

Emphasis on Customer Service Excellence by a Premier Convenience Store Chain:

A Digital Revolution in Customer Service Management

A leading convenience store chain founded in 1965 has become a cornerstone of communities across the Midwest United States. Committed to quality, this customer has a loyal base and employs over 30,000 individuals who uphold its values. Known for its commitment to providing quality products and exceptional service, it is beloved by countless customers.

Outdated Systems Impede Customer Service Excellence:

The customer relied on outdated, heavily customized, and unsupported version of HEAT (cloud software) for managing store and guest issues reported by their employees. This hindered efficient customer service management, resulting in poor customer service operations. Key pain points include:

- Limited employee empowerment due to the absence of a centralized portal for accessing essential information/knowledge resources on-site
- Inefficiencies in handling and resolution of customer issues and requests
- Customer dissatisfaction due to subpar service delivery standards



- Limited visibility into customer service operations hindering decision-making

To tackle these challenges the customer has partnered with INRY, a ServiceNow Elite Partner renowned for successful ServiceNow Customer Service Management (CSM) implementations. INRY's expertise in ServiceNow and track record in delivering solutions for meeting customer's business needs made them the ideal choice for elevating the

\$20,250,000 Saved
through self-
service and
resolution
automation.

33.9%
reduction in
resolution
time.

45.5%
decrease in
customer
case volume.

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customer's customer service capabilities, by comparison with ServiceNow's CSM application features.

INRY's User-Centric ServiceNow Implementation Approach:

INRY swiftly implemented the ServiceNow CSM solution using its proprietary project delivery methodology, Process Area Specific Sprints (PASS). PASS initiates project implementations through interactive design workshops for product demonstrations, understanding business processes, and gathering requirements, ensuring the solution configuration is aligned with organizational objectives.

Key Features:

Case Management and Configuration:

Streamlined case management by configuring ServiceNow to align with service expectations by customers, integrating SLAs, email systems, and tailored case categorization to optimize issue resolution efficiency.

Knowledge Management:

Refined knowledge organization and sharing,

empowering customers with easy access to information needed for their self-service needs.

Employee Service Centre:

The ESC portal provided a central hub for employees to access resources, including active cases, knowledge articles, and forms for creating customer cases.

Mobile-First Design:

The portal is designed with a mobile-first approach, ensuring seamless access on store iPads and workstations providing on-the-go accessibility.

Advanced Work Assignment:

Streamlined issue routing to ensure agents are available to address customer needs in the shortest time possible.

Synchrony between systems to ensure a single source of truth and streamline processes:

MDM:

By connecting with the Master Data Management (MDM) system, consistency in customer profile information, service connections, and account teams

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across platforms was ensured, facilitating smoother operations.

Maximo:

Synchronization of product details, asset information, and contract associations was enabled through integration with Maximo, a system for efficient asset and resource management.

iSeries:

Leveraging flat file integrations, data related to vendor relationships, store details, and trade connections were transferred from the iSeries system to ServiceNow, enhancing data accessibility and Workflow efficiency.

Automated Ticket Generation System:

A configuration setup for integrating with various data points from text files. This involved creating ServiceNow jobs to extract data and generate tickets, alongside configuring MID Servers for efficient processing.

Finesse Integration:

Finesse, a Cisco system for managing incoming calls.

This integration displays caller information, streamlining service and ensuring efficient call handling to enhance customer experience.

A ServiceNow screen pop gives agents access to relevant caller info and ongoing cases, boosting knowledge about the customer and past issue history.

INRY, renowned for its flexibility, also addressed additional requirements that were crucial to the customer:

Drive-Off Process Enhancement:

Improved the customer's Credit Department Drive-Off process by enhancing the form and optimizing routing work requests to groups, facilitating smoother operations.

Maximo Work Order Integration Redesign:

Enhanced system performance through assessment and configuring the form for seamless agent navigation to search for the information they need.

Inbound Email Issue Resolution:

Inbound email issues such as the creation of duplicate cases were addressed, and improvements were

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made for the processing of forwarded emails, enhancing overall email management efficiency.

Rebuilding SAP Vendor Import Process:

Reconstructed the SAP Vendor Import process to accommodate new data from SAP, ensuring latest vendor data reliability and accuracy.

Outcomes of INRY's ServiceNow Implementation:

Enhanced Self-Service Options:

With a unified portal strategy and knowledge management system, customers had access to self-service options and knowledge articles. This empowered them to resolve their queries independently, reducing the need to contact customer support frequently.

Faster Resolution Times:

With streamlined case management and personalized SLAs, the resolution times for customer inquiries and support requests were significantly reduced. This led to faster response times and improved customer satisfaction as issues were addressed promptly and efficiently.

Enhanced Accessibility:

Mobile-first design made the portal accessible on store iPads and workstations, allowing employees easy access to essential resources anywhere.

Elevated Customer Experience:

The streamlining of processes, and self-service options, and ensuring consistent service delivery elevated the customer experience across all touchpoints.

Increased First-Contact Resolution:

Case categorization and routing optimized customer service workflows, significantly reducing multiple touchpoints and the need for multiple interactions to resolve customer issues.

INRY's Role in Elevating Customer Service Standards:

INRY partnered with the customer to upgrade their customer service using ServiceNow's CSM and INRY's expertise.



Fastest Growing Company



Certified Secure



**SOC 2
TYPE II
CERTIFIED**