

Creating experiences that drive loyalty

Fujitsu and ServiceNow Customer Workflows



shaping tomorrow with you

Establishing your competitive edge through great customer experiences



Providing excellent customer experiences – meeting and exceeding expectations – is critical for organizations to compete today

Customers are demanding more. They want seamless experiences. They want the organizations they interact with to anticipate their needs and proactively resolve their issues fast. And, above all, they want consistency – for promises to be met and services to be delivered on time, every time.

Organizations need to inspire loyalty and gain the trust of their customers. If you don't provide them with a positive experience at every stage, they're unlikely to come back. It only takes a single poor experience to drive a long-term customer straight to your competitor's door. So each interaction needs to delight; be frictionless, rewarding and leave the best impression of your brand.

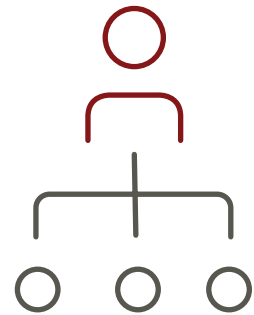
We can create the personalized experiences your customers demand by connecting your critical workflows. This is about more than just understanding how ServiceNow Customer Workflows work (although that's also a strength of ours). It's about understanding your business. We can help you to rethink how you operate – digitizing and automating customer service processes and your operations. And designing great customer interfaces so you always make the right impression.



To create great interactions, you need to empower your people. Giving them access to the right information, insight and tools, so they can deliver the exceptional experiences your customers need.

By connecting data across departments and silos, you can get a complete view of the customer. This gives you the insight to anticipate their needs and the ability to mitigate issues before they arise. So, your people can deliver a personalized customer experience.

We understand what goes into creating great experiences, and we use our expertise in ServiceNow – and the wide range of technologies you need to integrate – to connect your organization and digitize its processes. It's how we help you to gain insight into your customers and services. So, you can innovate and deliver more than customers demand – increased resilience and agility, your organization will be able to pivot fast, not only to navigate new challenges, but also to take full advantage of opportunities as they arise.



Solutions to address your customers' needs



Complex systems, information silos, multitudes of applications and tiresome manual processes are a major challenge when it comes to providing your customers with fast, intelligent responses that drive good experiences. Instead, they lead to complexity for your customer-facing teams and this can all too quickly result in unsatisfactory interactions that erode customer trust and loyalty.

We help you to look across your front, middle, and back offices – to identify the ineffective processes and service gaps. By digitizing business processes, you'll be able to break down silos and join the different parts of your business together to reach resolutions quicker and drive up satisfaction.

With both technical and sector experts, we work closely with you to create the digital workflows and solutions that work for your people, your organization and your customers.





Connecting your business to connect better with customers

When you understand your customers' needs, you can start designing the experiences they want. From which channels they want to engage through and at what point, to knowing when automation adds value rather than makes them feel like just a number.

Providing self-service options like chatbots can free your employees from routine tasks so they can focus on other aspects of the customer experience. And with access to data from across the business, you can make informed decisions that improve your products and services in the way that matters most to customers.

We can also help you create intuitive experiences for your customers by digitizing your business processes, delivering multi-channel access, and enhancing your services with insights from the Now Platform. By connecting all parts of your business and systems, you can ensure information is available to all teams, so you can move beyond serving customers through contact centers to creating new engaging experiences.

With our help, you can drive loyalty with proactive customer services, identify opportunities to innovate, and pivot when the market requires.



Create competitive advantage wherever your people are



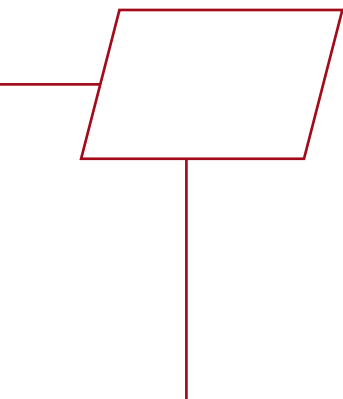
Solving problems for people in front of their eyes creates instant customer satisfaction. In turn, this reinforces loyalty and positively affects your bottom line. To make this happen, your service staff need to react and resolve at speed – which means your back-end systems need to perform at their best.

Behind great experiences are the systems that deliver relevant data and information which calls for a proactive approach where you can monitor, analyze, automate, and optimize. Through predictive maintenance, you can alert your employees to problems before they cause issues for customers and, with automated operations, your systems can fix themselves.

Connecting your field employees when they are out and about and providing them access to data wherever they are, is key to empowering them. With capabilities like intelligent routing through machine learning, you can ensure that the most qualified person is assigned to the job for fast, first-time resolutions.

Fujitsu brings a wealth of experience in connecting the different parts of your enterprise. We help organizations around the globe change how they operate and bring together disparate functions for a clearer view of their organization, products, services, and customers.

Your brand's reputation is in the hands of your customer-facing teams. With Fujitsu, you can get the most of your ServiceNow investment and give your people the insight they need, the flexibility to work where they need to and confidence in the systems that support them. So, you can establish your competitive edge where it matters.



Use cases



Enhancing operations to improve service

Challenge

Organization

A public sector service provider in Belgium.

This organization was looking for a new customer support system to replace its legacy one, which had reached end of life. The solution needed to improve efficiency, lower costs, and free up staff from repetitive manual admin, so they could concentrate on adding more value for customers.

Solution

Using ServiceNow, we put in place intelligent workflows to improve the speed and efficiency of ticket handling and provide a single, uniform platform to orchestrate processes across the enterprise. What's more, it would scale across a multi-instance architecture to provide service desk agents and operational teams with the right insights at the right time.

Results

Now, the customer has greater visibility into its operational performance and 360° reporting, including across legacy data. That's in addition to better control over costs and increased flexibility. As a result, the organization has been able to improve service delivery and customer satisfaction scores.

»Our drive for operational efficiency to improve service for our customers is spearheaded by Fujitsu's implementation of ServiceNow. The task we set Fujitsu was far from straightforward, involving transformation of multiple systems and the need to work alongside existing partners. Our expectations have been more than exceeded, with a frictionless program delivered on time and on budget.«

Technical Director



Accelerating customer support from issue to resolution

Challenge

Organization

A software company in Sweden.

The business's legacy customer support system was no longer fit for purpose. Customer support was limited to email or contact form requests, which meant progress was slow and prioritizing tickets was difficult. As a result, the business failed to achieve 80% of KPI targets, and its 'timely' and 'professional' support satisfaction scores were particularly low.

Solution

We used ServiceNow to implement a customer service portal and intelligent Incident Management workflows. This included adding a global 24/7 chat functionality, to give customers a quick and easy way to contact the organization.

Results

The company now provides self-service support to customers, including a knowledgebase for FAQs and automated support for repetitive service desk tasks. Plus, with improved reporting and real-time monitoring, they can continuously improve services, meet resolution deadlines, and deliver better experiences for customers.

- We delivered the solution in five months. It resulted in:
- 75% reduction in response times (from 4 hours to 55 minutes)
 - 30% reduction in time to resolution (from 40 hours to 28 hours)
 - an 11% increase in customer satisfaction scores



Helping you maximize value from ServiceNow

If you're already using ServiceNow, we can help you maximize its impact. And if you're currently thinking about a new investment, we'll show you how you can quickly start realizing the potential of ServiceNow.

To deliver seamless customer experiences and scalable operations, you need a partner that knows about business transformation as well as the technology that underpins it.

This is what sets us apart. We take the time to understand your objectives and use ServiceNow to deliver the experiences your customers demand. And we help connect the enterprise, giving you a 360° view of your customers and enabling you to continually improve your services.

At Fujitsu, we have the specialist skills, industry expertise, and strategic vision to make the complex simple – helping you get the best out of ServiceNow.

To find out more, [get in touch](#)

FUJITSU

©Copyright 2021 Fujitsu, the Fujitsu logo, are trademarks or registered trademarks of Fujitsu Limited in Japan and other countries. Other company, product and service names may be trademarks or registered trademarks of their respective owners. Technical data subject to modification and delivery subject to availability. Any liability that the data and illustrations are complete, actual or correct is excluded. Designations may be trademarks and/or copyrights of the respective manufacturer, the use of which by third parties for their own purposes may infringe the rights of such owner. ID-7388-002/02-2021.

All rights reserved.