

Use Cases of ServiceNow

Incident Management for Online Courses

Industry:

EduTech

Use Case:

Managing incidents reported by students

ServiceNow Products:

ITSM, Virtual Assistant

Business Impact:

Quick resolutions to technical issues, course coverage on time, improved customer satisfaction.

Challenges

- ❖ Students often face technical issues and have no way of reporting them instantly and following up on them easily.
- ❖ As the incidents are not reported instantly, the resolutions take time impacting course coverage.
- ❖ Delayed courses lead to customer dissatisfaction impacting business growth.

Potential Solution

- ❖ ServiceNow ITSM with its incident management can track all incidents reported in a central database.
- ❖ The client interfaces available across devices and platforms providing Omni channel access.
- ❖ The business rule and workflow management allow incidents to be managed through life cycle from end to end with rule based allocation, escalation etc.
- ❖ The AI / ML features allow better allocation / resolution based on pattern analysis.
- ❖ The Virtual Assistant can provide chat bots for help desk / service desk activities.

Benefits

- ❖ Omni channel access for users to raise and follow up on the incidents.
- ❖ Seamless flow of incidents through the work flow to the action owners without any delay.
- ❖ Notifications, alerts and rule based escalation for pro-active action.
- ❖ Intelligent allocation based on earlier patterns for more effective resolutions.
- ❖ Tracking and visibility into the incident at all time.
- ❖ Chat bots for 24 / 7 support without any dependence on human presence.

Asset Management for Hospitals

Industry:

Healthcare

Use Case:

Medical equipment management with HW / SW maintenance

ServiceNow Products:

ITAM, Virtual Assistant

Business Impact:

Better Asset control, optimal usage and cost savings, Improved Patient Service.

Challenges

- ❖ Various devices such as ECG machine, X-Ray machine etc., needing specific tracking and maintenance including tasks with third party vendor support.
- ❖ Devices moving across departments and locations of hospital, including patient residences in remote care.
- ❖ Tasks to be managed with internal and external folks for the HW and SW maintenance activities through the life cycle of an asset.

Potential Solution

- ❖ ServiceNow ITAM has all pre-built design for managing SW and HW assets.
- ❖ The client interfaces available across devices and platforms providing Omni channel access.
- ❖ The business rule and workflow management allow assets to be managed through allocation and maintenance tasks with rule based allocation, escalation etc.
- ❖ The auto alert and integration with devices allow notifications for pro-active measures.
- ❖ The Virtual Assistant can provide chat bots for help desk / service desk activities.

Benefits

- ❖ Accurate tracking of allocation and usage of all equipment.
- ❖ Notifications, alerts for pro-active actions and maintenance on time.
- ❖ Tracking of all related tasks and deliverable including all vendors / suppliers with everything centrally maintained yet accessible by all from anywhere.
- ❖ Chat bots for 24 / 7 support without any dependence on human presence.

Order Management for A Pet Pharmacy

Industry:

Healthcare (Veterinary)

Use Case:

Order tracking integrating multiple systems

ServiceNow Products:

CSM, Virtual Assistant

Business Impact:

Improved order creation , enhanced customer experience, employee productivity gain, order tracking throughout.

Challenges

- ❖ Their existing prescription / order management software and POS software are legacy products. They are not web enabled so does not allow easy web access to users.
- ❖ They also do not communicate with each other resulting lot of manual tasks.
- ❖ This forced the client to use a contact center management software for order tracking which only deals with customer contact and order closure but does not talk back to the prescription software or other systems.

Potential Solution

- ❖ Build a case management software with CSM connecting all of their current systems of record.
- ❖ Provide a System of Engagement built on this to manage the orders end to end with their attached cases.
- ❖ Customers interaction with an intelligent web order form to provide inputs instead of cumbersome tele conversations.
- ❖ Order visible to customers , employees and all stakeholders till it is serviced and drugs delivered.
- ❖ Build knowledge portals and intelligent Chat Bots using ServiceNow Virtual Assistant tool

Benefits

- ❖ Ease of process during order taking with cumbersome work replaced by automation.
- ❖ Better customer experience with omni channel access to order forms and self service features.
- ❖ Accurate capture of information with reduced human touch points and more automation.
- ❖ Visibility into order status for all allowing pro-active actions , follow ups if needed etc.
- ❖ Estimated Productivity gain of 60% around order taking could be used for other business activities.

Contact Us

Athena Global Technologies Ltd.

www.athenaglobaltechnologies.com

Contact : Deepak Aher | Deepak.aher@athenagt.com |  [408-836-7877](tel:408-836-7877)

HQ: Western Wing 3rd Floor, NCC House, Madhapur,
Hyderabad – 500 081, India

US: 10 N. Martingale Road, Suite. 400
Schaumburg, IL 60173