servicenow

Retail Service Management

Deliver effortless experiences while reducing costs

Unlock maximum efficiency and effectiveness across your retail organization

Retail Service Management connects your entire customer value chain – headquarters, customer support, and the frontline store workers to centrally orchestrate work efficiently and deliver superior customer experiences. Retail Service Management leverages the power of pre-built, AI-powered workflows and purpose-built automation tailored specifically for retail & hospitality for faster time to value.

With ServiceNow® Retail Service Management (RSM); agents can proactively identify issues, accelerate self-service requests, and automate customer operations processes across departments. Retail Service Management also empowers agents with real-time intelligence and productivity tools to deliver great experiences for both frontline staff and customers, while reducing costs.

Crafted for retail and hospitality: Enhancing customer and store experiences

1 **Purpose built solutions for retail:** RSM includes features like Service Model Foundation, designed to structure data for retail organizations with stores and franchises

2 **Built for technological complexity in retail:** Seamlessly integrates with IT Service Management for managing incidents and technical issues effectively

3 **Single system of action:** Employees across the front, middle and back office can work seamlessly together to deliver great customer experiences

Customers have lowered cost to serve and improved CX in weeks, not years!

Connect with our retail experts

Automate and streamline work to improve employee productivity and efficiently manage requests quickly and consistently

Communicate status updates and resolve customer issues by being proactive with early detection on trending problems

Empower customers with both self-service and seamless support from agents across multiple channels such as text, email, and virtual agent

Boost agent productivity with a modern, highly configurable UI and a single workspace to manage and see case activity

Enhance the service experience in the field by improving the efficiency of work *planning schedule for both internal team and third-party crews

Optimize omnichannel self-service and AI-driven issue resolution

- Automate and route requests to the right teams and accelerate time to value with a Service Catalog

- Offer customers convenient self-service to get help fast via their preferred channels and personalized portal

- Guide customers with smart conversational support and reduce customer effort with rich engagement
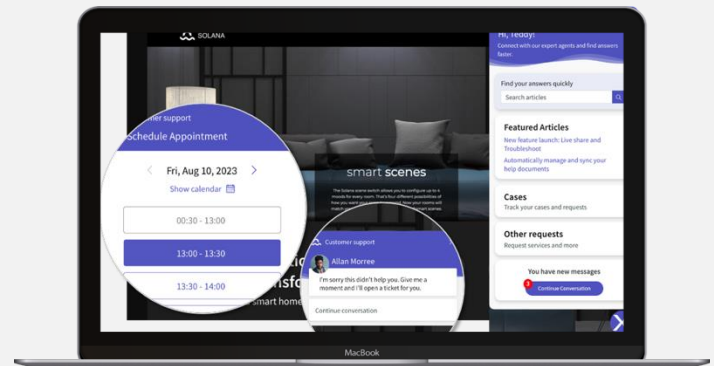
Automate customer processes and operations across departments

- Enable work to flow across teams to improve efficiency - automate tasks and provide transparency to all departments involved

- Streamline processes to increase throughput, identify and remove bottlenecks with AI-driven process optimization

- Proactively solve issues to boost customer satisfaction, resolve incidents before broad impact, and deflect calls
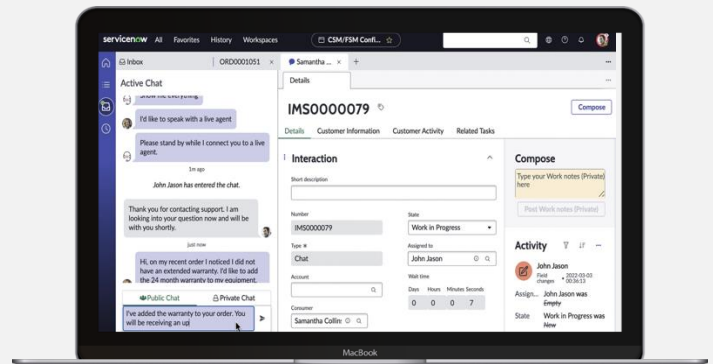
Empower agents with real-time intelligence and enhanced tools

- Solve cases quickly from a single intelligent workspace and empower agents with the tools needed to provide a personalized customer service experience

- Optimize agent performance and operations and drive productivity and allocate resources efficiently

- Effectively manage issues impacting multiple customers by creating and updating multiple cases as a single case
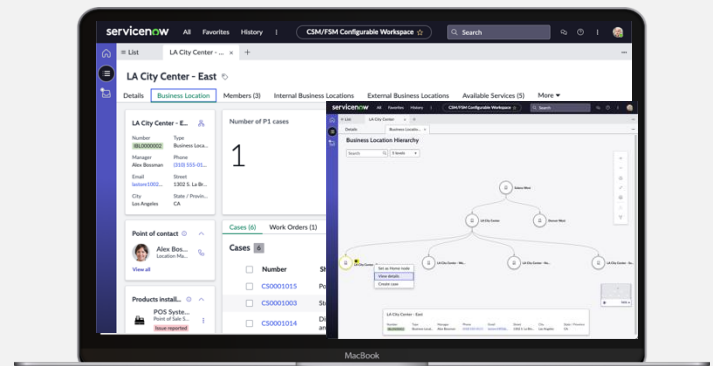
Accelerate customer service productivity with generative AI

- Respond faster with context gathering on issues and actions taken

- Speed up resolution with summaries for cases and interactions

- Improve agent productivity with conversational side panel assistant

- Enable customers to submit catalog requests with a conversational experience
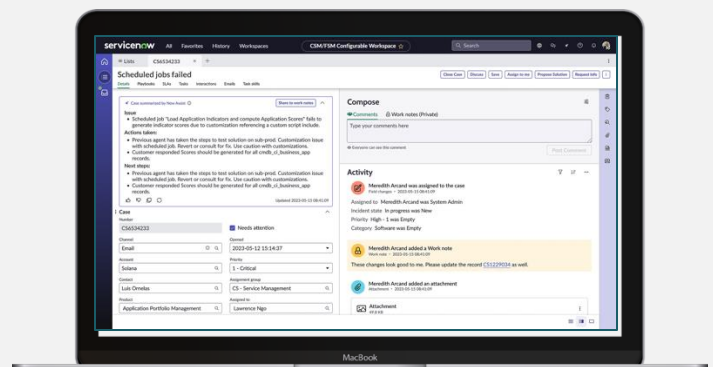
Retail Service Management Capabilities

*Retail Service Management Standard and above have these below listed capabilities

Retail Data Model:
Flexible model - owned and franchise sites with employee and customer relationships in a single framework.

Business Location 360:
Provide central agents and managers at-a-glance details for each retail site, including open cases, installed products, and points of contact.

Playbooks & templates: View, manage, and request support for business locations as well as access knowledge and communities.

Omnichannel Support:
Enable store workers to contact support teams through multiple channels such as text, chat, etc.

Configurable Workspace: Provide a single location for agents to process cases and tasks. Agents can view full context for a customer or site issue, including site details.

Case Management: Manage interactions and SLAs, model account relationships, and support outsourced services.

Integrated ITIL: Help expand IT to work alongside all the departments of your business to manage incidents effectively

Guided Decisions: Guided Decisions ranks the next best actions based on frequency and priority, making it easier for the agent to choose the optimal path to resolve complex issues more quickly.

Advanced Work Assignment:
Automatically route work to the best agent based on criteria or affinity with the case.

Achieve end-to-end connectivity, empower staff, and deliver exceptional customer experiences

Optimize processes for consistent support, improved site efficiency, and visibility across all stakeholders, from corporate HQ to franchise managers, while lowering operational costs.

Customers have lowered cost to serve and improved customer experiences in weeks, not years

Carrefour

93% reduction in case volume, significantly enhancing productivity.

Carrefour, a global retail leader with over 12,000 stores in 30+ countries, faced challenges managing in-store and warehouse service requests. Their previous system led to delays in identifying and resolving issues like failed refrigerators, causing food wastage and customer inconvenience.

Quicker, more focused repairs limiting disruption to customer

ServiceNow introduced an omnichannel support approach, automating case handling for quicker resolutions. Carrefour collaborated with ServiceNow to develop 'Click & Repair', a pioneering computerized maintenance management system (CMMS) for the retail sector. This application empowers store managers to proactively address issues and ensure swift resolutions, marking a significant milestone for both Carrefour and ServiceNow in retail innovation.