Scale to handle mission requests quickly and efficiently

Deliver frictionless experiences at each touchpoint

Every agency has a mission, which comes with a responsibility to carry out that mission in a way that best serves its constituents, and mission partners. This means when an individual or mission group needs something, whether it is dispatchable resources, training, munitions, office space, investigations, grants, disaster assistance, or other support, it should be easy and frictionless for users to get answers, submit and check on request status, and receive service.

Unfortunately, many DoD agencies lack the visibility and tools they need to quickly and efficiently respond to all the requests they receive daily or to manage spikes in volume that occur in times of crisis. Several DoD agencies find themselves ill-equipped to scale their services to meet modern day expectations. They are hampered by disjointed processes that make it hard to track the status and progress of applications or requests, particularly when cross-agency support is required. Relying on a mix of emails, phone calls, and even in-person visits can obscure transparency and leads to delays and frustration for everyone. ServiceNow® Customer Service Management can change all that by bringing together the workflows that extend across an enterprise and an agencies' ecosystem of collaborators.

Unify operations and expand capacity to satisfy your mission partner requests

Customer Service Management provides a unified platform connecting departments, workflows, and systems to automate processes and expand capacity to ensure agencies can meet its user's expectations. By digitizing all workflows, user can find answers to frequent questions and complete common forms and applications directly from a modern self-service portal. These innovative capabilities free the agency to streamline and scale the fulfillment of more complicated requests. With ServiceNow, agencies have a single platform to:

- Facilitate collaboration across organizational boundaries and departments, agencies, and even local entities, while ensuring everyone can monitor and track the status of requests from initiation to completion.
- Deliver a seamless experience with omnichannel support, making it easy to keep service representatives and users informed to improve satisfaction, trust, and confidence.
- Provide visibility into each task and communication with complete tracking, reporting, and audit trails for increased transparency and improved accountability.

Industry

Government, US DoD

Challenges

- Disjointed internal processes delay the fulfillment of service requests leading to frustration and unsatisfying user experiences
- Slow and inefficient systems and workflows across organizational boundaries and agencies mean services can't scale to meet spikes in demand
- Lack of visibility into application status, trends, and audit trails

Solutions

- Customer Service Management
- Field Service Management

Results

- Service requests quickly and efficiently with a single platform that digitizes and automates workflows
- Break down silos and automate processes across teams to increase satisfaction and confidence in mission attainment
- Improve visibility with comprehensive reporting and audit trails for complete transparency and tracking

Managing mission partner and constituent requests

Digitized, guided process that streamlines service requests for an outstanding constituent support experience

1. **Submit a request** – an individual citizen or business may call, chat or go online to submit an application or fill out a form to request service (e.g., license appointment, unemployment/payment protection program benefits, disaster relief, Medicare claim, entitlements, immigration services, etc.). This submission will automatically create a case, which triggers a digitized workflow. If the request can be completeted automatically, a response will be auto-generated, via digital templates, and sent to the citizen; if further action is needed, it will be asigned to the appropriate support staff.

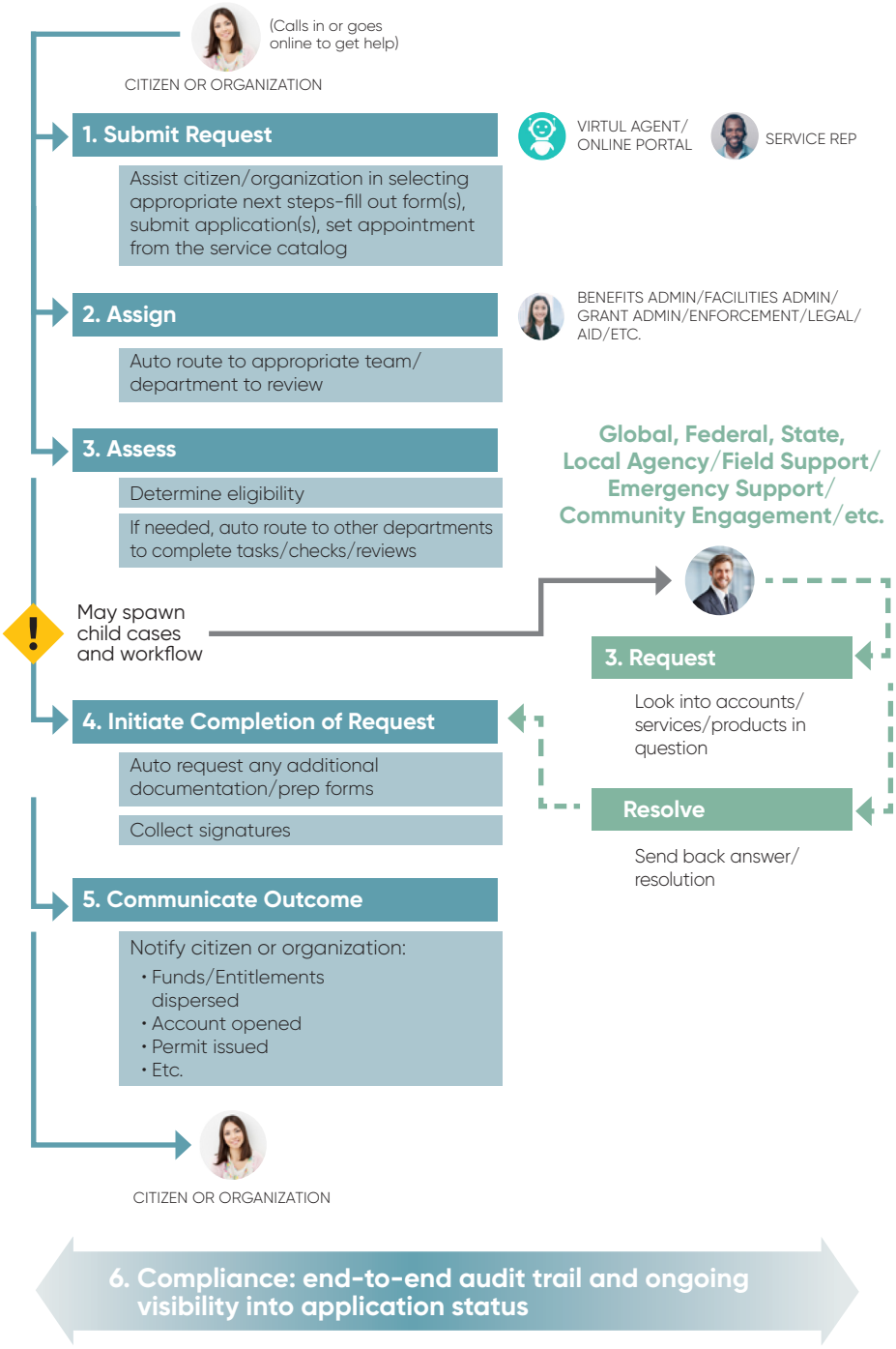
2. **Assign** – powered by artificial intelligence, the case will automatically be classified and routed to the appropriate team or department to manage and review. All contacts made via mobile, web, phone, etc., and any actions taken, from documentation to approval, will be captured and tracked in the case.

3. **Assess** – using Knowledge Management, the service agent assigned to the case will review it and take any necessary steps to complete the request. This may span additional workflows or tasks, that can be assigned to other departments and even other agencies. The case gives everyone involved complete, real-time visibility into status, so it is clear who is doing what and when tasks are assigned and completed.

4. **Initiate completion of request** – once all information is collected and all tasks complete, the request can move to completion (if approved). Note, actual completion of financial settlements (e.g., grants, benefits, entitlements, etc.) is typically coordinated by the appropriate back-end financial systems — the case will note the disbursement was intiated.

5. **Complete** – a communication to the citizen or business will notify them of the answer or completion of request.

6. **Provide visibility into application status and end-to-end audit trail** – all involved parties can track or get notifications on the status of the application. All data and timelines are included, which makes it easy to audit and report on the current state of cases and track how well the agency is delivering on requests with service level agreements associated with them (e.g., funding in 10 days, etc.).



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