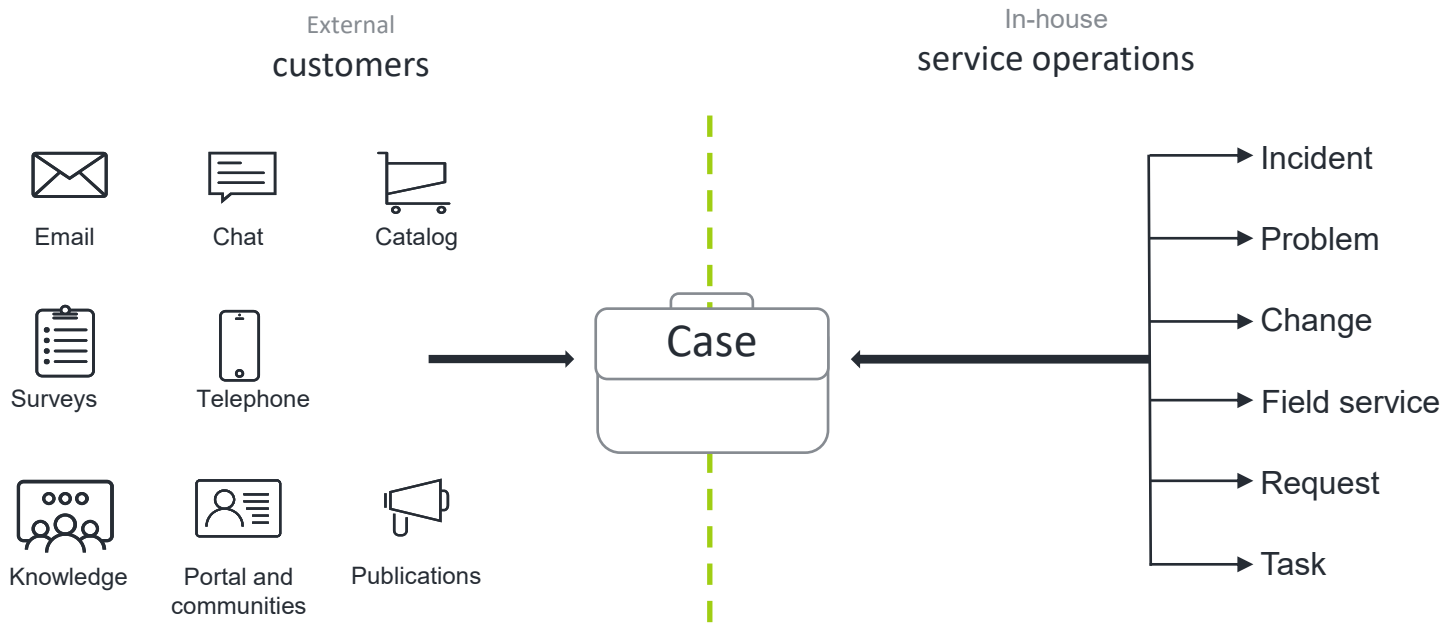




ServiceNow Customer Service Management (CSM) ensures the quickest and convenient provision of high-quality support. Via the service portal, telephone, chat, or mobile app, customers and your employees collaborate efficiently on modern interfaces.

Process visualization



Process goals

Customer satisfaction



- Customizable self-service
- Optimized product and service quality
- Improved solution efficiency

Transparency



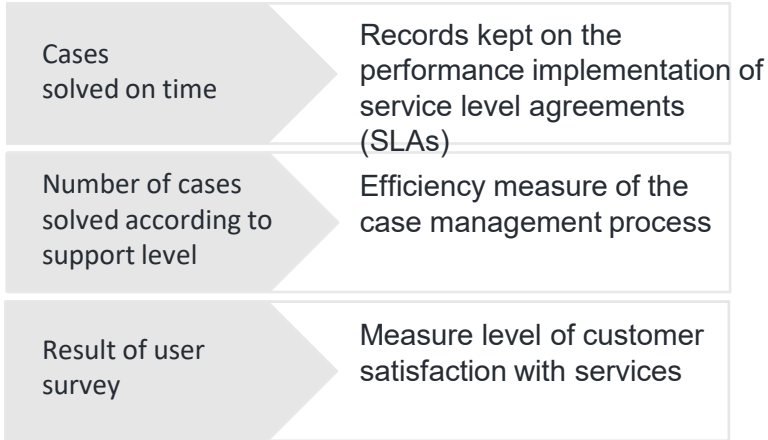
- Enhanced overview and communication via case tickets
- Cases can be prioritized more easily

Building blocks for processing cases

| Transparency about activities | Proactivity | SLAs | Escalation |
|--|---|--|---|
| <ul style="list-style-type: none"> • Visual identification of the status of cases makes their prioritization easier and reports a need for action | <ul style="list-style-type: none"> • Proactively identify affected customers, provide advice, and provide solutions Proactively inform customers | <ul style="list-style-type: none"> • The time and conditions for providing specific services is agreed upon with the customer | <ul style="list-style-type: none"> • Focus on a specific customer problem • Progress of the problem solution is monitored |



Key performance indicators (KPIs)



Workload plan

- Recording of hours worked for case-related activities
- Creation of time cards and time sheets
- Management's approval of recorded expenses
- Individual pay rates can be defined for different services

Use of artificial intelligence (AI)

ServiceNow Customer Service Management provides an optionally usable AI module. Autonomous functionalities and automated workflows take customer satisfaction to a new level. Beneficial machine learning features also make it possible to integrate all channels of communication into ServiceNow.

| AI—ticket assignment | AI—training | Eliminate bottlenecks |
|---|---|--|
| <ul style="list-style-type: none"> • Support requests can be easily created in the customer service portal • Tickets automatically categorized, prioritized, and assigned directly to the relevant team or employees based on skills and availability | <ul style="list-style-type: none"> • AI is improved on a continual basis • Support employees identify suitable training data • New solution options are enabled by processing data | <ul style="list-style-type: none"> • Intelligent chatbots handle peaks in demand and save resources for the processing of complex cases • Common routine queries mapped through conversation models and customer performance increased |

About us

Agile and new but with more than 30 years of experience—that's agineo, the largest partner of the platform provider ServiceNow in the DACH region. As an Enterprise Service Management specialist, we design business processes and implement them in software for well-known clients. To do this, we can draw on the broad technological expertise of the entire Materna Group, which is delegated across over 4,000 employees.

Our promise to deliver

With unwavering dedication and flexibility, we passionately take on responsibility for our customers. Our mission is their success, and we pull out all the stops to make it happen, both on time and on budget.