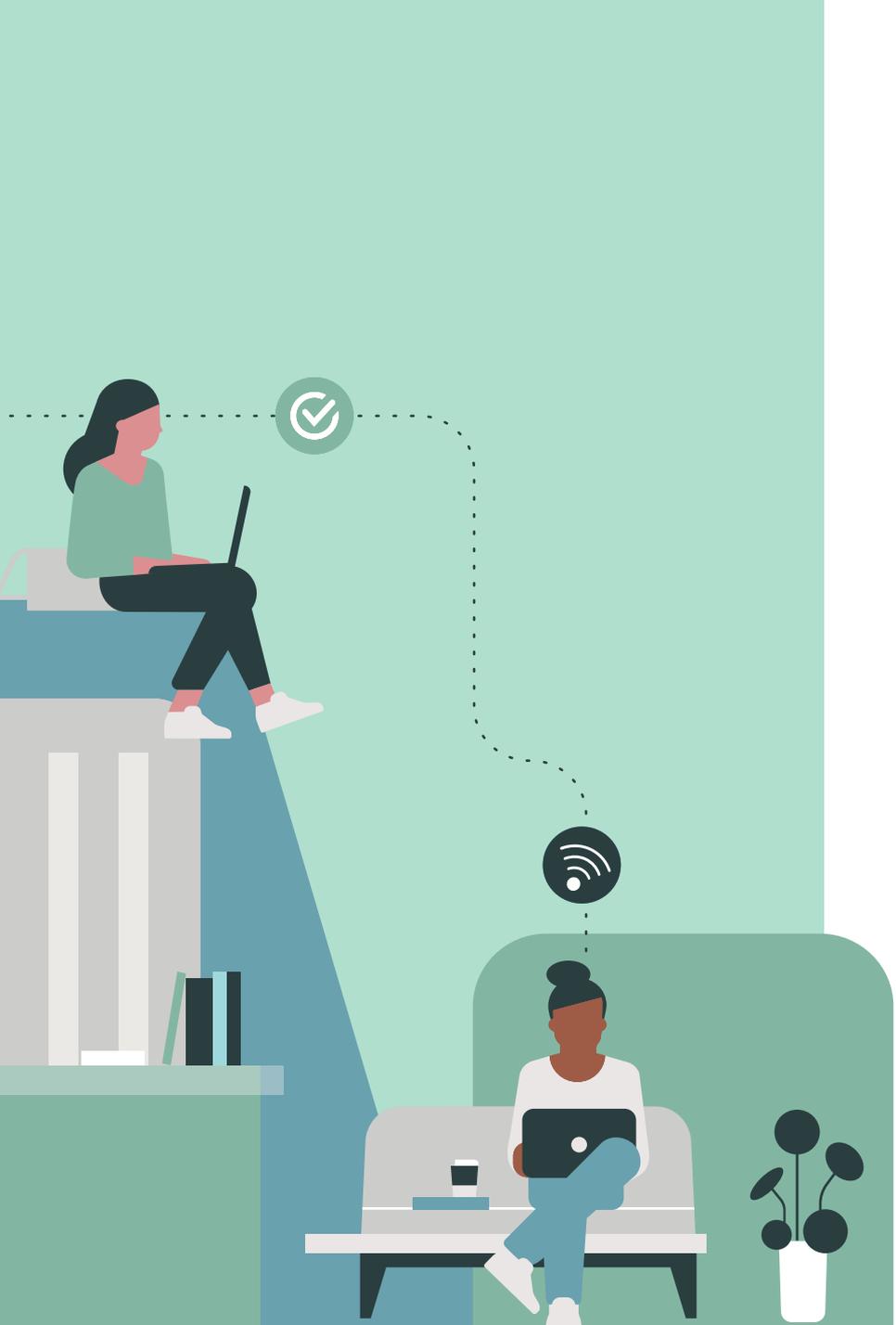


# Connecting service delivery and assurance on one platform

It's time for a new approach to telecom service and operations





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# Introduction

**Rising expectations, new technologies, and disruptive competitors put communications service providers (CSPs) under immense pressure.**

As our world has become more connected with real-time information at peoples' fingertips, the telecom service industry must keep up with those expectations. Disruption to internet, phone, and TV service are frustrating—and expectations for how quickly and easily those disruptions are communicated and repaired are high. Recent events have only intensified the need to keep our communities connected.

And rising customer expectations extend beyond service. It's also imperative for CSPs to stop competing on commoditized offerings and deliver next-generation services—or be left behind by the offerings and customer experience from disruptive competitors.

At the same time, CSPs must carefully manage costs. And, it's a struggle to get insight and visibility into operations when working inefficiently across many platforms, systems, tools, and fragmented data.

Given the rapidly changing telecommunications landscape, and with customer expectations at an all-time high, it's imperative that CSPs act quickly to reimagine the telecom experience. **The time is now for CSPs to make their networks and systems work better for their customers—and their employees.**

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“ According to **TM Forum**, as disruptive digital and online players eat away at their core markets, CSPs have no choice but to fundamentally change their operating and business models. ”

# Making work flow across the value chain

CSPs have big goals when it comes to delivering on the digital transformation, but they also face big obstacles. Manual processes slow down progress. Operations and business support systems don't talk to one another. And lack of customer-to-network visibility stands in the way of better experiences and increased efficiencies. Telecom service disruptions frustrate the entire value chain, and customers are rarely patient. Whether it's knowing about the current status of their order or a service issue before it happens, they want information fast—and at their fingertips. Employees get frustrated, too. With limited automation and siloed legacy systems, network teams don't have the end-to-end visibility they need to deliver high quality of service (QoS). And care agents and fulfillment teams are navigating multiple disparate systems and complex, manual processes that hinder productivity and impact their ability to assist customers or deliver services.

There are big growth opportunities on the horizon. To succeed, CSPs need to bring new solutions to market faster, and then, assure those products and services for an end-to-experience that keeps customers, partners, and the workforce happy. It's time to unite telecom service and operations.



**THE AVERAGE NET PROMOTER SCORE IN TELECOM**

shows customers are not satisfied with their current experience.



## HOW CAN CSPs RISE ABOVE THESE CHALLENGES, WHILE REMAINING COMPETITIVE AND PROFITABLE?

**Create** sustainable cost improvements, resiliency, and accessibility through digital workflows.

**Enable** automated issue resolution, proactive engagement, personalized self-service, and empowered agents to transform your business and fully engage customers.

**Orchestrate** work across the enterprise to deliver improved customer care, gain efficiencies, and take risk out of operations.

**Scale** to meet growing service complexity and order volumes with tracking and visibility to ensure accuracy, prevent fallouts, and shorten time to revenue.

**Transform customer and employee experiences by making work flow more seamlessly across the entire value chain.**



# Connecting customer and network workflows— on one platform

ServiceNow® has partnered with leading global telecommunications providers to examine their operations, identifying the complex and disconnected work processes that lead to poor customer and employee experiences. And we've designed three solutions to tackle those challenges.



## Telecommunications Service Management

Telecommunications Service Management elevates telecom service and operations by connecting the customer and the network on one native cloud 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.



## Telecommunications Network Performance Management

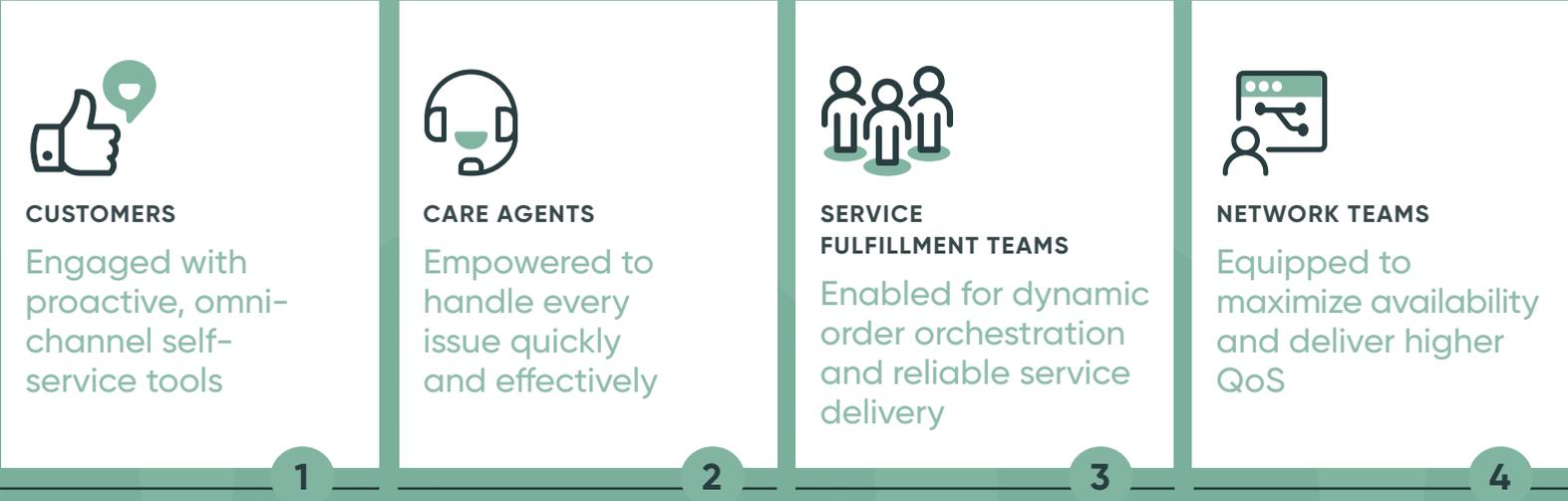
Telecommunications Network Performance Management uses the power of machine learning to turn network event data into actionable alerts—cutting through the noise, pinpointing service issues, and helping CSPs to rapidly identify and remediate the root cause. In addition, Telecommunications Network Performance Management applies cross-domain correlation, across multiple network monitoring tools that may exist on a CSP's OSS landscape. It correlates events coming from different event and fault management platforms, helps prioritize them, and creates incidents as needed for resolution and remediation. This dramatically reduces MTTR and increases service quality.



## Order Management for Telecommunications

Order Management for Telecommunications enables modern CSPs to scale their approach to order management and realize the full potential of growth opportunities, like 5G and business diversification. By uniting order management and service assurance on one platform—CSPs accelerate revenue growth. With ServiceNow's Order Management for Telecommunications, CSPs launch new products and services faster and shorten time to revenue with accurate orders and less fallout. Ultimately, this ensures customer success through a reliable service fulfillment approach to meet SLA/OLA requirements and lower the cost to serve.

# ServiceNow telecommunications products make work flow better across the value chain:



CSPs can leverage Telecommunications Service, Network Performance, and Order Management to improve experiences, drive operational resilience, and turn the digital transformation into a competitive advantage.



# Customers

## 1 Engaged with proactive, omni-channel self-service tools

Improved service isn't enough to stand out in today's marketplace. With disruptive competitors ready to lure customers away, CSPs need to engage customers with proactive and intuitive tools and services.

ServiceNow telecommunications solutions are built to improve the customer experience by breaking down silos and integrating systems and data—enabling CSPs to shift from a reactive to proactive service model.

### By leveraging the ServiceNow platform of platforms approach, CSPs can offer:



**Self-service tools** to empower customers to manage their profiles and other login information within a convenient online portal—without having to call an agent.



**A virtual agent** feature that takes chat from conversation to resolution through automated, natural-language chatbots and integrated, pre-built customer service conversations.



**Proactive updates** to keep customers continuously updated on service issues—even before they're aware—and enabling them to monitor their issue resolution status.

CSPs can stand out from the crowd by empowering customers with next-generation tools and services that will allow them to seek information, make requests, and troubleshoot issues—all on their own timeline.

## CREATING A DIFFERENTIATED SERVICE EXPERIENCE FOR ENTERPRISE CUSTOMERS

To help CSPs foster deeper loyalty with enterprise customers and reduce the cost to serve, ServiceNow offers eBonding for Telecommunications—an out-of-the-box capability that connects the enterprise customer's and the CSP's ServiceNow instances.



### The result:

Total transparency, reduced care costs, faster support, and improved loyalty.

### → HOW IT WORKS

# Care agents

## 2 Empowered to handle every issue quickly and effectively

Care teams are on the front line of the customer experience. But when they're grappling with siloed legacy systems and manual processes, it's hard to serve customers well—despite their best efforts.

With ServiceNow's Telecommunications solutions, customer care agents can quickly manage different types of work—all from within one platform.

### By creating a single, AI-driven desktop and mobile interface, CSPs gain:



**A single agent workspace**, empowering agents to become proactive by putting everything at their fingertips and eliminating swivel-chair through 20+ apps or more.



**Real-time data**, arming agents to notify customers about service disruptions, track the resolution progress, and trigger major case workflows to reduce first-response time.



**A holistic customer view**, enabling agents to see what services a customer has and be more helpful and efficient with service changes, orders, claims, complaints, or billing disputes.

Top talent are central to powering digital transformation. CSPs need to empower their care agents to achieve maximum productivity and create the best employee experience possible. When the employee experience is elevated, the customer experience gets elevated, too.

“ It’s important to link what’s happening in the network and back office with CX. Proactive communication with customers about service-impacting events in the network, for example, can improve the experience for customers, while increasing productivity and lowering costs for the CSP. ”

Source: TM Forum, "Customer experience: From digital to omnichannel", March 2020

# Service fulfillment teams

## 3 Enabled for dynamic order orchestration and reliable service delivery

Service fulfillment teams play a critical role in orchestrating customer orders—from order capture to decomposition to delivery. And with the volume of orders and complexity of services being requested, it's not easy to scale to meet customer demands.

With Order Management for Telecommunications, fulfillment teams gain visibility into products, services, and resources across systems, which in turn makes them more productive. Aligned to an industry-driven data model, CSPs get:



**Catalog-driven workflows** empower self-service and validate order accuracy no matter how complex or customized the product or service being ordered.



**Zero-touch automation** accelerates the decomposition and orchestration of orders, while gaining clear visibility across the order lifecycle in one place.



**A service-aware CMDB**, offers an end-to-end view across the customer journey contributing to a seamless, reliable experience and improved lifetime value.

Shortening the time between order and delivery helps CSPs realize revenue faster. With a new approach to order management, fulfillment teams can avoid the order fallouts and productivity drains that often come from more manual process and multiple ordering systems.

“ With the establishment of the new B2B business unit in 2020, **DTAG** started the implementation of the B2B Powerhouse initiative, including the endeavor to radically simplify and unify processes and IT for the B2B business. For this purpose, the 1B2B leadership team decided to join the ServiceNow Design Partner Program for influencing and contributing to the further development of the ServiceNow platform capabilities in line with the needs of a modern B2B telco. ”

- Angela Maragopoulou, CIO B2B, Deutsche Telekom

# Network teams

## 4 Equipped to maximize availability and deliver higher QoS

Network teams and field operations must work efficiently and correctly. And in today's world of automation and predictive analytics, they also need to be empowered to be proactive—rather than reactive.

As a platform of platforms, ServiceNow telecommunications solutions connect diverse systems on one native cloud platform, enabling CSPs to quickly deploy digital workflows and applications that unite customer and network data.

### By elevating existing single-point systems, CSPs gain:



**A holistic network view**, giving teams valuable end-to-end visibility throughout the customer experience and increasing productivity.



**Insights into the network**, empowering teams to correlate events, understand trends, catch growing service issues, and assess impacted services.



**Comprehensive monitoring and detection**, enabling teams to detect and solve issues earlier and more efficiently—reducing mean time to repair (MTTR) and service level agreement (SLA) breaches.



**Automated issue resolution**, helping teams break down silos and route across functions to create timely and informed work orders for field service dispatch.

Not only are your people more informed, so are your customers. With a comprehensive approach to service assurance processes, it's easier to proactively and automatically notify customers of network-related incidents, as well as provide continuous updates and transparency into the resolution process.

“ According to IDC, poor customer insight usually results in a poor customer experience. Several factors can be blamed for this, but a poor experience comes mostly from the lack of flexible systems and processes with the capability to meet changing customer expectations. ”

Source: IDC, “Enhance the customer experience through data-driven assurance, AI, and automation”, January 2020

# Turning digital transformation into a competitive advantage

Digital transformation in telecom is a top priority, and recent events have only accelerated the timelines. With customer expectations higher than ever, now is the time for a more connected approach to telecom service and operations.

When the power of Telecommunications Service Management, Telecommunications Network Performance Management, and Order Management for Telecommunications are harnessed, CSPs can connect customer and network workflows on one native cloud platform. Without replacing existing tools, CSPs can improve order management, enhance customer care, and automate service assurance—all while improving productivity, profitability, and operational resilience..



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## OUR COMMITMENT TO STANDARDS AND INTEROPERABILITY



The monetization opportunity for 5G and beyond will require an interoperable ecosystem of technology and partners that enables a strong B2B2X business model and, ultimately, creates a connected enterprise.

We're committed to ensuring CSPs can leverage an open, cloud-native platform of platforms built on industry standards and best practices to not only accelerate 5G investments, but also deliver simplicity, scale—and most importantly, choice.

By working with partners, like Accenture, and designing telecom-specific applications using industry standards, like TM Forum's Open API and Open Digital Architecture, we give CSPs the ability to focus on business models and policies that make them unique in the marketplace.

**About ServiceNow**

ServiceNow (NYSE: NOW) partners with CSPs to unlock new revenue opportunities and improve profitability across the enterprise. We help CSPs across the globe power their digital transformation to drive proactive customer care, automate service assurance, maximize IT agility, and optimize talent management.

**Find out more:**

→ TELECOMMUNICATIONS SERVICE MANAGEMENT

→ TELECOMMUNICATIONS NETWORK PERFORMANCE MANAGEMENT

→ SERVICENOW SOLUTIONS FOR COMMUNICATIONS SERVICE PROVIDERS

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