

## 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 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.

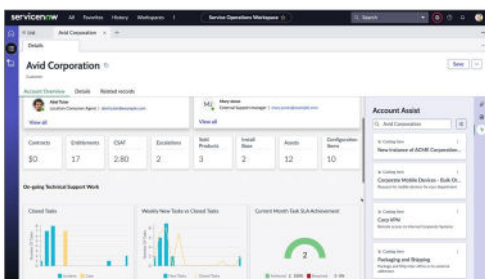
### The ServiceNow solution

ServiceNow® Telecommunications Service Management 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.

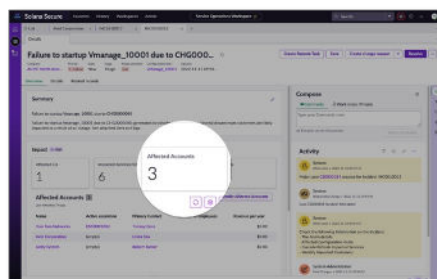
CSPs leverage Telecommunications Service Management to digitize processes, enhance customer care, and improve workforce productivity, while reducing the cost to serve. Ultimately, CSPs who use Telecommunications Service Management deliver better experiences for customers and employees, while improving 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 now distribute Service Bridge catalog content directly to their enterprise customers with automated application acceptance process. This dramatically improves time to value for new or updated applications, making it possible for customers to access applications faster.



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

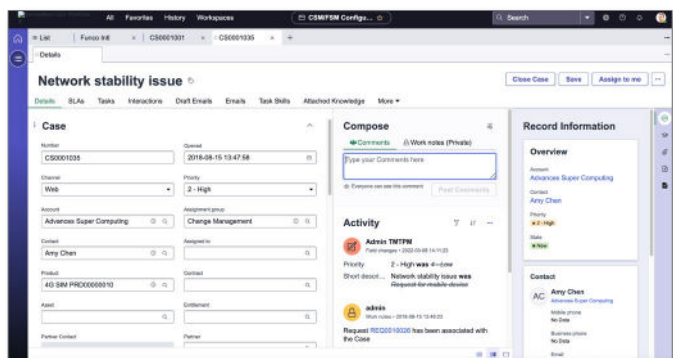
#### Automate and optimize processes

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

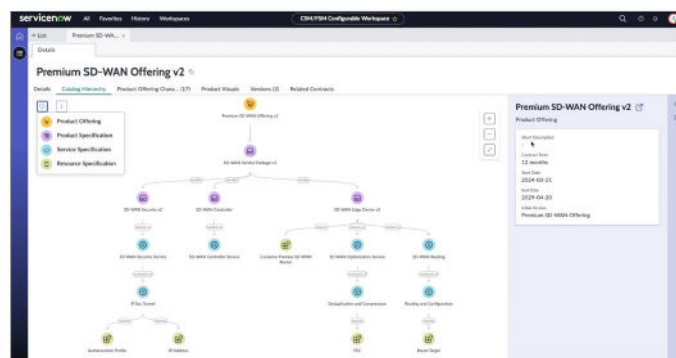
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**As more and more service management systems are closed and migrated to ServiceNow, the improvements will snowball.”**

– Alex Bell, Enterprise Architecture Director at British Telecom



Case, incident, problem and change management



Product catalog experience

## Key capabilities of Telecommunications Service Management:

### 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 ServiceNow to optimize work across the value chain

### Proactive issue notification

Proactively communicate service disruptions to customers, allowing them to monitor and track issue resolution progress via digital channels

### Omni-channel engagement

Integrate customer interaction across the channel of their choice

### Proactive customer service operations

Monitor your customers' products and services to identify issues and proactively fix them

### Service Portal

Improve customer satisfaction with self-service capabilities

### Advance 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 Operations Workspace

Drive agent productivity with a modern visual design and unified navigation

### Proactive Service Experience Workflows

Identify impacted customers and proactively communicate resolution with customers

### 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

### 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 optimization

Data-driven approach to process optimization 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>

