

KNOWLEDGE 2020 DIGITAL EXPERIENCE

Customer Workflows Book of Knowledge



How your peers deliver superior experiences from engagement to operations to field service.



An unprecedented pivot in unprecedented times.

When planning began for Knowledge 2020 (K20), ServiceNow's annual spring user conference, no one could have imagined the challenges and changes soon coming to the world. In March of 2020, to ensure the safety and health of attendees, partners, and community, it was announced that the popular event would be transformed into a digital experience; an online showcase rolled out over six weeks, exploring all the ways you can unlock productivity through modern digital workflows, highlighting the latest customer and platform innovations, and inspiring the ServiceNow community to continue to create great experiences for their customers and employees.

From May 4 to June 11, 2020 the new K20 Digital Experience offered over 1,000 high-value online keynotes, presentations, demos, and training across 19 channels. More than 70,000 of your peers registered, with some sessions seeing "live," virtual audiences of nearly 4,000.

This K20 Digital Experience Book of Knowledge

This ebook presents a taste of what was covered around ServiceNow's Customer Workflows solutions, highlighting major thought leadership presentations, as well as breakout sessions—led by customers and solution experts.

Since K20 Digital Experience lives on with recorded presentations and demos available on-demand, we'll provide session titles and numbers to help you easily find them for further exploration in our event video portal:

knowledge.servicenow.com

If you did not register or attend the original K20 Digital Experience, no worries. Simply register on the site for complete access. There is no charge.

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Customer Workflows Book of Knowledge

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Introduction:

Connecting the 3 pivotal domains of superior customer service

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The most important new requirement is making sure that customer engagement—that online experience—actually connects back to the service operations or the teams that are able to actually get that work done or fulfill that customer request. That’s really what the new normal is going to be like in a customer service world.

– Farrell Hope, ServiceNow Senior Vice President,
Customer Workflows

Excellent customer care has always been a concern for companies wishing to rise above the competition. But the sudden changes to the workplace in 2020, economic instabilities, and the already evolving and increasingly demanding expectations of both B2C and B2B customers for rapid service, have created a critical juncture in how organization manage and deliver high-quality care.

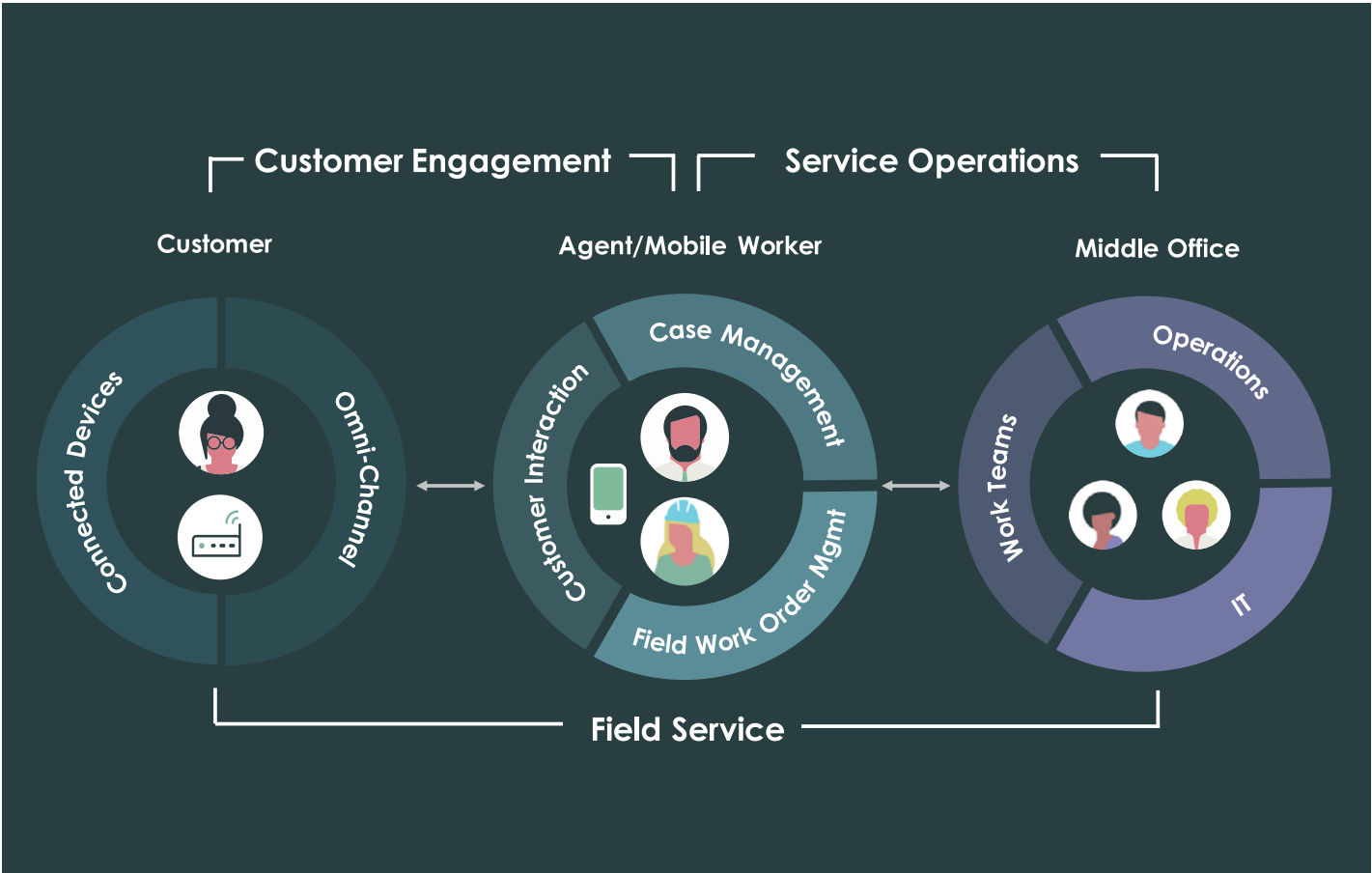
Customer service transformation—both outward and inward

“Demand for quality service has absolutely skyrocketed in every industry and with completely new requirements,” Farrell Hope, Senior Vice President, Customer Workflows at ServiceNow, said in her opening keynote. “Work-from-home is the most obvious one that we all just went through. But the second requirement is really around making sure that our customers can access all their services and products online. But then, the most important new requirement is making sure that customer engagement—that online experience—actually connects back to the service operations or the teams that are able to actually get that work done or fulfill that customer request. That’s really what the new normal is going to be like in a customer service world.”

This new customer engagement perspective eliminates the usual siloes found in most situations where customer service is an island disconnected from the rest of the company. In this antiquated model, customer service providers must rely on emails, phone calls, or instant messages to get help from other teams, an approach that lacks traceability and accountability. This extends to the field, where technicians must “step out to call someone” repeatedly when trying to solve an issue that they should have been able to remedy themselves on site.

The customer engagement journey

To meet the expectations of today's customers and deliver an optimal service experience, you need to look at all the people, processes, and tools that are involved across the entire organization. Smart digital workflows must be put in place to ensure your front office customer engagement points are connected to your back office, plus all the teams in the middle and out in the field.



Domain 1: Customer engagement excellence

"This is where we're talking about workflows and automated self-service," Farrell said in her keynote. "Customers can complete those common requests online without interacting with an agent. They're able to leverage an AI-powered chatbot, or they're able to just make a request with one button press online, and ultimately that service be able to be delivered much faster bypassing the service agent, getting to the teams that can fulfill it. And then that lets those service agents have capacity and energy to deal with complex cases, as well as have a much more personal interactions."

Domain 2: Service operations

"Those capabilities really revolutionize the agent and how customers cases connect with the middle and back office teams. And again, those are the teams that actually do the work," observed Farrell. "They've got the answers, they're the ones that can help fix a problem for customers. Taking all those teams out of spreadsheets, and emails, and phone calls is digitizing work, and that is so incredibly important right now."

Domain 3: Field service

"Sometimes providing great customer experiences, it really requires a person to come to a customer," noted Farrell. "This could be a field technician who might be doing preventive maintenance, or it could even be a personal care service, such as home health care, that kind of thing, that needs to be scheduled."

To get you ready for the following pages...

We offer insights from Adobe and Econsultancy: "Companies that prioritized and effectively managed customer experience were three times as likely than their peers to have significantly exceeded their top business goals..."

"Digital Trends Study: 2020 is the Year of CX-Centric Business Transformation," Adobe, 2020, <https://cmo.adobe.com/articles/2020/2/digital-trends-study--2020-is-the-year-of-cx-centric-business-tr.html#gs.60kq0n>

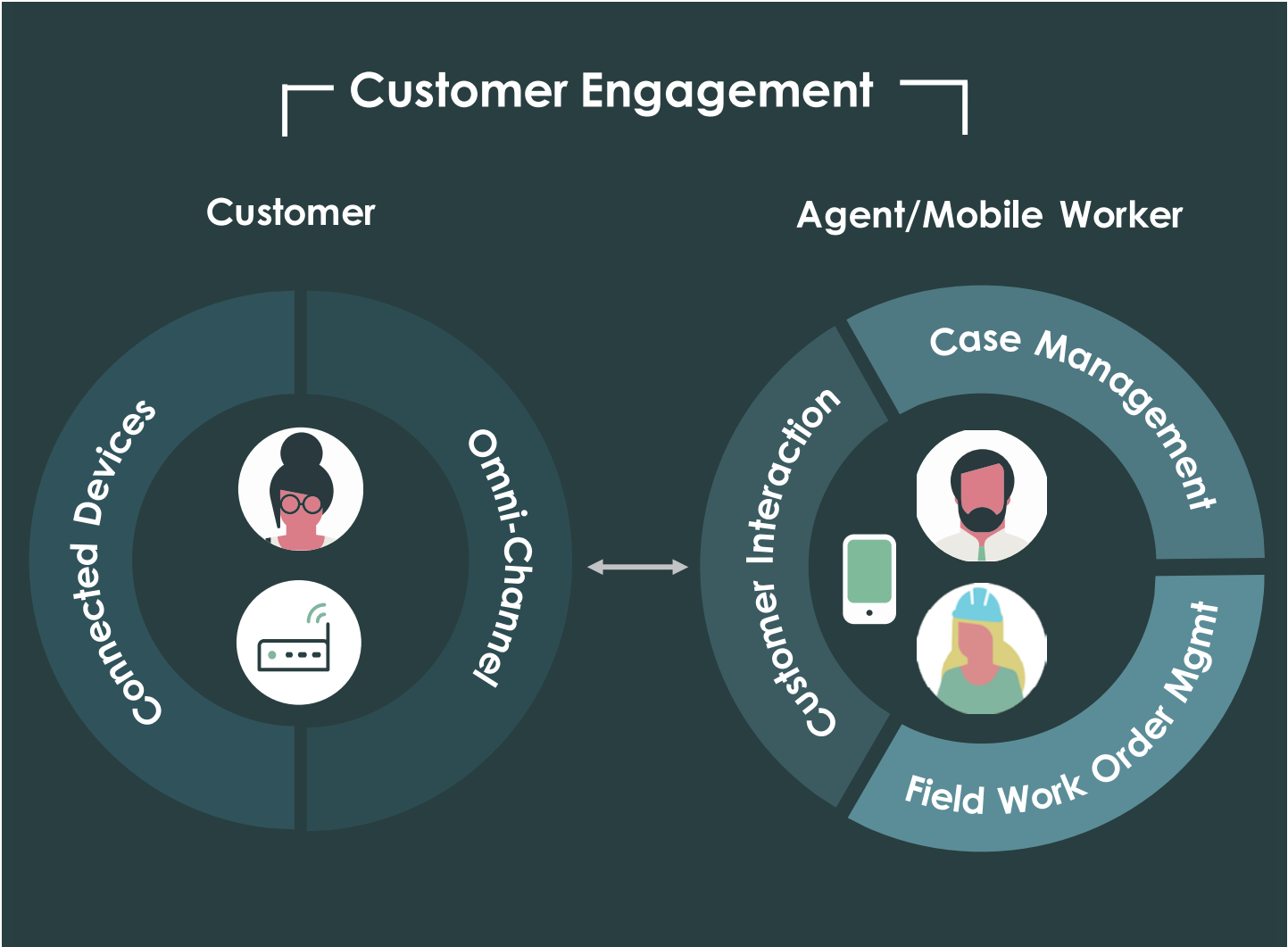
Referenced K20 Digital Experience Session:

KEY3383 Customer Workflow Keynote "Ramp up customer service fast when the unexpected happens"
Visit knowledge.servicenow.com and search by session number to watch on-demand.

Domain 1

Customer engagement

Expanding capacity for whatever comes next



Customer satisfaction can make or break a company. But what does it take to ensure customers are completely happy? Obviously, the quality of the product and the price are both important, but just as critical is a customer's experience dealing with a company when they have a question or a problem. It was clear in the K20 Digital Experience presentations that consistently delivering timely customer service takes more than simply hiring more staff. Companies must look to enable enhanced agent interactions, smarter self-service tools, and richer knowledge resources.

Enhancing agent interactions

Customers appreciate using self-service tools to quickly resolve issues, but when a problem is more complex, many K20 presenters shared their companies' growing need for what is termed the "super agent." This empowered person gets cases automatically routed to them because they are highly trained and have the skills to proactively handle complex issues. They are equipped with rich information about the customer's account and previous interactions, as well as access to an expansive library of resolutions to quickly and efficiently resolve issues.



Key Trend:

Helping customers help themselves continues to be a top priority, seen as critical to success.

Domain 1 | Customer Commentary



7-Eleven improves customer response time by over 1000%

"Our mission statement for our customer experience team is to make it easy for customers to receive help when they want it, where they want it, and how they want it," said Jerry Campbell, Senior Customer Experience Manager in his K20 Digital Experience session. "We want to find, fix, and prevent things that hinder customer success. An effortless customer journey, that's what we're looking for. They could be at a store. They can be on the web or app, over social media, or on the phone."

Before these goals could be achieved, the 7-Eleven team had to evolve from using a very manual case management system where agents were unable to separate customer feedback from those needing immediate help.

"We didn't have any tracking of service standards enabled to diagnose customer pain points or efficient tracking and reporting," shared Jerry. "Where we wanted to go is automated case assignment. We want to be able to diagnose those pain points for a customer... and always we want to be continuously improving."

The customer experience survey system 7-Eleven had in place was not meant to be a case management tool. "So, we would have two agents from our call center take about 1,300 pieces of information a day and sift through what was feedback and who needed help."

The ServiceNow Customer Service Management solution is used to analyze what is a real request, and logic-based automated case routing and prioritization assigns it to the correct responder. Agents then have better visibility into multi-channel interactions across social media, phone, app, or web, as well as access to knowledge-based tools and articles, to more quickly offer help. Resolution rates have increased by 105%, but this is just one of the impressive stats the team has generated:

- Customers are getting help 1,860% faster
- 386,000 issues solved annually
- 7+ million customer-submitted feedback (20K a day)
- 3x more app reviews responded to
- Generating a 4.7 Sat Score

Referenced K20 Digital Experience Session:

BRE1780 7-Eleven: Digital-enabled to meet the customers' intent (7-Eleven)
Visit knowledge.servicenow.com and search by session number to watch on-demand.

Domain 1 | Customer Commentary



Deakin University transforms how it thrills its 65,000+ students and employees

Deakin University, the top-rated higher education institution in Australia, prides itself on high student satisfaction rates, servicing over 65,000 students. But it was not always this way. Before their ServiceNow Customer Service Management implementation, the school had a complex and difficult tracking process for assisting students with questions coming in from phone calls, emails, webchats, and campus online information hubs. Once the initial intake was done and the student's inquiry was transferred to a specific department, no records of resolution were created and no standardization of outcomes enforced. There were over 165 processes, some being done in four different ways.

With ServiceNow, Deakin created the borderless Student Service Network, a centralization of business processes from four siloed faculties, and established a clearly identified entry point for some 650,000 complex and general inquiries. Now managing thousands of questions every day is much quicker and easier. This has been particularly important during COVID-19 when health information and circumstances have changed rapidly on a daily basis. Carmen van den Bogaard, Manager, Performance Reporting and Analytics at Deakin, said, "The [ServiceNow] dashboards allow our staff to prioritize what's relevant to them at that point in time... this feature is particularly helpful especially during peak periods when we can easily be managing 6,000 inquiries."

For each case, a rich selection of help options is offered. "We apply a categorization to give us an indication of the nature of inquiries. And these categorizations along with keywords will prompt listings of potentially relevant articles and templates that staff can access," said Carmen.

- Student satisfaction 5% higher than national average
- Staff satisfaction increased by 33%
- 30% reduction in case volumes

Referenced K20 Digital Experience Session:

BRE2220 Transforming the 4 Ps to improve student and staff experience (Deakin University)
Visit knowledge.servicenow.com and search by session number to watch on-demand.



Domain 1 | Focus

Powering remarkable self-service

Not every problem or question a customer has requires a live person to respond. In fact, many times a customer would just as soon help themselves. In the ServiceNow-led session on creating a self-service strategy, Lokenath Chakraborty, Principal Product Manager at ServiceNow, defined the goal of self-service as “maximizing the customer value while minimizing the length of time to value and level of effort needed.” This comes in four stages, all of which the ServiceNow Platform can help manage:

- **Live Agent**—Requires the most time to value and highest effort
- **Customer Community**—Less time, less effort, but not guaranteed
- **Self Service**—Higher value and faster time to value/less effort
- **Automated Support**—Highest value as it proactively solves an issue or informs before customer is even aware of it

We covered the live agent aspect in previous pages. Now, we'll explore some inspirational real-world examples of putting power in the hands of the customer for greater success and satisfaction.

Referenced K20 Digital Experience Session:

THS3077 Building out your customer self-service strategy
Visit knowledge.servicenow.com and search by session number to watch on-demand.

Domain 1 | Customer Commentary



Vodafone moves from “beyond red” to firmly in the green

“The service was in a terrible state,” shared Ellie Sugrue, Head of Customer and Future Operations at Vodafone Business. “We had some customers come to us and say if there could be a color that was more than red, that’s what we’d attribute our state to be in.”

This was an issue they could not solve by simply adding more people. “We’re quite a complicated business in terms of who we serve,” said Ellie. “Those customers are really critical; like national infrastructure customers, global trading platforms, and everything in between. We knew we had to standardize and simplify our business because we were sitting on top of layers and layers of legacy systems.”

The goal was simple to state, but more complicated to realize: Vodafone needed to provide service via the channel of choice for every customer. This required offering automated issue resolution and proactively engaging with customers before they had a chance to take up call center time. But most importantly, it meant enabling personalized self-care; empowering customers through machine learning and AI-driven desktop and mobile interfaces to learn, make changes, and troubleshoot their own issues.

Since rolling out their new digital systems in 2019, Vodafone has achieved a 5X increase in use of self-service and a digital NPS score improvement of more than 60%. Ellie added, “What we’ve seen is all time high KPIs. We’ve had a 40% increase in overall customer satisfaction since we’ve rolled out this transformation. We’ve reduced our time to restore service by an absolute whopping 75% which we’re very proud of.”

Referenced K20 Digital Experience Session:

BRE3273 Boost your NPS and reduce the cost to serve with proactive customer care (Vodafone Business)
Visit knowledge.servicenow.com and search by session number to watch on-demand.



Domain 1 | Customer Commentary

now ServiceNow's own story: Leaving no customer behind

Luke Morris, Director of Service Management at ServiceNow has a big responsibility: helping maintain and improve a 9.2 satisfaction score even with a 30% growth in business year over year.

"After interviewing thousands of customers about what they expected and needed from us and analyzing hundreds of manual and repetitive processes, we were able to transform our own service organization to enable the customer to confidently help themselves," said Luke.

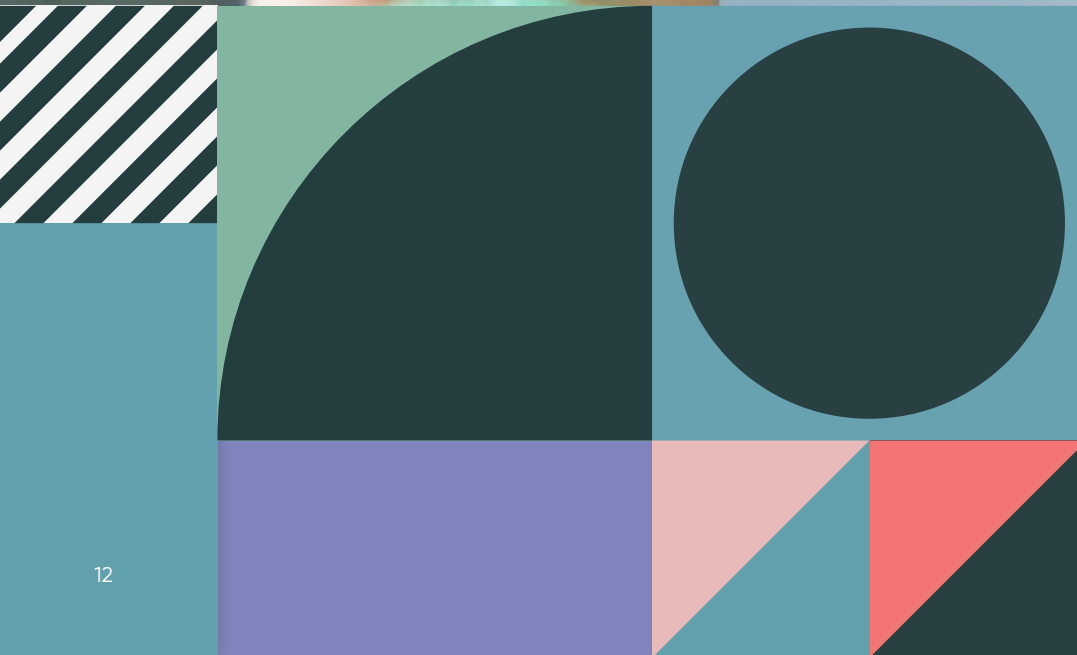
Self-service should be the first choice of anyone having an issue before they pick up the phone. "We start with a robust support portal," said Luke. "Because we know who the person is when they sign on via mobile or desktop, what products they have, and even if there is a service issue, the Now Portal provides a personalized self-service experience for them." A chatbot engages automatically offering the latest resources for issue X, and the customer has access to a 220K-strong user community ready to share advice. Since no customer is ever left behind, if they fail to get answers from the community, they are automatically offered the option of opening a case with an agent.

Besides the high satisfaction score, other meaningful outcomes include:

- 87,000 customers conducting millions of annual self-help searches
- Only 10% of customers contacting Technical Support via the telephone
- 35 million annual views of community pages
- 10,000 net-new knowledge articles created annually with a 20% increase in consumption of those articles
- \$21 million in overhead savings from 100,000 of previously manual requests taken care of via self-service

Referenced K20 Digital Experience Session:

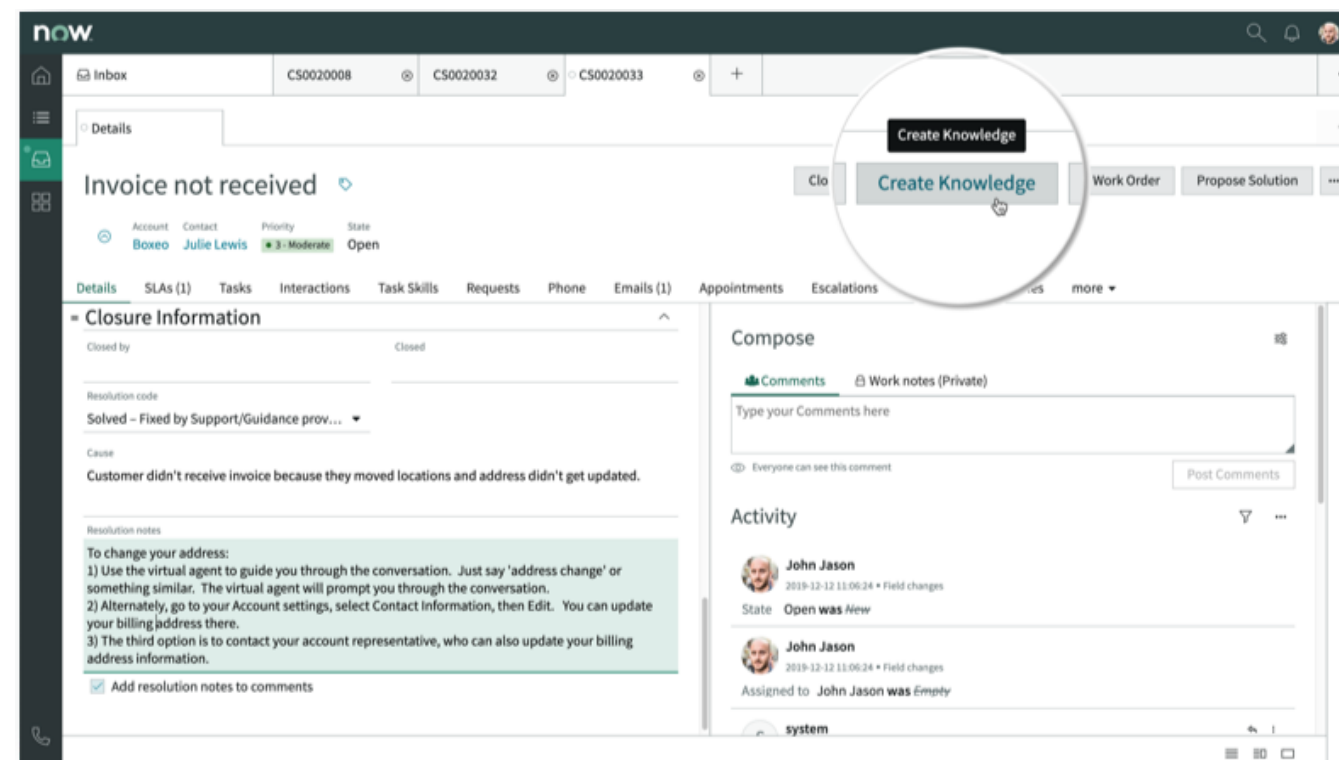
BRE1077 Now on Now: Resolving issues 50% faster with CSM – Part 1, customer experience
Visit knowledge.servicenow.com and search by session number to watch on-demand.



Domain 1 | Focus

Curating the best problem-solving content

Knowledge management is a critical component for customer service. For one, it serves as a cornerstone to customer self-service. It also helps agents quickly deliver solutions when working with live customers. ServiceNow's own Knowledge Base (KB) has 2.7 million views/year and is one of the most popular ways for customers to find answers. Additionally, agents are able to efficiently create or update articles in real-time as part of the case resolution process. As a result, cases with KB articles attached are being solved a median of 40% faster, with a 200% increase in the number of new articles created, and 50% of articles retired for quality and hygiene.



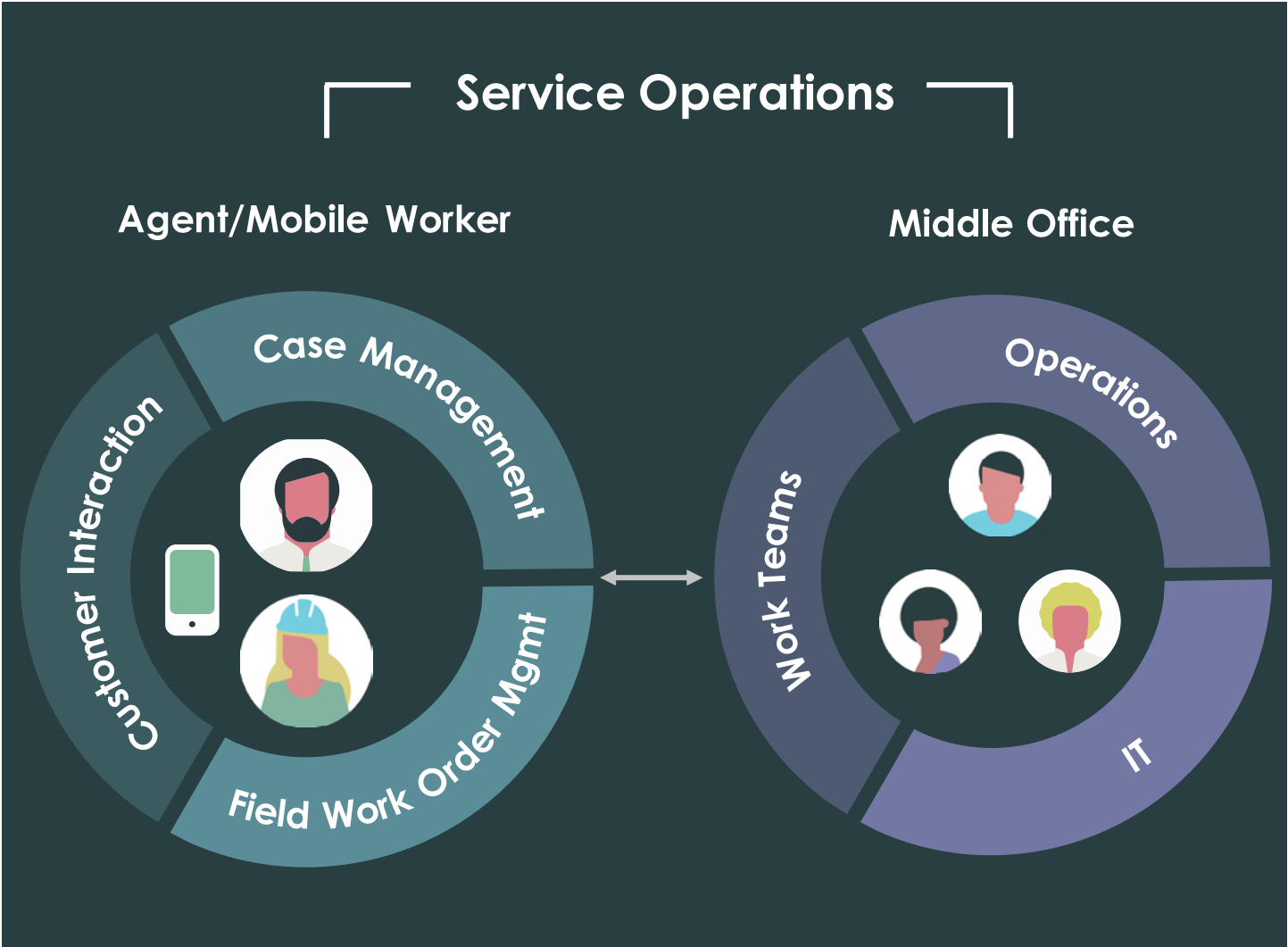
Referenced K20 Digital Experience Sessions:

BRE3107 Introduction to Knowledge Management for customer service
BRE1094 Knowledge-Centered Service allow agents to resolve issues 50% faster
Visit knowledge.servicenow.com and search by session number to watch on-demand.

Domain 2

Service Operations

Connecting people, information, and systems to deliver greater resilience



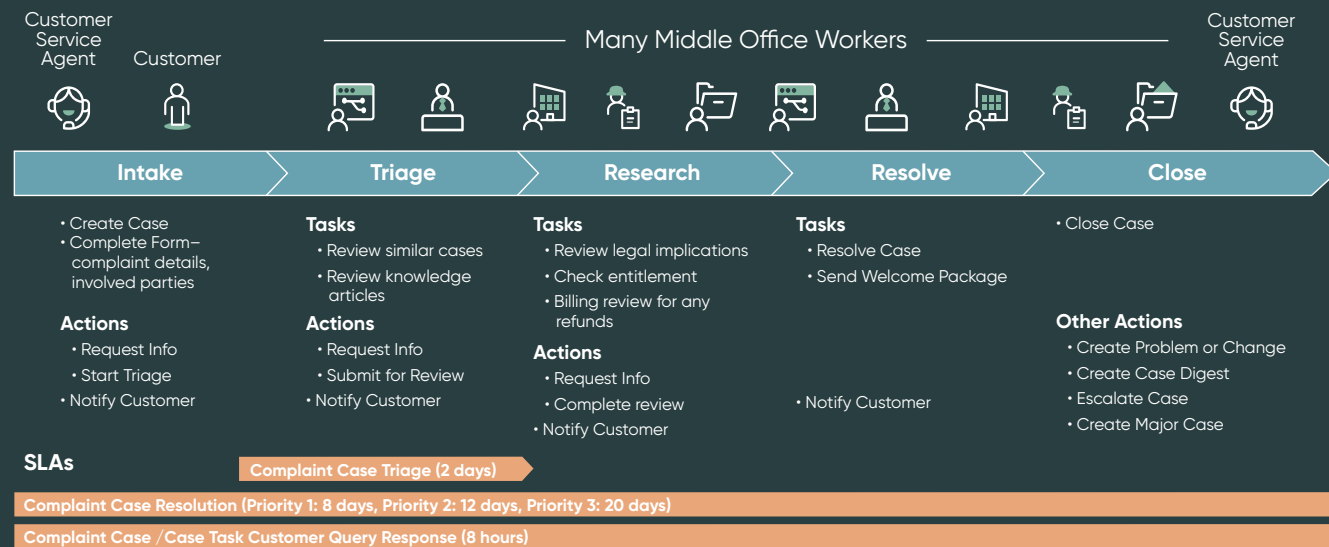
We'll let Tejas Rao, Managing Director for Accenture Global 5G, kick this portion off. In a fireside chat, Tejas explained how traditional Customer Relationship Management (CRM) systems are missing the mark when it comes to delivering value to modern customers. "From a global digital transformation perspective, they haven't been designed to really help companies drive to the next level of competitiveness that they need," he began. "Everything should be based on customer expectations. When you're supporting the customer, you should be fast, reliable, providing high quality proactive and really personalized service."

Kavita Waldia, Senior Principal Product Manager at ServiceNow, shared more customer service insights in her session. She said, "There are different stakeholders involved in the entire journey, starting from the customer to the front office agents, like the relationship managers, and finally, the middle office agents who are actually working to resolve these problems. These different personas are generally disconnected with each other, and the processes are siloed and broken." She used resolving customer complaints as an example.



Key Trend:
Seamless customer experiences require streamlining processes behind the scenes.

For example, take complaints



So much data, and so little of it used wisely

Because there isn't a foundational digital platform underneath all these different customer service stages and events, there is no data being collected to monitor why things are breaking, where there are blockages, and how to improve things. "Customers have a disconnected and broken experience," added Kavita, "The frontline agents have no transparency and visibility into what is happening, and the different middle [and back] office agents are working in their own islands, but [with] no awareness of what is happening in parallel to their own event." This eventually drives up the cost.

Referenced K20 Digital Experience Sessions:

KEY5110 Fireside Chat: Accelerating Innovation in Customer Service with Accenture
THS3076 Connecting customer service agents to the "middle office"
BRE3273 Boost your NPS and reduce the cost to serve with Proactive Customer Care (Vodafone Business)
 Visit knowledge.servicenow.com and search by session number to watch on-demand.

Challenges that need to be solved

Business

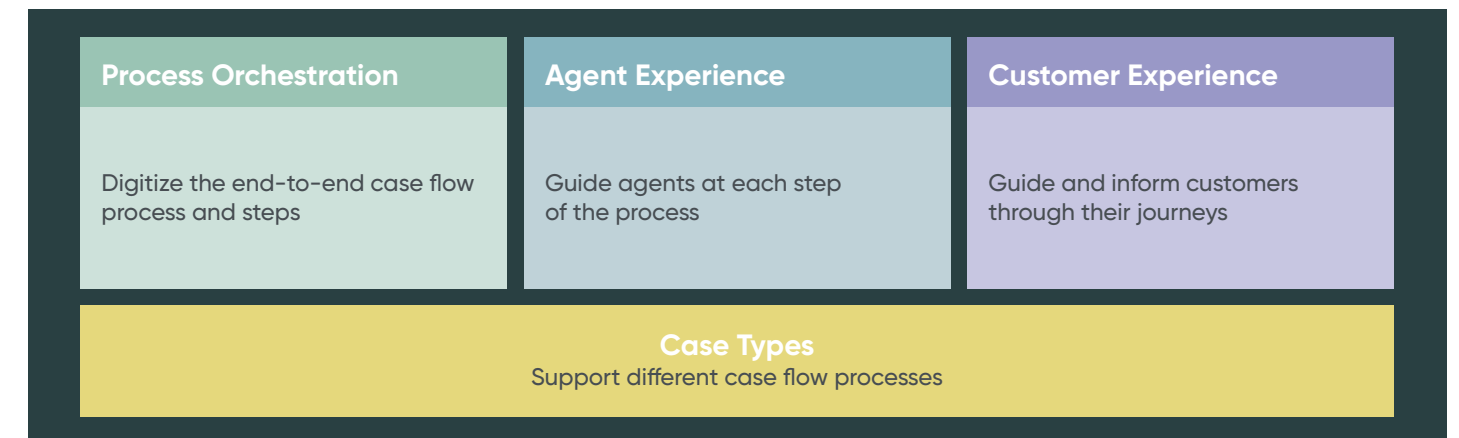
- No easy way to deliver end-to-end digital experiences for customers
- Too many manual processes, with work getting stuck or lost (e.g. spreadsheets in emails)
- Lack of visibility and accountability into work, making it impossible to improve service levels
- Increasing service costs

Technical

- No easy way to model the entire workflow using a visual editor
- No tools to guide customer service agents along the steps required to reach resolution
- You can't monitor what isn't connected
- No trusted way to identify how to improve internal service execution

This is where an umbrella view of processes comes into play

"With our digital workflows we transform the customer experience," said Kavita. "We power customer workflows aimed at providing the full-fledged end-to-end service across all stakeholders."



Ellie from Vodafone, brilliantly summed up these thoughts in the presentation covered earlier: "The beauty of what ServiceNow does is it sits on top of all of the stuff that sits underneath."

Domain 2 | Customer Commentary



Kiwibank powers a 360-view of both the customer and the processes serving them

The risks caused by customer-facing systems disconnected from middle and back office operations are extremely obvious when considering financial institutions. But note, these same challenges are faced by any organization trying to provide amazing and effective customer experiences.

Kiwibank, a successful New Zealand financial institution, had been suffering from an all too common gap between front office requests from customers and the subsequent extremely siloed activities on multiple back office systems required to process those requests.

They tapped ServiceNow to create cross-functional processes and data bridges to not only power a 360-view of the customer on the front end, but also a 360-view of operations effecting that customer.

"I think, the turning point for us was when we decided to use ServiceNow and go beyond one or two applications," said Kaye MacLean, ServiceNow Product and Platform Owner, Enterprise Service Management at Kiwibank. With a platform approach, Kiwibank now is able to take advantage of the integration power of a single system of record to help drive seamless customers experiences.

They have targeted some 700 complex processes to integrate, bolstered by results from the first 15 optimized: more than 2 million minutes have been saved annually.

Referenced K20 Digital Experience Session:

BRE3150 Create amazing experiences with connected front to back offices (Kiwibank)
Visit knowledge.servicenow.com and search by session number to watch on-demand.

Domain 2 | Customer Commentary



Basware powers analytics that actually reduce confusion

After a failed project in 2017 trying to transition a legacy CRM-based system to handle customer service, Basware—the world's largest open business network—adopted ServiceNow Customer Service Management. The challenge for Matthias Lippert, VP Customer Services, was how to use all the power of the platform's reporting capabilities to provide the actionable info needed to make strategic business decisions.

"This is the kind of session I would have wanted two years ago," said Matthias. "There are so many variations of what success looks like and so many ways ServiceNow can report data. Do you need info on volume and/or results, team or person, portfolio or solution, all customers or specific sets of customers? Or multiple combinations of all of those?"

No matter what metrics you require to show impact, Matthias observed that you need a flexible platform that can record and assess data from multiple configurations. With ServiceNow, Basware is able to quickly dashboard fundamental metrics such as time and volume, but also highly complex calculations such as cost per case—with complete real-time visibility into the cause and effect behind that number.

Referenced K20 Digital Experience Session:

BRE1605 (Basware) Managing global support with analytic insights
Visit knowledge.servicenow.com and search by session number to watch on-demand.



Domain 2 | Customer Commentary



ingles Ingles finds that sometimes your customer is not who you think it is

What happens when you redefine who your customer is? For leading grocery retailer Ingles Markets, reimagining their “customer” to include its corporate users and 200+ stores, distributed across the southeast, empowered this organization to establish a foundational and scalable enterprise service management platform that solves for tomorrow.

“Being the large company that we are, prior to our go-live in August we were really plagued with a lot of legacy processes,” shared Devon Suskauer, ServiceNow Administrator for Ingles. “And one of the things we recognized was that in order to continue to stay relevant and to better serve our internal customers, we needed to take on a bit of digital transformation.”

Fellow admin and co-presenter, Devin Lindberg, compared their processes to Paleolithic. “All of these forms would need to be printed out and signed, you know filled out with a pen and pencil. And then loaded back onto our network drive, so lots of physical intervention.”

The change needed was at the platform level—a broad way to connect entrenched, siloed systems, such as property management, equipment repair services, and finance to drive a one-stop shop portal for store managers to find out information and solve issues.

With ServiceNow, Ingles has created an easy entry point point for any internal customer looking for help. They have quick access to a rich knowledge base of repeatable solutions, as well as a single, simple form for submitting requests.

“Before we had a black hole for our corporate users,” said Devin. Distrust was high as requests would sit for weeks and often had to be submitted multiple times. Now the seamless connection between customer engagement and back-end system processes has generated:

- Better service to stores
- Improved reporting
- Better notifications and visibility for stakeholders
- Reduced application footprint and reduced software spend

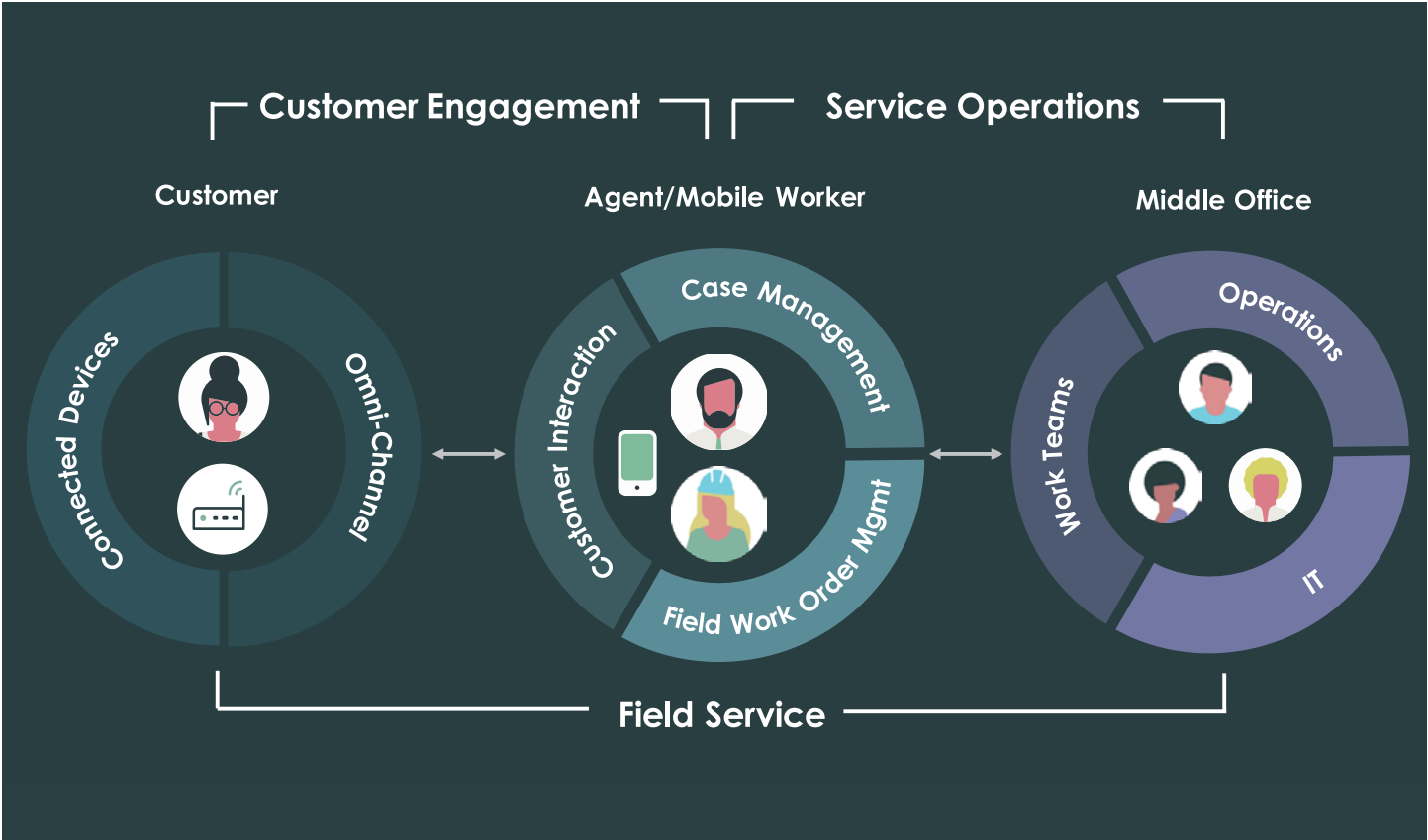
Referenced K20 Digital Experience Session:

BRE2081 How Ingles Markets reimagined store operations with Customer Service Management
Visit knowledge.servicenow.com and search by session number to watch on-demand.

Domain 3

Field service

The expanding definition of field service and the expanding need to optimize it



Historically, field service has been defined as someone working on complex equipment in a remote location. But it also includes industries we may not think of as traditional “field service,” such as home health care, cleaning services, or even dog walking.

Even with an expanded definition, there are still common field service complexities and challenges:

- Repeat visits—On average, about a quarter of all visits have to be repeated, which wastes the technicians time and frustrates customers.
- Limited insight into equipment and maintenance—Missed maintenance because of no record of work can lead to downtime
- Disconnected customer experience—Having to explain problems multiple times to multiple departments, no visibility into cases/issues
- Changing requirements for safety—Customers and technicians need to be confident they are protected from risk (such as COVID-19) and have the right safety equipment and processes in place

These challenges become even more critical when you consider that no matter how digitally transformed your customer service system is (portals, self-service, chatbots, etc.), the field technician remains the analog interface with your company. They are your brand representative. For this reason, they must be supported with the information needed to accomplish their jobs safely, efficiently, and completely.

ServiceNow Field Service Management utilizes the power of a singular platform to pull information from across the organization.

By delivering field service from a common platform:

- Work orders can be created seamlessly from customer service cases and managed to resolution with complete visibility for agents and technicians
- Companies can manage regular preventive maintenance on products, services, or supporting infrastructure to reduce downtime or issues
- Technicians can have a rich mobile experience with online and offline support to speed service delivery while improving technician productivity



Key Trend:

Field service is becoming more dependent on greater mobile functionality and richer data mining from IoT.



Referenced K20 Digital Experience Sessions:

BRE1993 Intro to ServiceNow Field Service Management

THS3075 Enable your field service technicians with mobile apps and augmented reality

Visit knowledge.servicenow.com and search by session number to watch on-demand.

Domain 3 | Customer Commentary



Lowe's rethinks on-site service management with mobile

"Originally [Lowe's] infrastructure had been maintained using the traditional break-fix model," said presenter Jay Pompey, IT Software Engineer at Lowes Companies. "We recognized that this model does not allow the stores' technology to perform as well it should or could."

To remedy this, an entirely new organization was created at Lowe's called Field Services. Utilizing ServiceNow tools, this organization oversees on-site technical issue resolution for more than 1,700 stores across 14 regions.

As the new organization looked to improve technician success, attention was quickly given to the mobile experience. Original mobile screens were not user friendly and techs quickly jumped to their laptops to get real work done. With the ServiceNow Agent mobile application, the organization was able to quickly align workflows to established internal processes. "It was a game changer for us," said Jay.

On the app, Lowe's reintroduced a field service knowledge base, as well as a service catalog experience with parts sourcing and asset lookup. The number of mandatory incident fields were streamlined from 13 down to four. Added Jay, "Other key features that we were able to configure were check-in status, my schedule, my task map, and my parts requirements."

Some of the newest mobile features that Lowe's has tapped:

- Color branding of screens
- Multi-scan of barcodes
- Push notifications to speed up processes without having to open the app
- Apple Watch integration
- Improved questionnaire/survey experience
- Offline improvements—Automatic cache downloads for when connectivity is absent or spotty

Referenced K20 Digital Experience Session:

BRE1468 How Lowe's transformed store operations with Now Mobile and Field Service Management
Visit knowledge.servicenow.com and search by session number to watch on-demand.

servicenow

Domain 3 | Customer Commentary



Kansas City Southern Railways keeps far-flung service needs manageable

"When it comes to analogies offered at K20 Digital Experience, John Edwards, ServiceNow Application Developer for Kansas City Southern Railway (KCS), offered one of the best: "A good field service team operates just like a railroad dispatcher routing trains." He observed that you have to know where trains are (the technicians) and their delivery destinations (the field location needing service). And everything has to operate simultaneously without disrupting anything in motion.

Starting with highly manual, paper-based systems that were "the way things have been done for 50 years," John and his team transformed how KCS handles maintenance across 11 states in the US and 15 in Mexico. With ServiceNow Field Service Management and the ServiceNow Agent mobile application, KCS contractors can use their phones and tablets to more easily handle remote technical services. They can:

- See work orders and assignments
- Manage their routes and schedules, including "nearby work" indicators
- Check previous work done at a site
- Ensure proper equipment is accessible or ordered
- Access maps to locations
- Record work done

On the dispatch and management side of the organization, workload and time to complete data can be monitored, as well as work order status and modification; plus, technician routing, status, and location; and life cycle management of the assets and equipment inventory.

Just last year, KCS technicians completed 4,000+ work orders, with an average response time of 1.8 hours, and handled more than 2,300 inspections.

Referenced K20 Digital Experience Session:

BRE2841 Going mobile with Field Service at Kansas City Southern Railway
Visit knowledge.servicenow.com and search by session number to watch on-demand.

Domain 3 | Customer Commentary



NTT DATA NTT Data enables its field service workforce with augmented reality

On top of the growing proliferation of digital business devices and the complexity of maintaining them, there are ever-increasing service expectations and the impatience of end-users to deal with. People want things fixed, fast, and permanently, especially when devices are now part of their critical ecosystems.

And herein lies the problem, according to Sam Waicberg, Co-Founder and CEO of CareAR, a ServiceNow partner that provides remote support and augmented reality capabilities. He said, "One out of every three service calls typically require another expert to assist the field tech to solve their tasks." Typically, that has meant the stymied technician has to call up someone and describe the issue. "And it goes something like this: 'Can you tell me what you see? Sure, blinking lights, cables, wires...'"

To remedy this frustration, NTT Data worked with CareAR to add augmented reality to the ServiceNow mobile app. "It's a transformation from 'Tell me what you see' to 'Show me what you see,'" said Bogdan Udrea, Senior Director, Dynamic Workplace Services R&D, NTT DATA Services.

From a mobile device, the NTT Data technician can trigger from the initial work order:

- Live Expert Support Assistance—With video that participants can draw on and notate
- Peer-to-Peer Collaboration—Real-time advice and collaboration from someone who has "done it before"
- Knowledge Retention—Newly created process videos in the field can be saved to work orders and referenced for future similar issues

All of this ensures successful, fast, and consistent outcomes for each service intervention.

Referenced K20 Digital Experience Session:

BRE2961 Leveraging Augmented Reality for digital transformation of field service (NTT Data)
Visit knowledge.servicenow.com and search by session number to watch on-demand.



Conclusion

"We have relocated our call center employees into three different physical locations..."

"Contact centers...have deferred answering some customers."

"67% of companies are continuing [to deploy field service engineers on-site], but with significant restrictions."

Those quotes from publications this past spring reveal the frantic transition to the workplace brought on by the global pandemic—the very reason that Knowledge 2020 had to shift to a totally online experience. While things have settled a bit since then, the uncertainty of the coming months continues to influence business decisions.

In all the turmoil, we are confident that one constant remains: Customers will still need to be served.

As you saw from the sessions shared in this document, it is the customer service organizations that had already begin shifting their manual, disjointed processes to digital workflows, automated services, and mobile connectivity that have had the most success in the "new normal." Fortunately, there is never a bad time to start considering how to optimize operations and future-proof strategies.

We trust that this sharing of K20 Digital Experience sessions has served as inspiration for the next phase of your customer service success.

The featured sessions, as well as many other keynotes, breakouts, labs, and trainings, are available on-demand at knowledge.servicenow.com. We invite you to explore them, and if you have any questions, reach out to a customer service expert [here](#).

Stay safe and healthy.

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