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# Reasons to Elevate Your Customer Experience Ecosystem

Elevate your customer experience ecosystem with a Unified Service Management Platform that benefits all teams.

The bottom-line benefits of "Service Optimization" include up to a 30% increase in sales!

1



## Avoid shuttling among systems searching for customer insight

Achieved by: Pulling data from all systems into a single platform that provides a 360° view: contracts; sales data; application usage; size of customer; length of contract, length of tenure, etc.



**QUICK WIN:**

Support teams see the whole customer, not just an individual ticket. This has big impact on how issues are prioritized and resolved. Use this data to prompt agents or drive workflows.

2



## Unite system data from other line-of-business software

Achieved by: Integrating (via APIs) with other systems to boost efficiency, workflows and automation. Provide proactive notification of events from monitoring systems; access requests from MS Teams, Slack, etc; gather hardware and software properties through automated software inventory. Leverage best-of breed applications.



**QUICK WIN:**

Gain a holistic view of your service operation that can be used to preempt problems, manage hardware expirations, coordinate version control, and compliance.

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## Empower customers and support robust self-diagnosis and self-service programs

Achieved by: Helping customers resolve problems before requiring human interaction. Avoiding back-and-forth delays by gathering complete information using custom scripts. Routing a ticket to the right resource—with the information needed to resolve it immediately.



**QUICK WIN:**

Faster, more cost-efficient resolution via self-service. Reduce service calls while reporting on self-help activities to measure effectiveness.

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## Leverage a single source of data and report across multiple systems

Achieved by: Tying core customer & operations systems into a single service platform with integrated reporting across all solutions.



**QUICK WIN:**

Holistically monitor KPIs. Definitive answers to questions like: How long a system outage takes to resolve? Number of complaints it generates? What is the ROI on our service spend?

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## Be proactive with customers

Achieved by: Implementing strict service and operational level agreements. A unified service platform allows you to track work to ensure you meet agreed customer obligations. Using real-time dashboards with alerts and escalation rules. Integrating with core management systems like event management or asset discovery and monitoring alerts front-line staff of failures before customers—allowing for advance notification or faster resolution.



**QUICK WIN:**

Customers respond more positively to service lapses when there is proactive communication. Customers who have experienced a successful problem resolution are 13% more likely to return than customers who've had no problems at all.

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## Do more with less—achieving the same output with fewer resources

Achieved by: Making use of technologies beyond simple ticketing solutions: routing, multiple resolver groups, SLAs, self-service interfaces, service catalogs, business automation tools, advanced reporting/analytics, load balancer, surveys, etc.



**QUICK WIN:**

Streamline human capital; reduce ticket open times; more granular visibility on overall customer service status; get teams working on the right tickets at the right time; customers with more urgent issues are prioritized appropriately.

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## Improve team oversight and internal communication

Achieved by: Helping teams collaborate more effectively, while giving management greater visibility. Tasks assigned to multiple people simultaneously for parallel progress. Workflows ensure processes are followed and completed tasks forward, automatically, to the next person in sequence. Features such as tech-to-tech chat and real-time dashboards for management oversight.



**QUICK WIN:**

Build team morale and help team members better support one another. Improve and speed customer resolution times. Provide management with a holistic view of the service operation to support proactive problem resolution.

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## Leverage business intelligence to uncover new efficiencies

Achieved by: Improving the tracking and reporting of key metrics such as: number of tickets logged a specific contactor— including categories and contact channels. Tabulating customer satisfaction to reveal operational shortcomings (i.e. constant platform outages), staff issues (i.e. SLA's being missed by individuals) as well as understanding staff workload and performance.



**QUICK WIN:**

Improved customer satisfaction and ongoing process refinement.

"At first it was just an IT incident tool, but it has expanded to about 40 different groups... By taking advantage of the Unified Service Management Platform and elevating the customer experience, (we) can process over 125,000 business incidents per year."

- Auto Rental Executive

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