

Deliver effortless experiences while lowering costs Telecommunications Service Management

Today's communications service providers (CSPs) are under considerable pressure to exceed customer and employee expectations, fight disruptive competitors, and pivot from commoditized offerings to high-growth services such as 5G and software-defined networks (SDN).

At the same time, CSPs must improve their operational efficiency while managing cost to serve. Multiple, disparate legacy systems with complex processes not only affect customer satisfaction, but also lack transparency into operations. Delivering a friction-free proactive customer experience relies on a CSP's systems and tools all working seamlessly together right from the start.

As 5G accelerates growth of B2B2X ecosystems, enterprise customers expect more than just connectivity from their CSPs—they want business partners who can co-create solutions and help them orchestrate ecosystems. Enterprises themselves look for differentiated experiences with modern interfaces that speed up processes and offer consumer-like self-service.

The ServiceNow solution

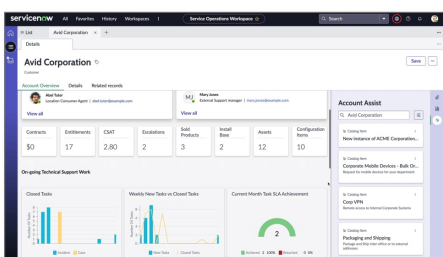
ServiceNow® Telecommunications Service Management (TSM) harnesses the whole power of the ecosystem to deliver a friction-free customer experience by connecting the customer and the network on a single platform. With real-time visibility and end-to-end service assurance, CSPs arm employees with insights to take proactive actions and deliver better customer experiences.

CSPs leverage TSM to digitize processes, enhance customer care, and improve workforce productivity, while reducing the cost to serve. Ultimately, CSPs who use TSM deliver better experiences for customers and employees, while improving profitability and operational resilience.

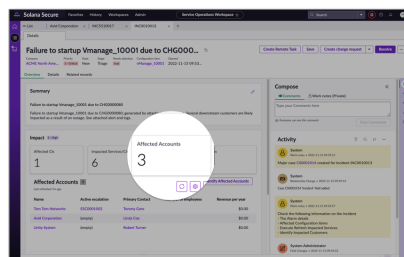
Orchestrate the enterprise ecosystem

CSPs can now digitally connect across enterprise customer and partner workflows to seamlessly pass information with Service Bridge. This elevates the customer experience by improving transparency, quality, and speed of service—all with less effort. CSPs can distribute Service Bridge catalog content directly to their enterprise customers with an automated application acceptance process. This dramatically improves the time to value for new or updated applications, making it possible for customers to access applications faster.

Service Bridge provides customers with a seamless experience, whether on the cloud or using on-prem solutions. Additionally, it allows CSPs to upgrade independently of their customers, streamlining the registration process and enabling them to easily scale to thousands of Service Bridge connections, enhancing supportability and scalability.



Service Operations Workspace (360° customer view)



Identify and notify impacted accounts

Benefits

Deliver proactive experiences

Proactively address issues and empower customers with self-service tools to learn, make changes and troubleshoot issues on their own

Resolve issues quickly

Automate issue resolution and keep customers informed on current disruptions and how they are being resolved

Automate and optimize processes

Automate and optimize operational workflows with AI/ML to drive organization-wide efficiencies and cost reduction



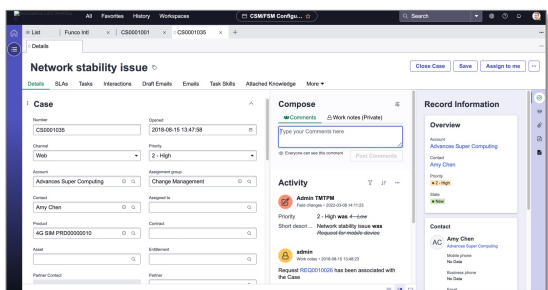
As more and more service management systems are closed and migrated to ServiceNow, the improvements will snowball.”

– Alex Bell, Enterprise Architecture Director at British Telecom

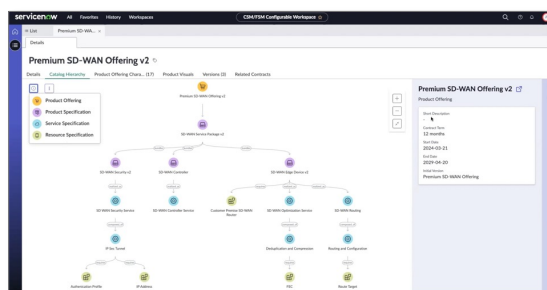


TRY A DEMO

- See how easy it is to fix issues before customer is aware - view the demo [here](#)
- See how easy it is to generate incident workflows from network alerts - view the demo [here](#)



Case, incident, problem and change management



Product catalog experience

Key capabilities of Telecommunications Service Management:

Generative AI

Accelerate customer service productivity with generative AI experiences

Account Lifecycle Events

Provide a structured, repeatable, and transparent onboarding experience for customers and stakeholders

Proactive self-service

Drive self-service from a portal integrated with knowledge, service catalogs, communities and chatbots

Engagement Messenger

Embed self-service experiences on any web or mobile website

Service Bridge

Quickly and seamlessly connect enterprise customers and suppliers already running on ServiceNow to optimize work across the value chain

Remote Process Sync

Simplify the customer setup, improve supportability, and enhance the scalability of the Service Bridge application

Proactive Service Experience Workflows

- **Issues** - Proactively communicate service disruptions to customers, allowing them to monitor and track issue resolution progress via digital channels
- **Change** - Identify impacted customers and pro-actively communicate planned maintenance with customers

Omni-channel engagement

Integrate customer interaction across the channel of their choice

Service Portal

Improve customer satisfaction with self-service capabilities

Service Operations Workspace

Drive agent productivity with a modern visual design and unified navigation

Advanced Product Catalog

Manage, visualize, and track product offerings and their components in a single configurable workspace

Catalog Versioning

Rapidly deliver product and service enhancements to published catalogs

Horizontal Catalog Dependencies

Create inclusive and exclusive dependencies between products, services, or resource

360° customer view

Empower support teams with a 360° view of customer accounts

Service-aware install base

Model complex services and identify impacted customers to quickly prioritize work activities

Service-aware CMDB

Streamline service and network operations with a single common data structure

Case, incident, problem, and change management

Manage customer interactions and visually track case, incident problem and change status and SLAs

5G Services

Launch differentiated 5G services quickly with network slice template models

Real-time service health

Data-driven automation and user experiences leveraging AI/ML

Guided decisions

Dynamically guide agents to resolve complex cases with contextual next best action recommendations

Workforce optimization

Improve visibility into agent workload, performance and overall operations

Process Mining

Data-driven approach to process mining that delivers insights to drive improved efficiency in the overall ordering process

Aligned to industry standards

Improve time to market using out-of-the-box workflows and industry standard integrations

Telecommunications Service Management is aligned with TM Forum Open APIs:

- TMF620 Product Catalog
- TMF621 Trouble Ticket*
- TMF633 Service Catalog
- TMF637 Product Inventory*

TM Forum conformance certified*

Learn more about ServiceNow solutions for CSPs at

<https://servicenow.com/telecom>

