

Transforming Global Customer Service: ServiceNow CSM Implementation



Client Overview:

The Client is a global leader in technology solutions and services. In addition, the Client is one of the most significant ServiceNow platform users. They currently employ several legacy Customer Service platforms for order fulfillment, serving many worldwide customers, each utilizing different platforms to raise support requests. This mosaic of Customer Service systems encompasses various technologies, including TIS (Technology Infrastructure Services), GN (Global Networks), CSD (Cloud Service Division), LDC (London Data Center), Angora, Thorium, and Siebel, among others. This diversity results in high costs, operational complexity, and a suboptimal user experience for end customers.

Client's challenges and objectives:

In pursuit of a more seamless service experience, the Client has strategically decided to implement ServiceNow Customer Service Management (CSM) and leverage the ServiceNow Integration Hub. This initiative aims to integrate disparate legacy fulfillment platforms and custom applications, creating a unified and user-friendly Client-Facing Service Desk platform. This unified platform will serve as the singular point of contact for global end customers, facilitating their fulfillment requests and addressing various Customer Service inquiries.

To bring this vision to life, the Client has enlisted the expertise of Nihilent, who will collaborate with multiple vendors, the Client's internal resources, and various stakeholders to design and execute a comprehensive solution for the implementation of ServiceNow CSM, along with the necessary integration support and services.

The Client was looking at achieving the following objectives through the ServiceNow CSM implementation:

- Replace multiple legacy customer service platforms with a single, unified ServiceNow CSM platform.
- Integrate various legacy applications and platforms to provide a seamless, consistent customer experience.
- Enhance customer service offerings and resolve customer issues quickly.
- Streamline service operations, improve efficiency, and ensure data accuracy and security.
- Collaborate with Nihilent and multiple vendors to design and implement a comprehensive solution.

Solution Implementation Overview:

To address challenges and meet the objectives, the Client decided to implement ServiceNow Customer Service Management (CSM) with the support of Nihilent. The goal was to integrate ServiceNow CSM with numerous legacy fulfillment platforms and custom applications, creating a unified and user-friendly Service Desk platform that global end customers could use for all their fulfillment requests and customer service inquiries. Nihilent understood the client requirements and collaborated with relevant vendors, client organization resources, and various stakeholders to design and implement a comprehensive solution for ServiceNow CSM, including integration support and services.

The Nihilent team, led by a seasoned ServiceNow Architect, initiated the project by implementing basic ServiceNow CSM features. Subsequent phases involved intricate integrations with the legacy applications and platforms by creating multiple APIs and leveraging ServiceNow Integration Hub. To ensure alignment with the Client's needs, the Nihilent team conducted extensive workshops with client stakeholders to document user stories and requirements.

- 1. Initial Phase:** Nihilent's ServiceNow team implemented the basic features of ServiceNow CSM to establish the foundation for subsequent integrations.
- 2. Complex Integrations:** In subsequent phases, Nihilent integrated the CSM platform with the Client's legacy applications and platforms. It involved creating numerous APIs and utilizing the ServiceNow Integration Hub for efficient data exchange.
- 3. Requirements Gathering:** Nihilent's Project Manager, Business Analyst, and Architect conducted multiple workshops with client stakeholders to document user stories and define requirements.
- 4. Solution Design and Planning:** After collecting the requirements, the Nihilent Team developed a formal solution design document and a project plan to serve as the roadmap for the phased implementation of CSM.
- 5. Testing and User Acceptance:** Each user story implementation underwent thorough testing and comprehensive documentation that included test cases, defect tracking, testing metrics, and reports. Furthermore, the Nihilent Team assisted and coordinated with business users in conducting user acceptance testing and obtained approvals from our clients.

Conclusion: The implementation of ServiceNow CSM and its integration with the Customer Service Portal marked a significant success for the Client. It improved customer service operations and provided a superior experience to the global end customers. This case study showcases how a comprehensive solution and the expertise of Nihilent were instrumental in the successful transformation of the Client's customer service operations, enabling them to deliver seamless and efficient services.

Results and Benefits:

Implementing ServiceNow CSM and its seamless integration with legacy platforms yielded several significant benefits for the Client. Implementing ServiceNow CSM and its integration with the legacy platforms transformed the Client's customer service operations. The key benefits realised included:

- 1. Enhanced End-User Experience:** The new CSM portal offers a significantly improved and user-friendly interface, enhancing the experience for global end customers.
- 2. Efficiency Gains:** The Client can now resolve customer issues more quickly, resulting in increased efficiency in its customer service operations.
- 3. Unified Service Desk:** The ServiceNow CSM system provides a single platform to manage customers and their requests, consolidating the Client's customer service offerings.
- 4. Real-time Data Integration:** Real-time data integration across multiple platforms ensures that customer data is accurate and up-to-date across the systems.
- 5. Expertise and Migration Support:** Nihilent's expertise and experience were critical in migrating and onboarding customers to the new platform, contributing significantly to the project's success.
- 6. Streamlined Service Offerings:** The implementation of ServiceNow CSM and integration with the Customer Service Portal helped the Client streamline its service offerings and improve operational efficiency.
- 7. Enhanced Data Security:** The new system also offers better data security, ensuring the confidentiality and integrity of customer information.