

# Enhancing customer experiences with end-to-end automation and integration from ServiceNow and Swisscom

Today’s businesses are looking for ways to drive consumer loyalty by digitising and optimising the service experience — from the first touch point with the end customer to resolution.

But legacy technologies and siloed processes can create fragmented customer journeys — and ultimately result in a bad experience.



Swisscom offers swift and effective customer contact center solutions powered by process automation capabilities from ServiceNow. Together, we improve outcomes for businesses and their customers by digitising customer service processes and automating workflows for a range of industries, including:

Banking

Insurance

Manufacturing

Public

With ServiceNow and Swisscom, businesses can improve experiences for customers and agents — to deliver fast, flexible, personalised, proactive, and secure experiences that today’s customers have come to expect.

### Before

- Extended contact times and delayed resolutions
- Long waiting times
- Repetition of information
- Lack of synchronized data
- Fragmented technology
- Multiple tools
- Siloed data
- Time-consuming manual tasks
- Rising costs

### After

- Automated workflows**  
 Digitalising processes reduces repetitive, manual effort — so agents can focus on engaging with customers and solving incidents efficiently.
- Integrated technology**  
 Unified data improves visibility into existing knowledge of the end customer and enables real-time insights to drive faster resolutions.
- Optimised ways of working**  
 Agents are empowered to use their skills more optimally, so they can provide seamless, empathetic experiences for end customers.

## Streamline customer interactions and internal processes with end-to-end digitalization and automation.

Benefit from process and technology consulting, license management and operation.

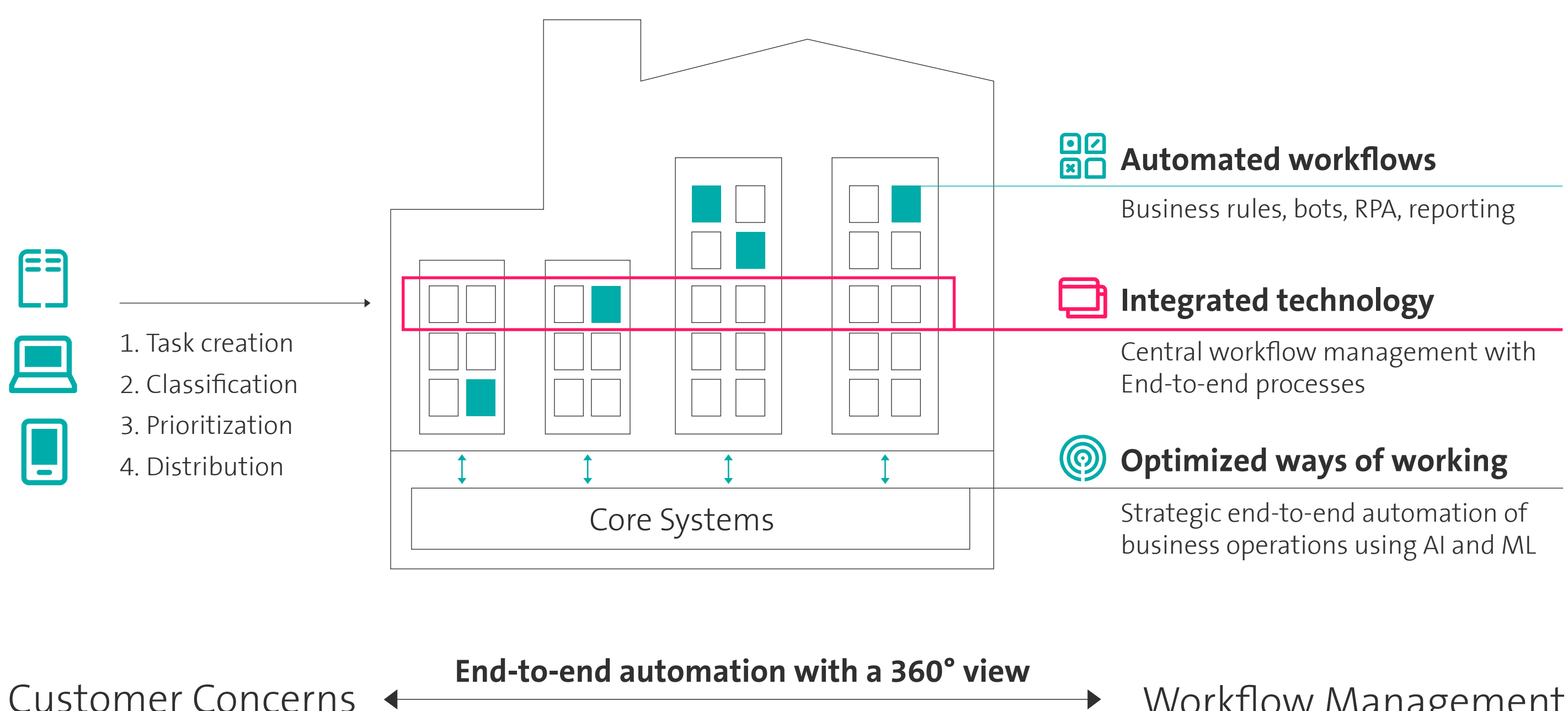
Implement blueprints for CSM, ITSM, ITOM and case and event management of departments.

Improve your automation layer with Swisscom’s competencies and best-of-breed customer interaction management solutions.

Gain best practice models for the digitisation and optimization of your automation level of your specific business processes.

## From task automation to full end-to-end hyperautomation

Swisscom will streamline customer interaction and improve your customer experience



**We speak your language.**

Swisscom’s ServiceNow team members partner with you as innovators of trust, working to help address your most critical business challenges.

[Visit Webpage](#)