

PATH TO SUCCESS

NAVIGATING THE TIDES OF CHANGE: THE NEED FOR EVOLUTION IN CUSTOMER SERVICE EXPERIENCE



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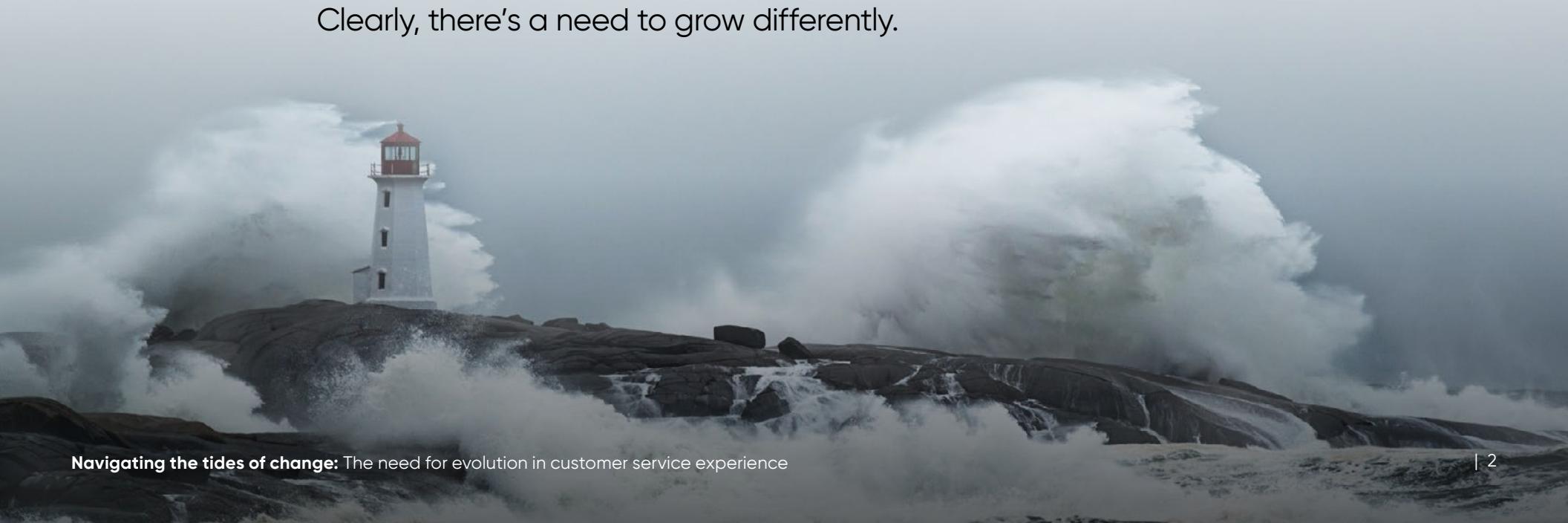
In today's world, change is an ever-present force. It's inevitable, unpredictable, and unavoidable.

Digital disruption is one constant that continues to push significant change across almost every industry. Evolution and reinvention are now business nonnegotiables—despite a tough economic backdrop and challenging societal factors. This leaves customer service leaders under more pressure than ever to chart a course that simultaneously reduces costs and achieves an impeccably high standard for customer service experiences.

However, the customer experience (CX) continues to evolve—dominated by new expectations, new engagements, and new revenues—and there will always be pressing challenges to overcome.

Weighed down by legacy technology and struggling to progress sufficiently, many businesses are close to reaching the limits of profitability or market penetration. Boards, in turn, are more wary than ever of being left at sea—and the pressure mounts.

Clearly, there's a need to grow differently.





1

At the helm: Democratizing customer service experiences

The relentless march of technological evolution has undoubtedly democratized the customer service experience. It is more dynamic, increasingly accessible across the organization, and relies on more people than ever to keep it afloat.



From customer-facing to product teams and from technology to security, every corner of the business now plays a critical role. The goal is to help the organization deliver seamless customer services that form a single, simple, and consistent brand experience.

What's more, customer expectations continue to skyrocket. During this sustained period of change, the modern enterprise is at a critical juncture. Put simply, it's time to evolve or be left behind.

Digital disruptors and technology front-runners are already responding. Their offerings are infinitely more efficient and maximize self-service and collaboration in all the right places, while also exploring deeper engagements through enhanced service and subscription models.

But to encourage strategic change, business leaders need to overcome several obstacles.

The demand for more personalized, preventative, and proactive experiences has never been higher.



52%

of consumers will walk away from purchases due to a bad customer experience

Source: Emplifi, [11 key things consumers expect from their brand experiences today](#), 2020–2022



2

Getting your sea legs: What's stopping leaders from finding their footing?

The modern customer experience requires higher-than-ever levels of collaboration across the business. Legacy technology is the biggest obstacle preventing leaders from the kind of strategic decision-making that spurs sustainable business growth—and it's costing them valuable dollars.



The operational inefficiencies caused by legacy architecture create an expensive problem: They hinder productivity and performance, cause friction, and create silos between isolated business functions.

To make matters worse, the ripple effect is felt keenly by the end customer. Increased complexity of planning and funding causes disjointed experiences and weakens customer service standards and quality, all of which risk impacting your bottom line.

Forced to navigate a maze of disconnected legacy systems, service and support teams find it increasingly difficult to quickly access the right information and actionable next steps. And tying all this together is the pressing need to ensure regulatory compliance amid evolving legal requirements.

Brands need one single experience for customers and one single experience for the employees servicing these customers.

88%

of businesses are hindered by legacy technology

62
BILLION

data and analytics work hours worldwide are lost annually due to analytic inefficiencies from legacy technology

Source: Alteryx, [IDC Infographic: A global study of data workers' activities](#), February 15, 2022

**3**

Batten down the hatches: Weather the storm by increasing efficiency

The most successful businesses are always on the lookout for better ways to solve customer issues faster, regardless of industry, sector, or niche. By automating and streamlining processes, front-runners are decreasing costs while also serving and meeting ever-evolving customer expectations for speed and convenience.



Technology is the key to unlocking success. Multiple systems and ways of interacting cause confusion and are time-consuming for general internal business users.

From a customer service perspective, a unified platform reduces costs and connects front- and middle-office operations. It prevents customer journeys and experiences from slipping through the cracks, while allowing seamless handoff from one specialist team to another.

With a unified platform, employees are also more productive and can maximize time spent on valuable work. Customer satisfaction and loyalty is enhanced through first-class services and experiences.

Other solutions include switching to a higher volume of automated, self-service operations. This unlocks greater support availability and allows customers to quickly access the information they need, without waiting for a phone call or email response.

Self-service is complemented by a small, but high-quality, number of proactive, personalized services—freeing up employees to address more complex concerns and focus on high-value interactions.

Above all, the organization needs a single source of truth to link together all disparate leaders and departments.



81%

of consumers say they want more self-service options¹

52%

of consumers expect brands to respond to questions within 1 hour, and 1 in 10 want a response in less than 5 minutes²

¹ Nice, [2022 Digital-first customer experience report](#), May 2022

² Emplifi, [11 key things consumers expect from their brand experiences today](#), 2020–2022



4

Smooth sailing: Unleashing the power of the platform

In the modern era, businesses must manage the rapid growth needed to compete, while maintaining scalability and quality. By connecting people, processes, and data on a single system of action, organizations can address customer needs quickly, efficiently, transparently, and proactively—while reducing costs.



A unified platform can also enable teams to constantly test, learn, and refine services to cater to the evolving needs of the market and customers. Employees across departments can work seamlessly together to deliver great experiences for individuals and improve experiences overall.

The ripple effect is clear: improve employee experiences, improve the customer experience. The result? More loyal customers, more productive and happier employees, and improved bottom lines.

A unified platform empowers organizations to transform front-end to middle-office handovers and silos.

For a deeper exploration of ServiceNow solutions, we recommend the following content:

3 ways to elevate the customer experience and still reduce costs

In this guide, you'll discover three ways to help your organization optimize self-service, automate customer service processes, and empower agents to solve issues efficiently.

[Read Guide](#)

Business Value of ServiceNow Hyperautomation and Low Code

Can you simultaneously say yes to reduced costs and seamless customer experiences? This ebook calculates the savings of a connected, cohesive digital platform and ServiceNow® Customer Service Management.

[Read Ebook](#)

The customer experience handbook: Solving customer needs quickly

Uncertainty can be a catalyst to rethink better business models. This PDF handbook explains how to say yes to both cost-efficiency and growth—at the same time—through seamless new customer experiences.

[Read Handbook](#)

Customer insights: Customer experience testimonials

How can you exceed customer expectations for speed and convenience while reducing costs? This ebook shares digital transformation strategies and success stories from companies such as SAP, SBB, and Xerox.

[Read Ebook](#)

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