



Bienvenidos

CX

SESSIONS
CUSTOMER LOYALTY

A close-up photograph of two hands shaking in a firm grip. The hand on the left is wearing a grey sweater, and the hand on the right is wearing a blue and white striped shirt. The background is blurred, suggesting an office or business setting.

CX SESSIONS

CUSTOMER LOYALTY

servicenow



Agenda

Conferencia:

**"Habilita la resiliencia operacional,
¡Conoce el efecto Now Platform!"**



Francisco Javier Bello Déctor
Director de Unidad de Negocio para
ServiceNow en Devoteam México



Alejandro Martínez
Director Regional de Socios de Negocio de
ServiceNow México e Hispanoamérica

2014



2018



Life



Career



Work



ServiceNow purpose

**We make the world
of work, work better
for people.**



ServiceNow purpose

**We make the world
of work, work better
for people.**

(future of work)



now

Deeply Human-Centric Future based on Experiences



Person

Put people at the heart of the business and infuse empathy and a sense of belonging.

Place

Spaces, both physical and digital, where employees can be themselves

Technology

Tools and systems that make routine work easier, simpler, and faster

Moments that matter



I want to
KNOW

Search for a policy
or “how do I...”
process-related
information



I want to
DO

Complete simple tasks
such as order items,
approve requests, or
update information



I need
HELP

Receive help
to resolve issues or
complete complex
tasks



I need
CARE

Receive personalized
service, information,
and assistance for key
lifecycle events

ServiceNow purpose

**We make the world
of work, work better
for people.**

(technology in the service of people)





A diagram consisting of eight green circles arranged in a 2x4 grid. Each circle contains a business function. The top row contains 'Customer Service', 'Infra-structure', 'Sales', and 'IT'. The bottom row contains 'HR', 'Supply Chain', 'ERP & Finance', and 'Marketing'.

Customer
Service

Infra-
structure

Sales

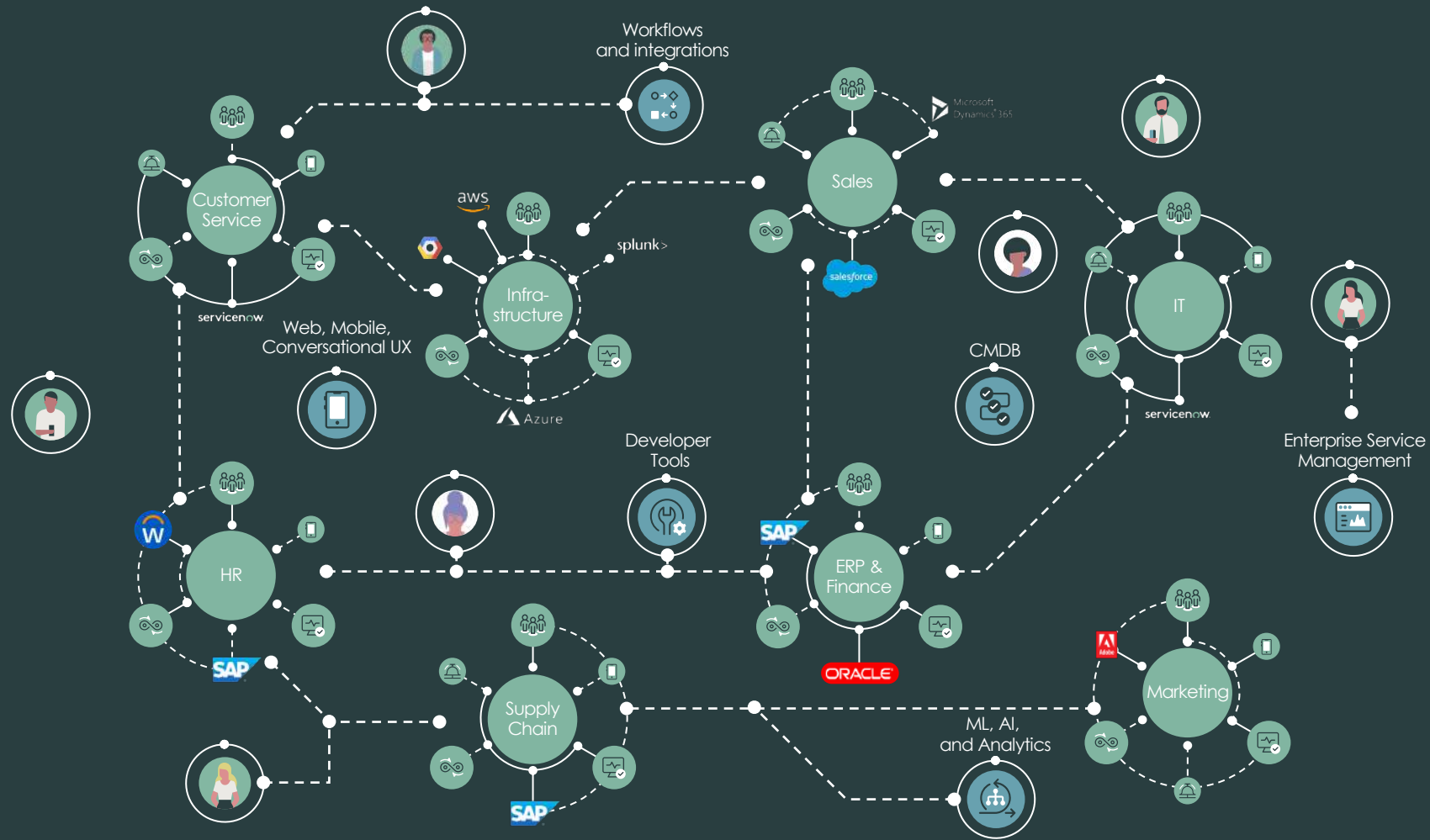
IT

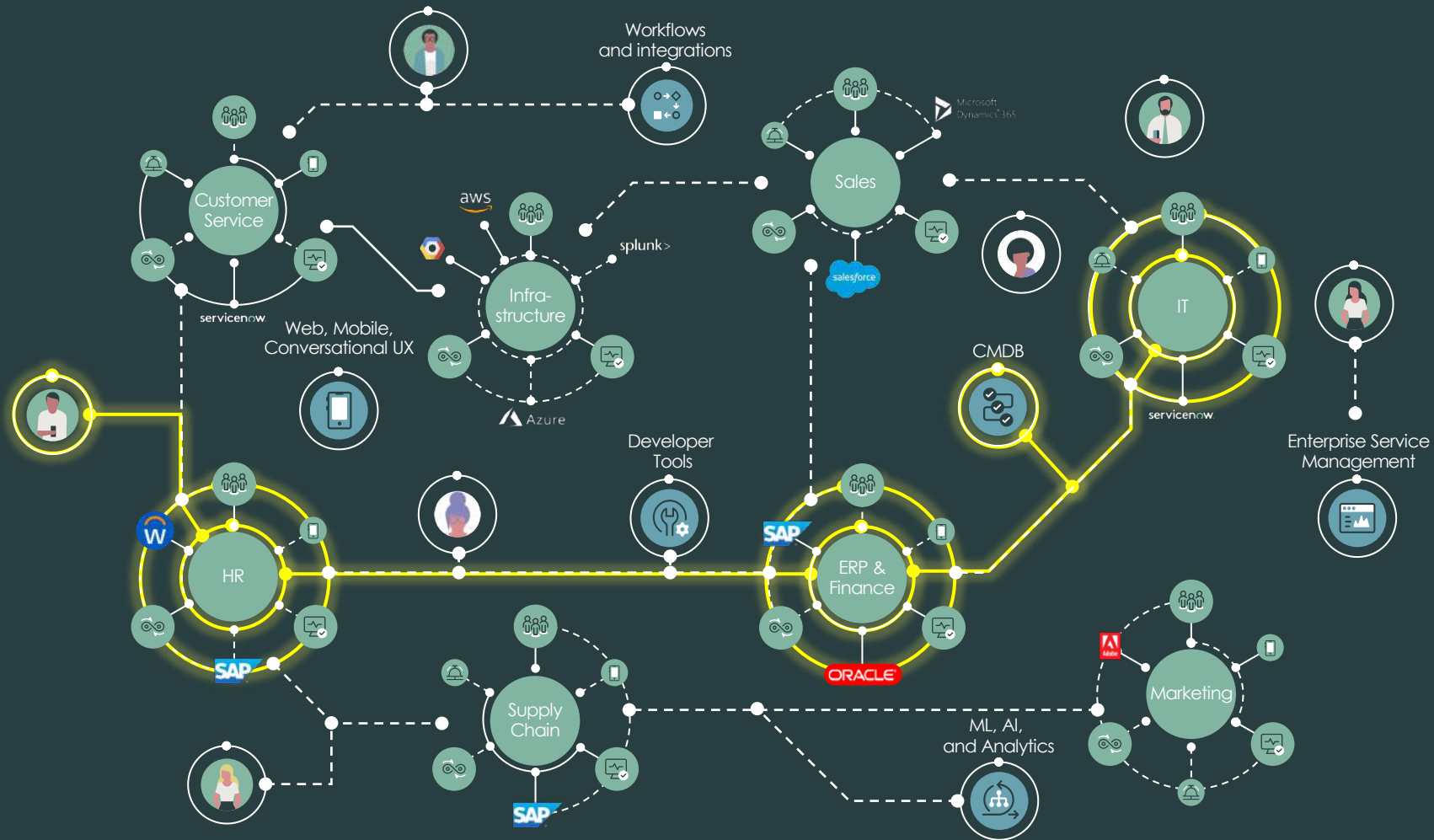
HR

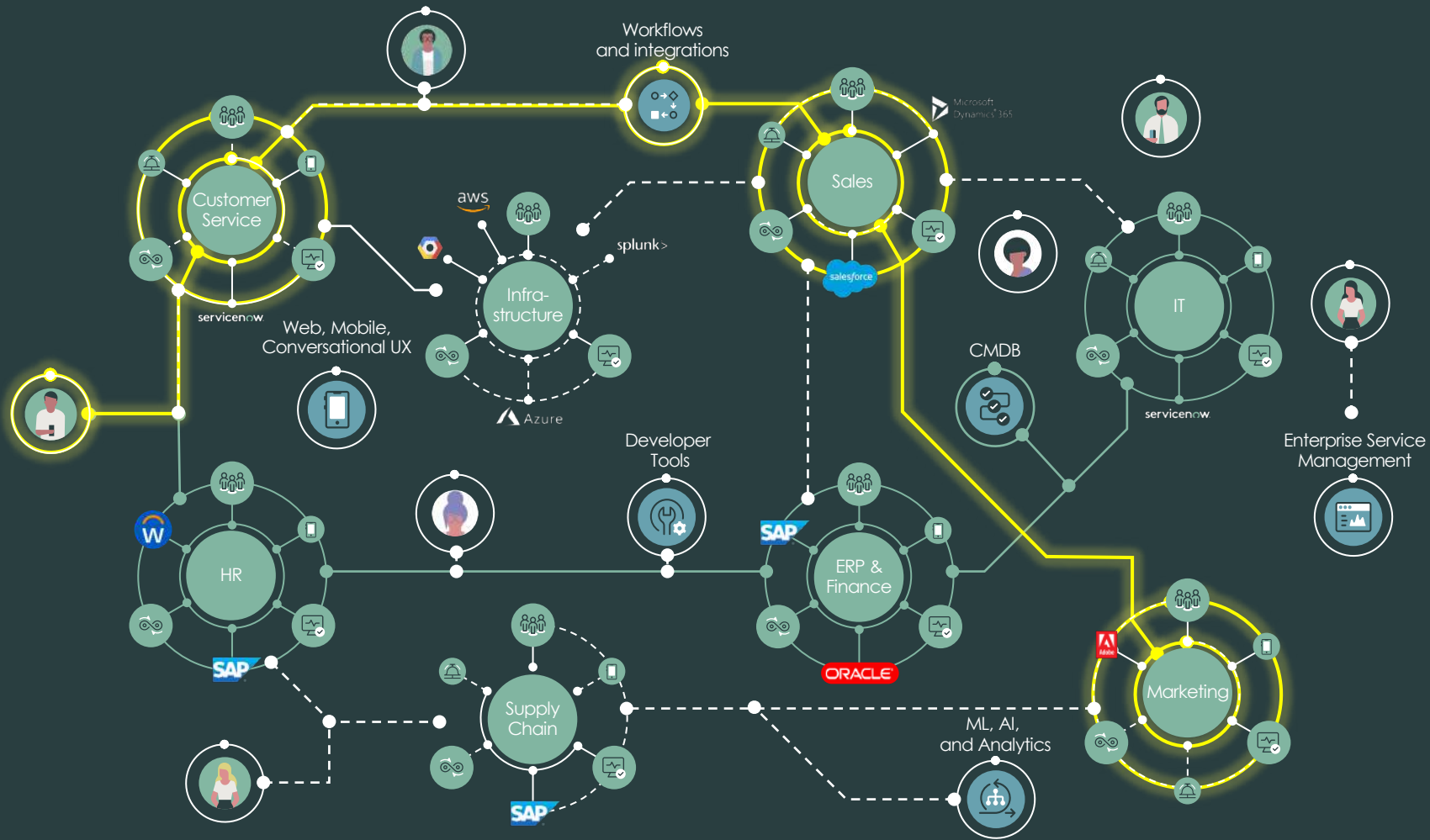
Supply
Chain

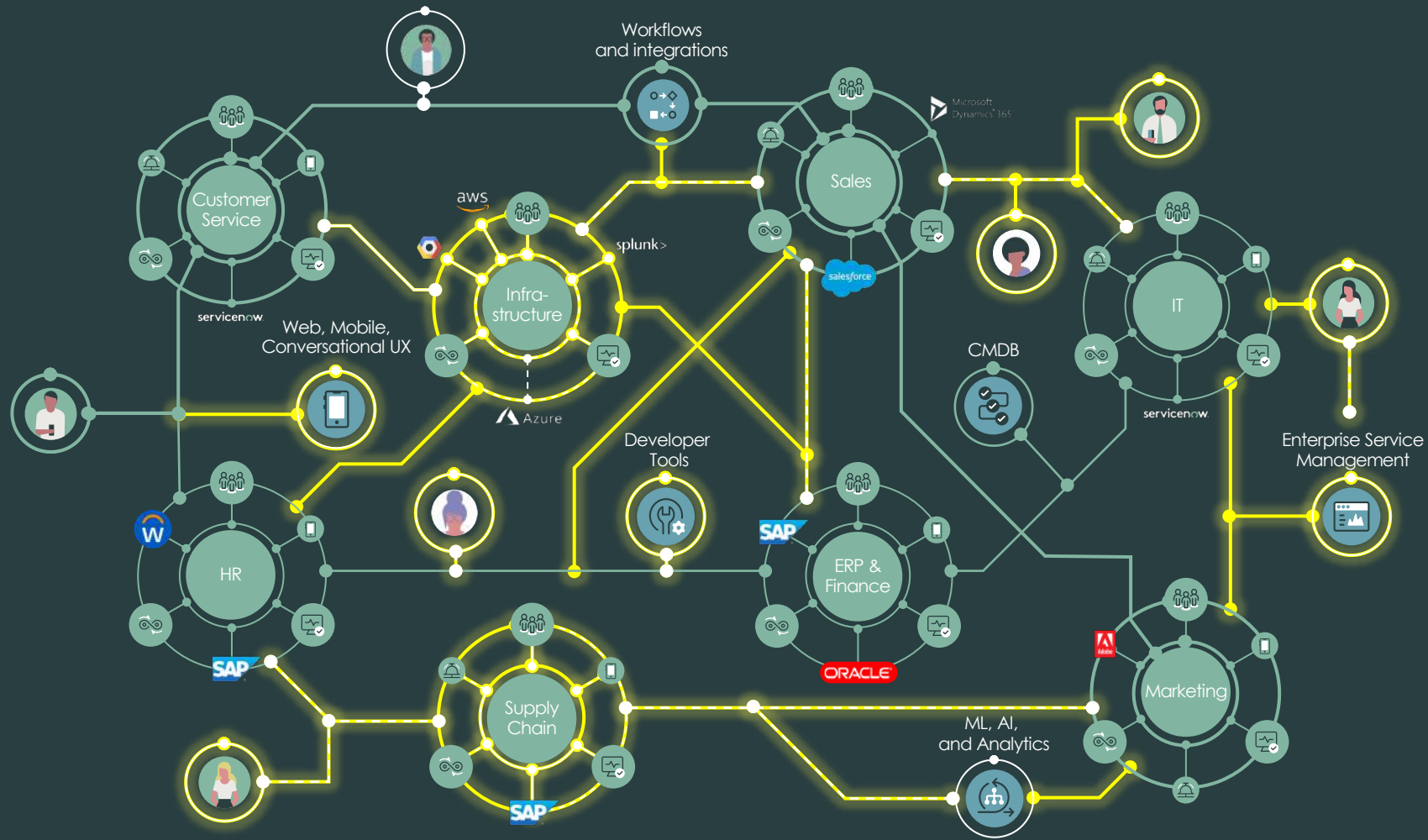
ERP &
Finance

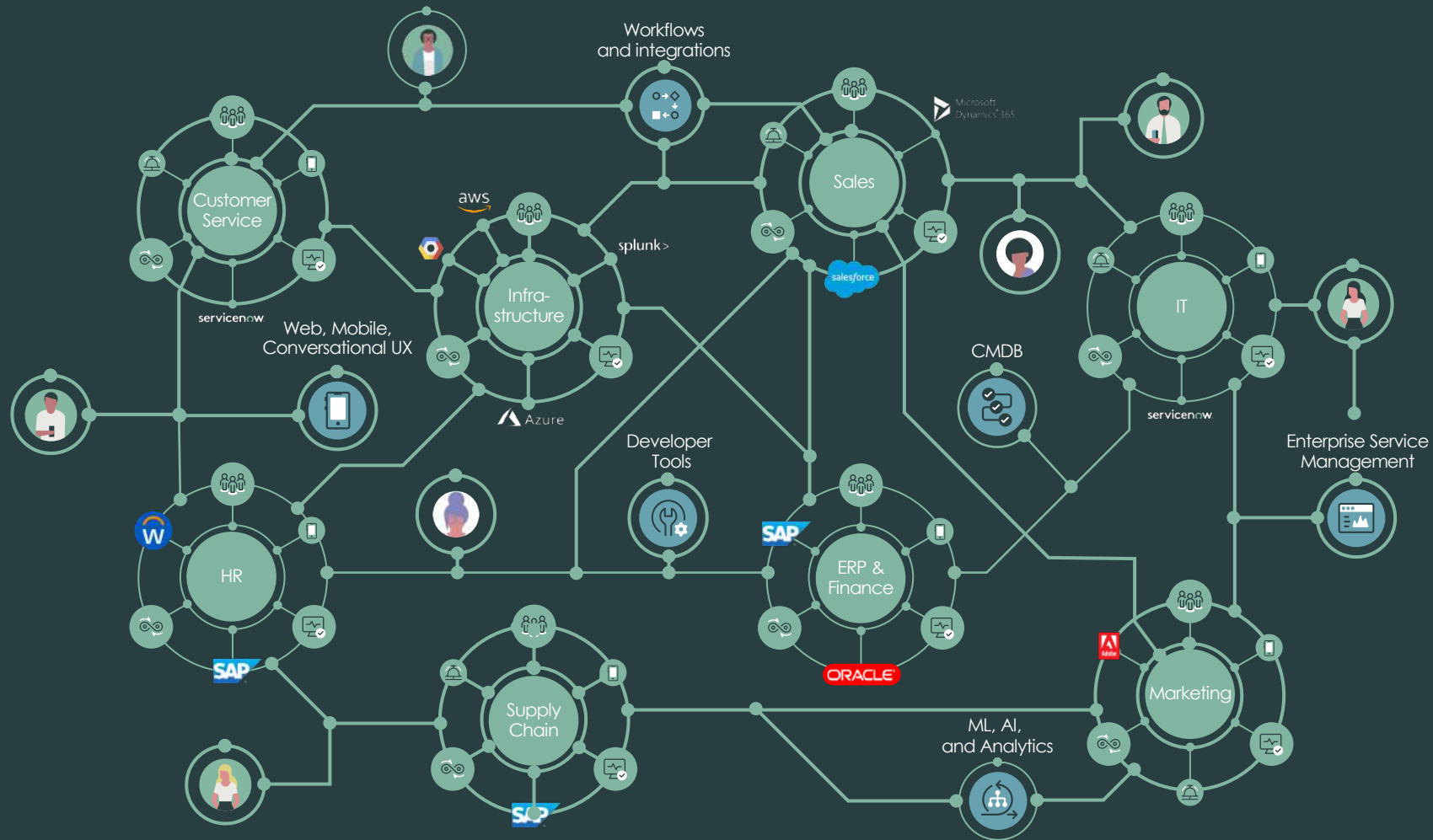
Marketing











Behind every great experience is a great workflow

The Now Platform is the “platform of platforms” for digital transformation

Connect people, functions and systems to drive innovation, increase business agility and unlock productivity





C-Suite imperatives for digital transformation



Velocity



Intelligence



Experience

Your digital transformation agenda in the new normal

Deliver your employees the right experience anywhere

- Deliver business continuity
- Drive the productivity of your workforce
- Transform your organization to provide critical services

Drive fierce customer loyalty with connected digital workflows

- Organize resilient operations for unforeseen circumstances
- Manage location-based work efficiently and safely
- Expand capacity via automated self-service

Optimize IT productivity, cost, and resilience

- Deliver resilient operations
- Modernize and automate IT with AIOps
- Reduce software, hardware, and cloud spend

Create new workflow apps fast when you need them most

- Quickly respond to business change with new workflow apps
- Boost productivity with embedded analytics and AI in every app
- Digitize and automate work across the enterprise

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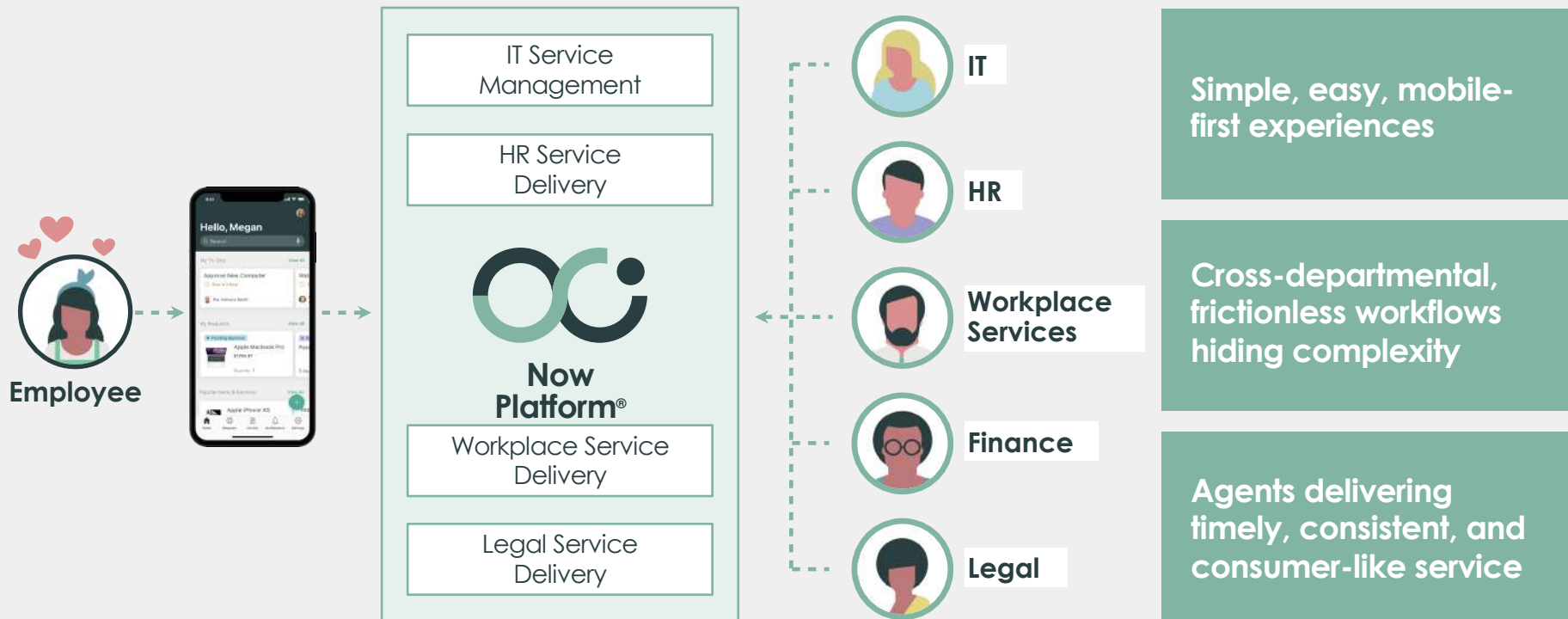
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ServiceNow Employee Workflows deliver the right experience anywhere

To deliver business continuity and drive productivity of your shifting workforce



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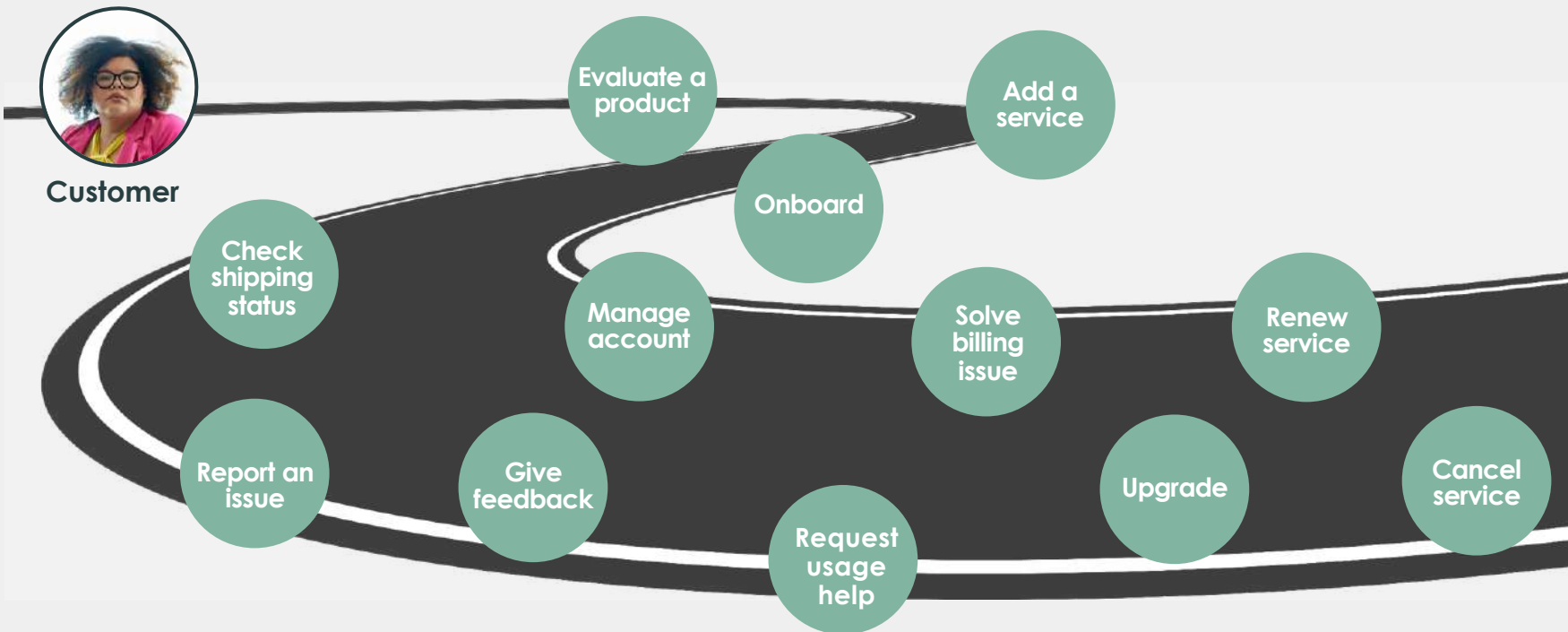
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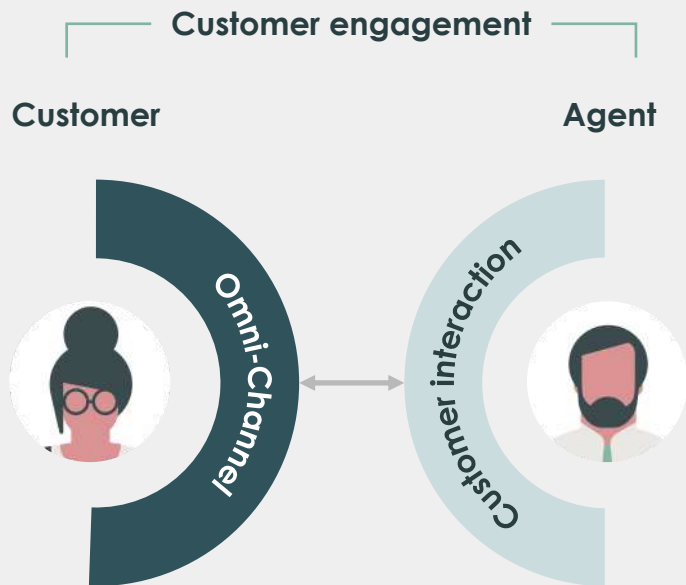
Today, the customer experience is broken

Organizations are reacting to a disruptive number of customer requests with fewer employees available to respond



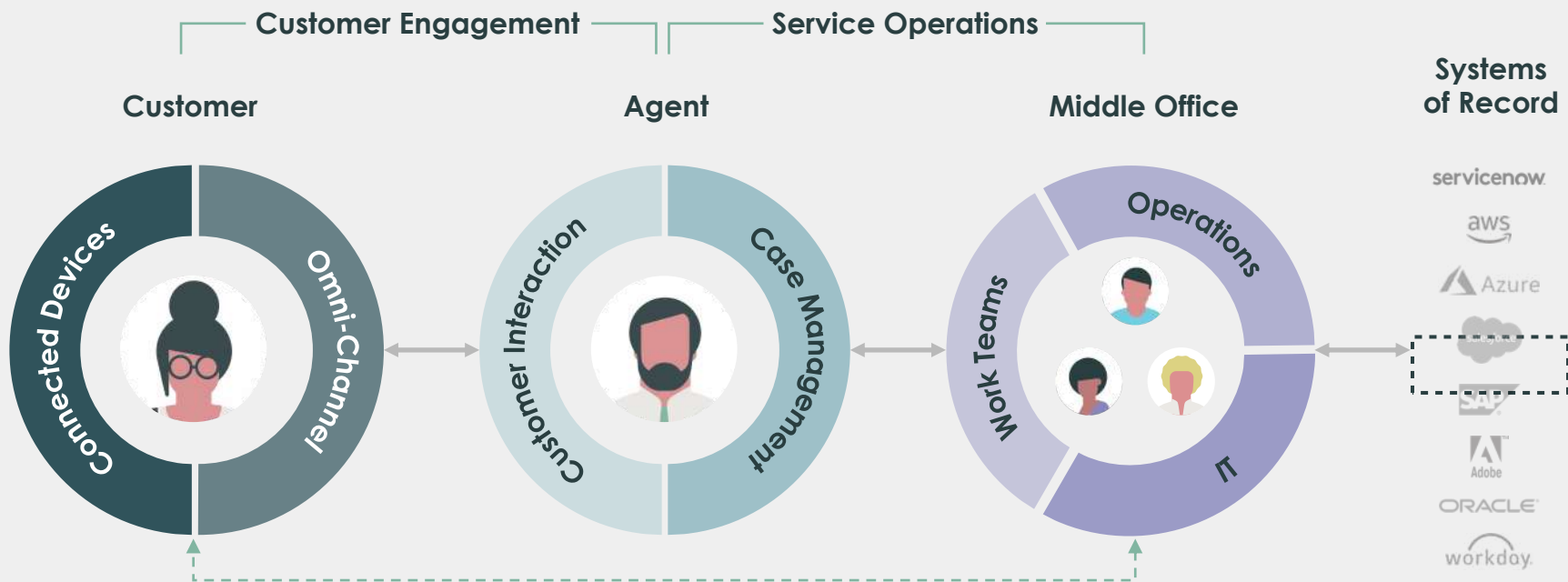
Customers have many new questions and problems

Agents can feel isolated, and customers are frustrated



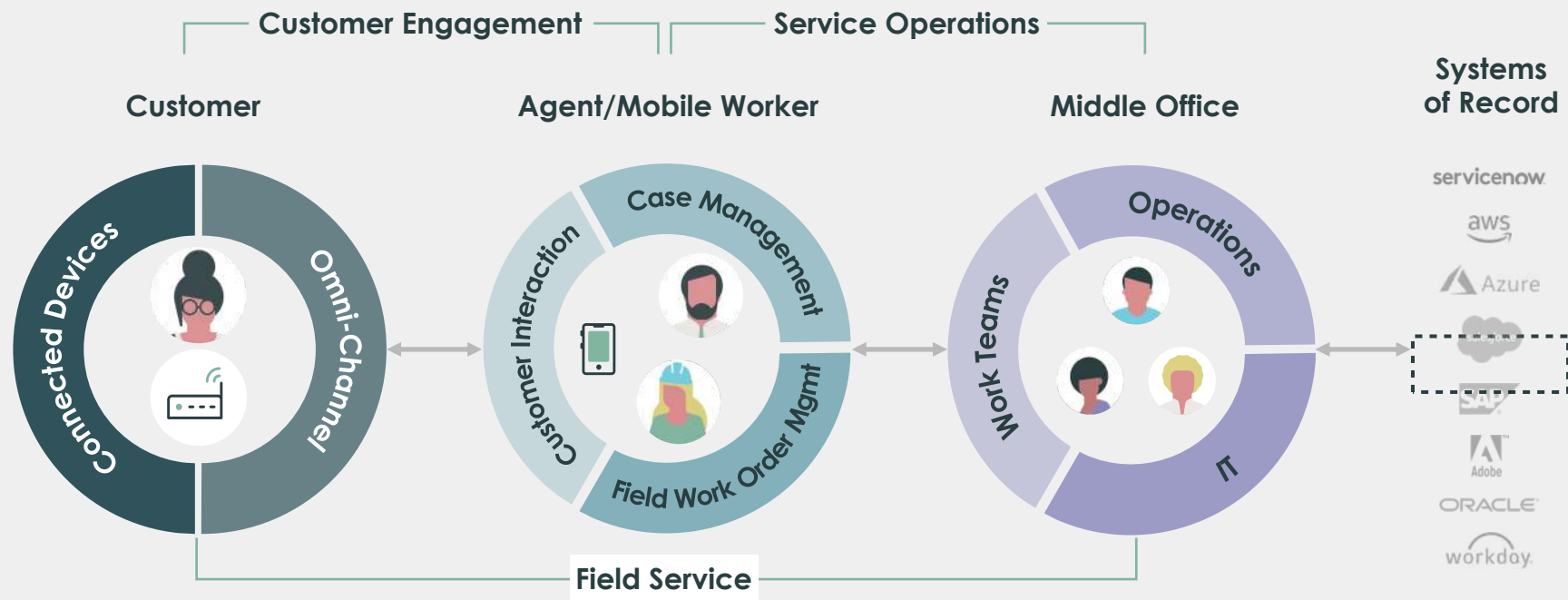
ServiceNow Customer Workflows transform customer experience

Agents are connected to teams with answers and resolve problems before they even happen



ServiceNow Customer Workflows transform customer experience

Field technicians manage location-based work efficiently and safely



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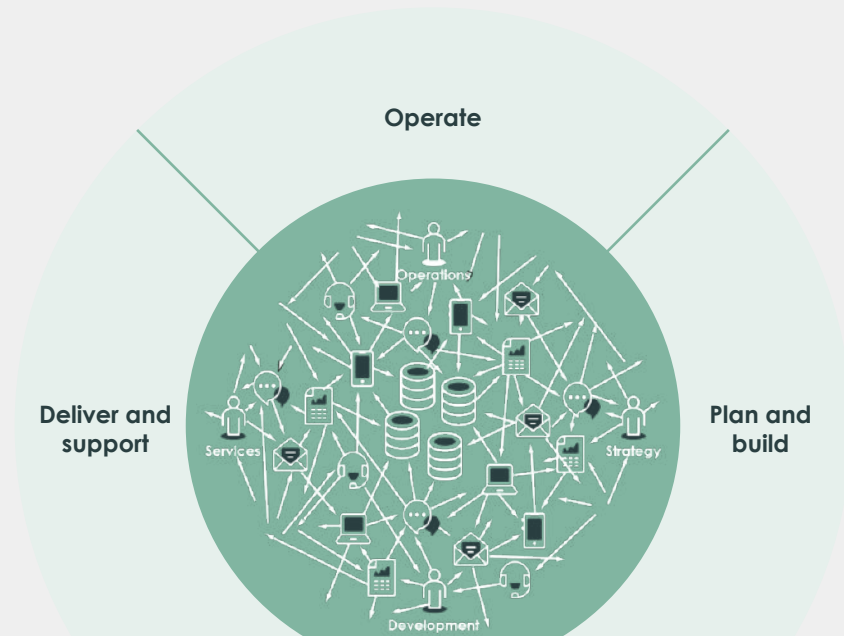
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Today, IT is mired in fragmented tools

Unable to become the agent for driving transformation in this new normal

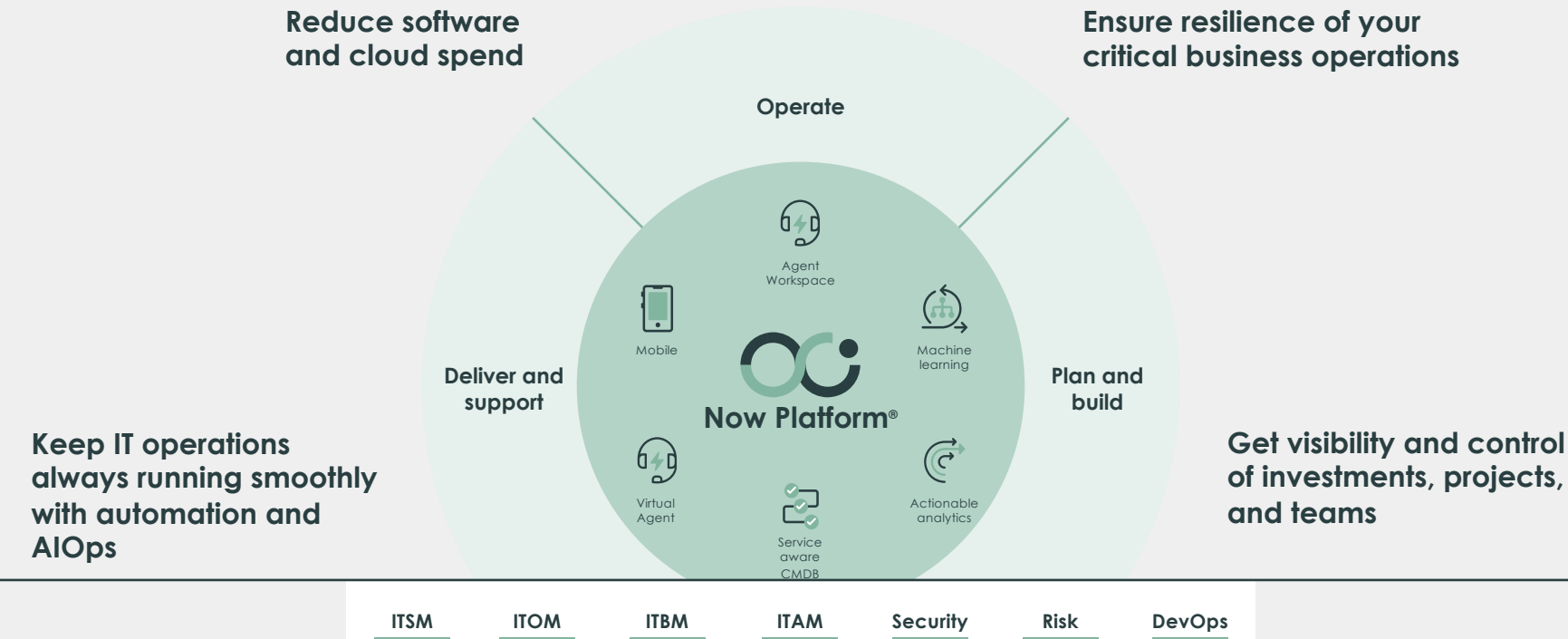


3–5%

Negative impact on EBIT
from system complexity

Optimize IT productivity, cost, and resilience

Through a single platform that bridges IT and the needs of your business



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Adopt a new **thinking paradigm**:

“ If I had asked my
customers what they
wanted, **they would**
have said a faster
horse ”

Henry Ford

Do you really **want a faster horse?**



remove legacy systems and **embrace**
technology **platform-based** approach



Devoteam, a delivery & advisory powerhouse.

Sales | Services | Training | Service provider ELITE partner



**HR
Workflow
Partner**
of the year 2019



**EMEA Elite
Partner 2020**



**EMEA IT
Workflow
Partner 2021**



**Global IT
Workflow
Partner 2021**



**"Hidden
Champion" -
Services by
PAC**

1000+

Customers

320+

Certified
implementation specialists

4.49 out of 5

CSAT score

500+

Tech experts

200+

Advisory consultants

8

Certified Instructors

420+

Project consultants

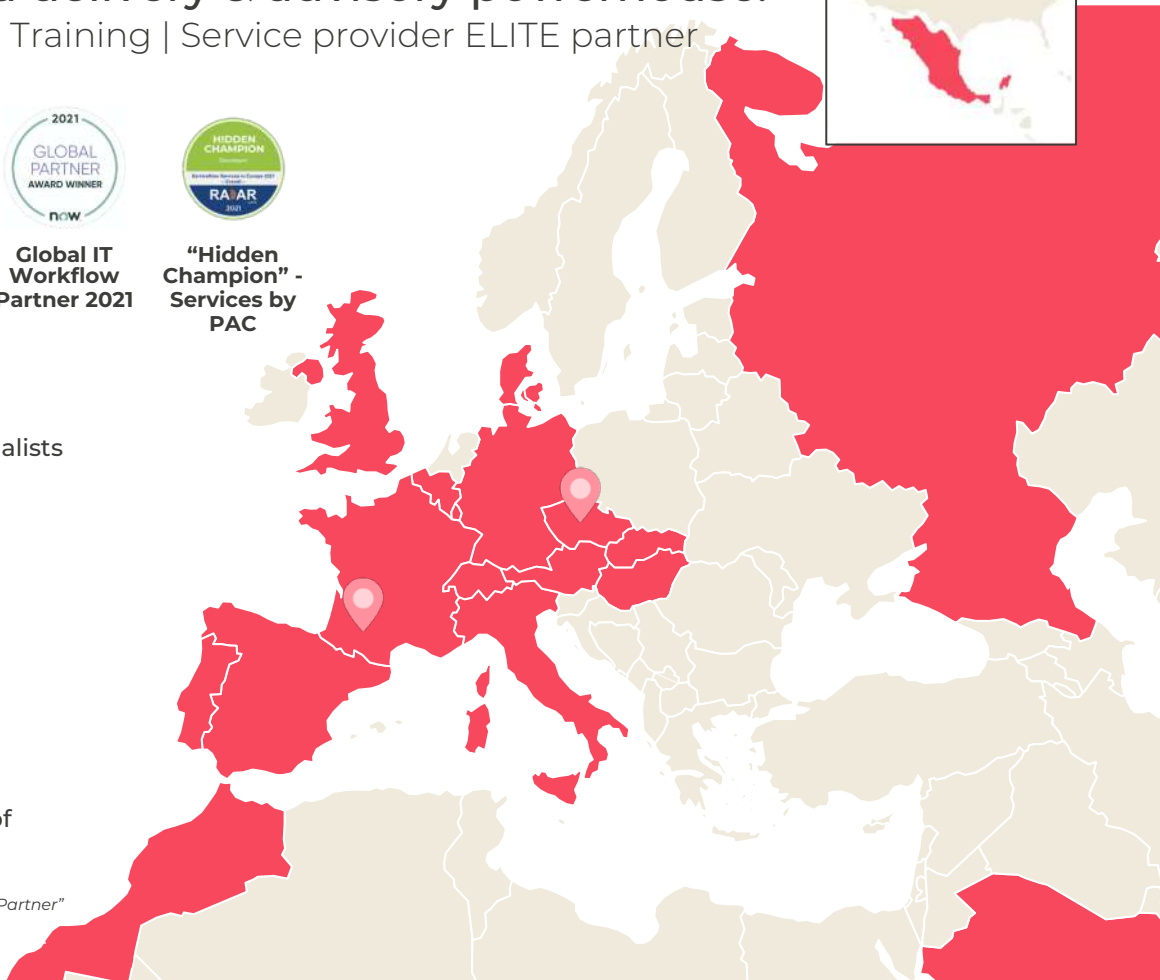


International Centre of
Excellence

Prague & Ostrava

"ServiceNow Outsourced EMEA Partner"

Toulouse



88%



Es el porcentaje de
importancia que los
consumidores en LATAM
le asignan a la
Experiencia del Cliente.

Las barreras



Operaciones en silos

... tiempo de resolución de problemas lento



Servicio reactivo

... ofrece una mala experiencia al cliente y genera más trabajo



Canales de servicio limitados

... significa inconvenientes para los clientes

Una mala experiencia del cliente afecta al negocio...

\$75B

se pierde en las empresas estadounidenses cada año debido a las malas experiencias de los clientes.

32%

de los clientes abandonaría una marca favorecida después de una sola mala experiencia.

60%

de los clientes cambiaría después de dos experiencias de servicio deficientes.



... mientras que la mejor experiencia es recompensada

69%

de los clientes dicen que gastarán más con una empresa que ofrece un buen servicio al cliente¹

16%

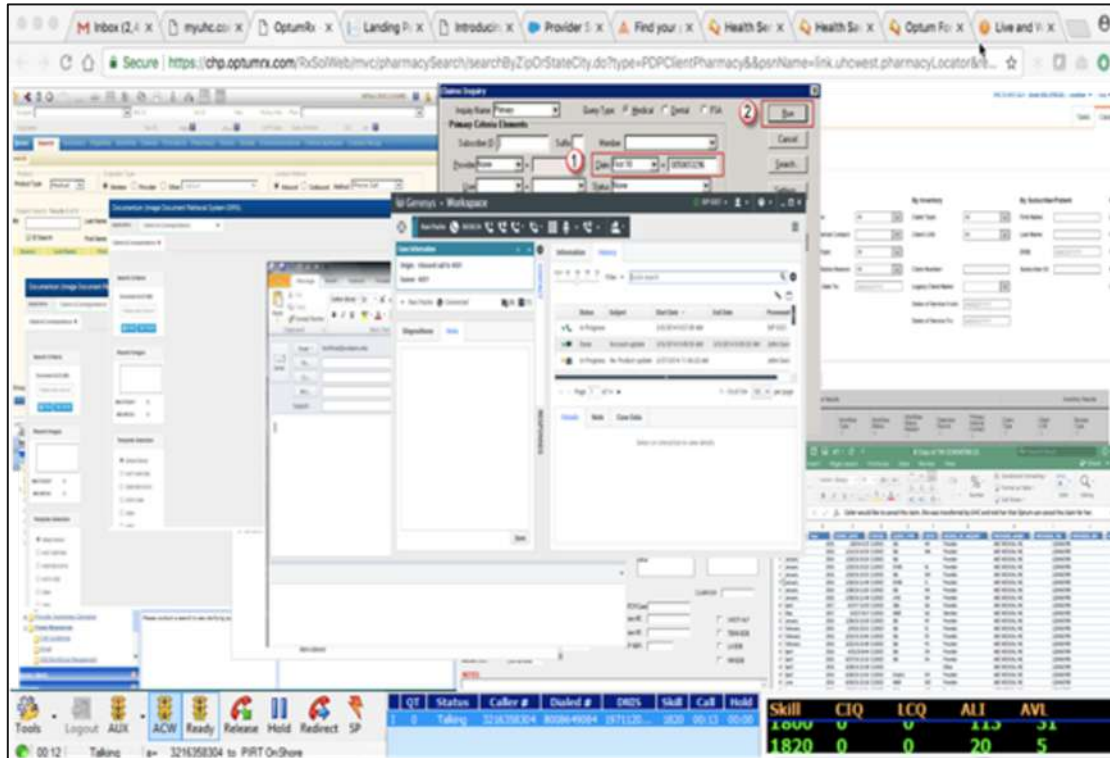
Los clientes están dispuestos a pagar un 16% más en productos y servicios con grandes experiencias²

9 out
of 10

los clientes comparten experiencias de servicio con otros¹

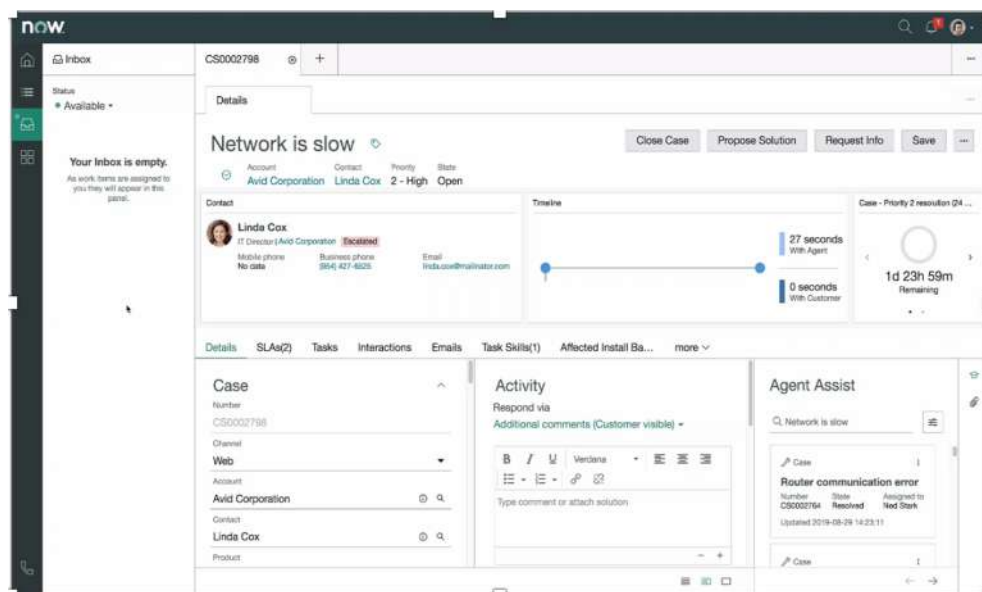
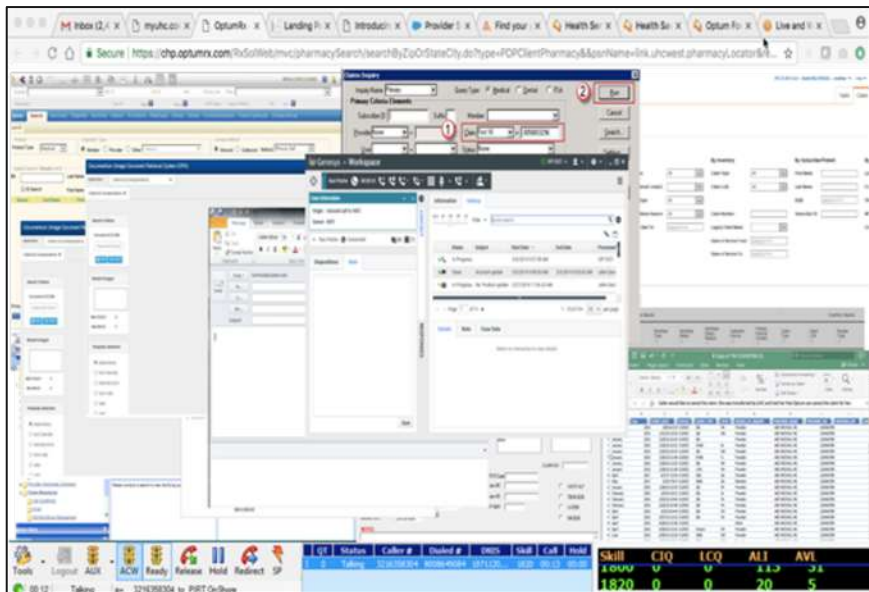


Experiencia actual de los agentes de atención

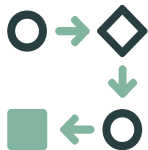


A donde queremos llevarte...

now.



La solución: Customer Service Management



Reuna front,
middle, y back
offices juntos.



Aborde
proactivament
e los problemas
de los clientes.



Maneje
instantáneamente
las solicitudes
comunes de los
clientes.

¿Qué buscan los clientes hoy de cualquier área de servicio al cliente?



Interacciones
cálidas



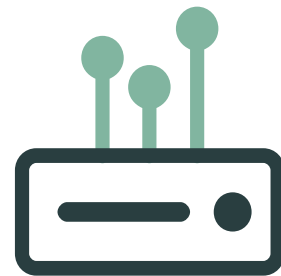
Resolución
primer llamada



Que no
transfieran su
llamada



Autoservicio



Comunicarse
por cualquier
canal

Trazar la ruta para los clientes



Digital Transformation Requires Customer Engagement AND Customer Operations



Customer
Engagement

+



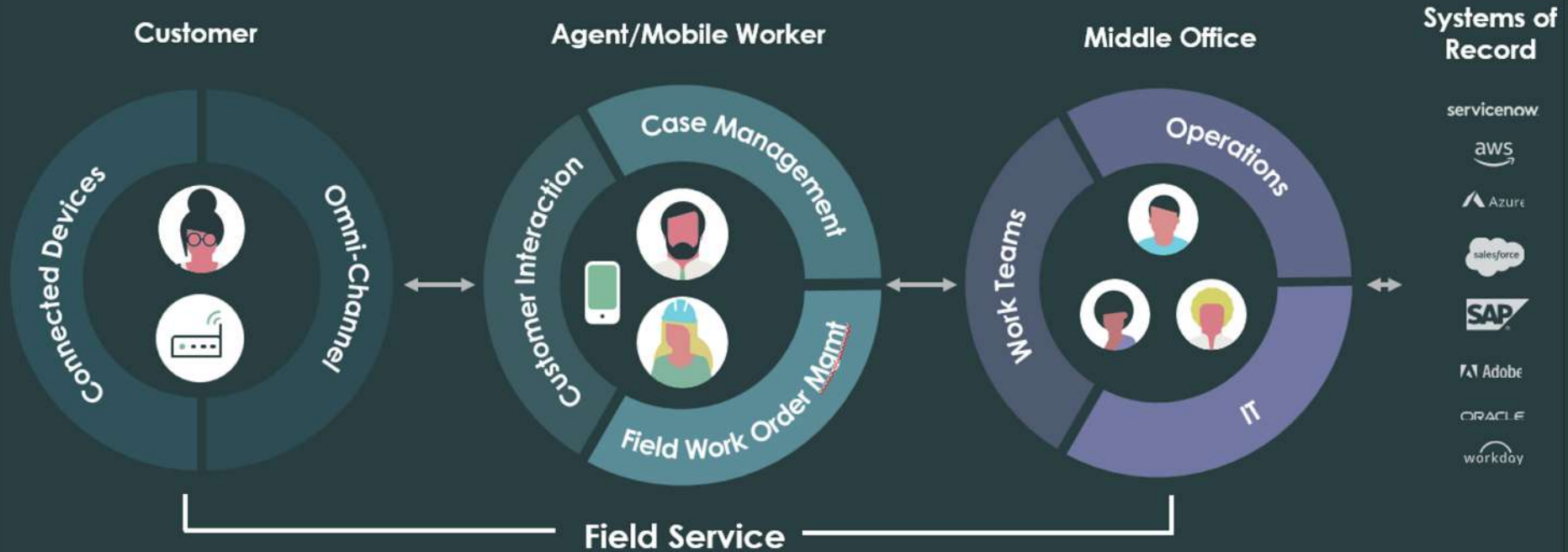
Customer
Operations



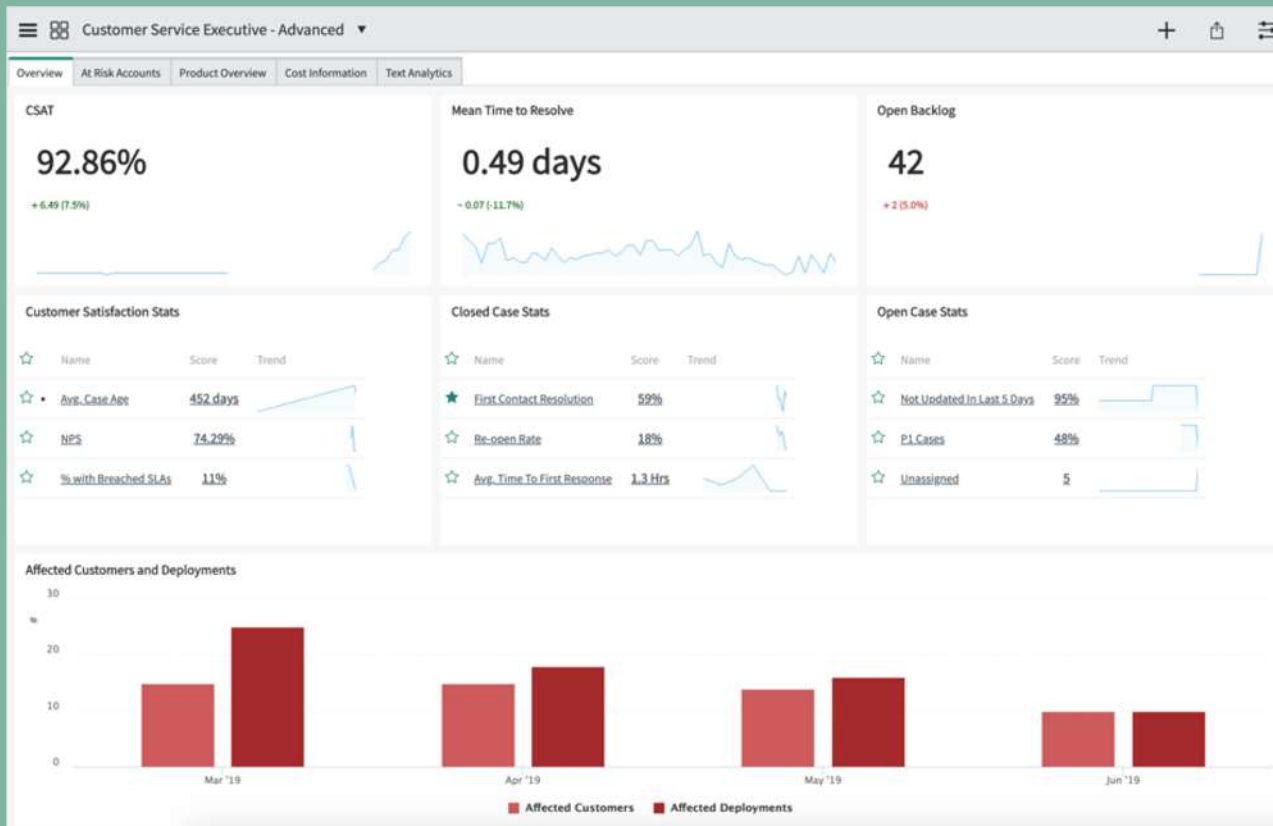
ServiceNow Customer Workflows

Transformando la experiencia del cliente

Customer Engagement Service Operations



Vista ejecutiva.



Retos de Customer Engagement

Omnicanalidad

Mensajería

Telefónica

Portal de
Servicios

Móvil

Redes Sociales

Correo
electrónico

Disponibilidad del Servicio

Atención 24x7

Guías de
resolución

Comunidades

Atención al Cliente

Calidad del
servicio

CSAT

Visión 360 del
cliente

Solicitudes

Soporte
remoto

Resolución Rápida

Niveles de
Servicio

Agentes
eficientes

Información
accesible

Retos de Customer Operations

Infraestructura

Disponibilidad
de servicios

Monitoreo de
servicios

Detección
proactiva

Conectividad

Escalamientos
entre áreas

Comunicación
centralizada

Información y
documentación

Visibilidad

Gestión de
recursos

Niveles de
Servicio

Optimización
de procesos

Métricas de
Desempeño



DEMO

Customer Service Management

NPS



Cx



FCR



Mejora la Experiencia de Cliente

Omnicanalidad



CTI
Call Center



Virtual
Agent



Chat



Portal



Correo



Sucursal

Incremento en la Eficiencia

CSM /FSM



Proactive
Customer
Service



Predictive
Intelligence



Reporting
& Analytics



Field Serv.
Mgmt.



Enterprise
Service Mgmt.

Consolidación de Herramientas

Plataforma



Experience



Integration
Services



Mobile



Application
Development



Security



Core
Services

Automatización de procesos

ServiceNow Named a Leader in the 2021 Gartner Magic Quadrant for the CRM Customer Engagement Center

This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report is available upon request from ServiceNow. Gartner does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Source: Gartner "Magic Quadrant for the CRM Customer Engagement Center," Nadine LeBlanc, Jim Davies, Varun Agarwal, 15 June 2021.

Figure 1: Magic Quadrant for the CRM Customer Engagement Center



Source: Gartner (June 2021)



Vodafone drives digital transformation using ServiceNow

Challenge

Provide customer agents with a simple, intuitive, and streamlined system, allowing clearer insight into a customer's journey

Products

ServiceNow® Customer Service Management

Results

45%

Increase in productivity

25

Point increase in customer satisfaction

360

Degree view of the customer



“

Our agents now have a 360 degree view of the customer and they have one application that helps them provide excellent service.

Former Head of Digital Experience, Vodafone



Basware accelerates customer support from issue to resolution

Challenge

Bring transparency and visibility to customer interactions to drive satisfaction for consultants and facilitate informed business decision making

Products

The Now Platform®
ServiceNow® Customer Service Management

Results

30%

Reduction in
resolution time

11%

Increase in
customer
satisfaction
score

75%

Cut in
customer
response times



“

With ServiceNow there is no legacy. The platform is a cloud solution that is built to underpin and integrate all the workflows in our customer service operation.



Matthias Lippert
VP Customer Services, Basware

Tennessee DHS redefines the customer experience for government services

Challenge

With limited staff and rising customer volumes, struggled to deliver responsive customer service due to siloed channels and manual processes

Products

ServiceNow® Customer Service Management

Results

99%

Reduction
in inquiry
assignment
times

70%

Decrease
in inquiry
resolution
times



Consistent
omnichannel
experience for
Tennesseans

“

We immediately saw dramatic improvements in quality and efficiency. Instead of taking 36 hours to assign an inquiry, it now takes less than two minutes.

Former Director of Customer Service Operations,
Tennessee DHS





Now on Now: Optimizing self-service customer support in the ServiceNow Community

Challenge

Customers needed a seamless, consumer-friendly interface to offer more comprehensive self-service access to information and issue resolution

Solution

ServiceNow uses Community to provide customers with a better experience and respond to their needs based on real-time insights

Results

3M

Monthly views by customers

5k

Questions asked per month

80%

Questions get replies in under 6 hours



“

Community delivers answers to our customers' questions faster and reduces the workload on our support organization. The ServiceNow Community is reliable and capable of scaling to meet our future business needs.



Michele Richards
VP Product Operations, ServiceNow

Whatever your
business is facing



servicenow.
The smarter way to workflow.

Let's workflow it.

Gracias por participar

Tu opinión es muy importante para nosotros ayúdanos a responder esta breve encuesta



<https://forms.gle/wWh1AoMUDFQM2jem9>



Thank you

CX **SESSIONS**
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servicenow

 **devoteam**
N Platform

 **IMT**