Customer Service Management Implementation

Company

A global leader in integrated packaging and marketing production, and a leading supplier of design-to-print brand development products and services.

Challenge

Unreliable Customer Service Management (CSM) with manual customer grievance handling led to errors in tracking information and long response/resolution times that left customers unsatisfied.

Solution

V-Soft Digital implemented the CSM Module of ServiceNow to track, address and resolve the customer service challenges. The client's customers now have access to the Customer Service Portal for opening and tracking tickets.

Result

This CSM implementation improved response and resolution times by 27% and increased customer satisfaction. Removing manual methods and moving to the CSM Module resulted in better business forecasts and improved profitability.

"[The CSM implementation] has increased productive efficiency... It's easier for them to see, collaborate, troubleshoot and solve issues and requests as they arise."

– Director of IT

Improved Response & Resolution Times

27%

TECHNOLOGY APPLIED

- ServiceNow CSM

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