transform the organization's customer service operations. The new system has not only addressed existing challenges but has also positioned the company for future



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