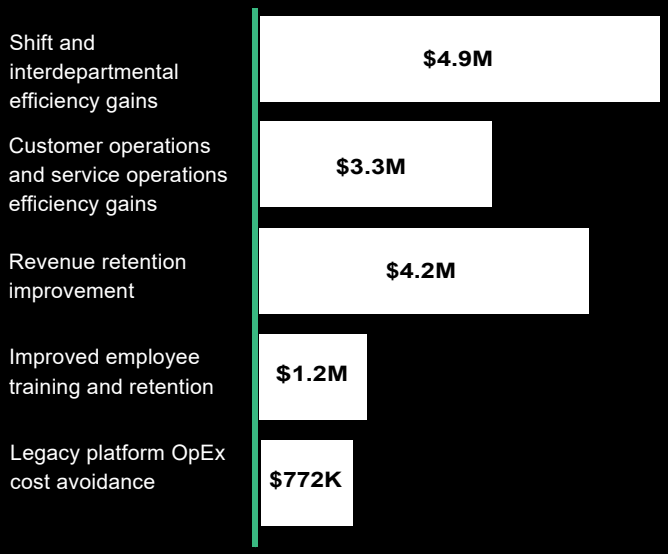
The Total Economic Impact™ Of ServiceNow Customer Service Management

FORRESTER®

Through four customer interviews, Forrester concluded that ServiceNow Customer Service Management (CSM) has the following three-year financial impact.

SUMMARY OF BENEFITS

Three-year risk-adjusted



BENEFITS PV
$14.34M

NPV
$9.03M

ROI
170%

CUSTOMER SERVICE MANAGEMENT BY THE NUMBERS

The investment in CSM reduced the share of phone contacts, which tend to be relatively costly and labor intensive compared to self-service web channels, from **20% to 12%.**

CSM led to **20%** greater efficiency handling cases requiring interdepartmental shift and/or escalation.

Up to **18%** of all cases are deflected using CSM.

"I'm much more in touch with my customers; I'm much more in touch with my employees. They're more empowered and we're more creative as a result of our use of the platform."

VP of technical customer service, telecommunications

"When it comes to support engagement, every customer wants better [and] faster. They want us to read their minds and know what their problem was yesterday. So, when it comes to response and resolution, we use ServiceNow in order to drive those metrics."

VP of customer experience and advocacy, software

Read the full study

This document is an abridged version of a case study commissioned by ServiceNow titled: The Total Economic Impact Of ServiceNow Customer Service Management, September 2022.

Commissioned by

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