

CTI and Call Center Integration for ServiceNow® Customer Service Management

Improve the Customer Experience

Customers control the mode of engagement with organizations. And while Self-service and Knowledge-Base portals excel at solving common or repetitive customer inquiries, voice remains a key part of the customer service value chain – especially to address complex or escalated customer requests. Complement ServiceNow’s existing digital channels with deep voice and Call Center integration to bring together the best of both worlds and optimize the customer experience wherever it might occur.

Create Super Agents

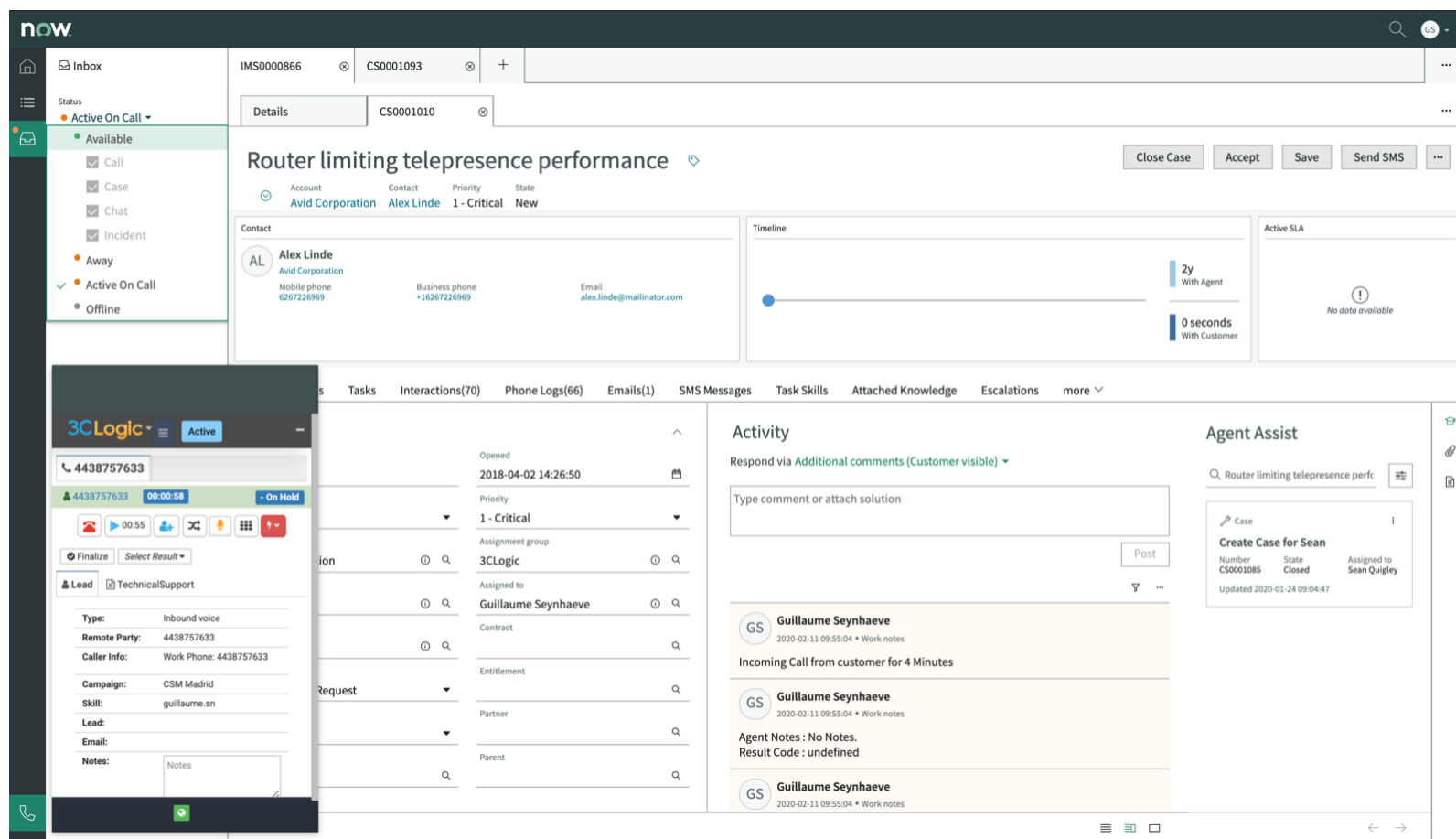
A designated screen for chats. Another for calls. And yet another to manage incoming emails. Sound familiar? With a unified ServiceNow agent workspace, dramatically improve agent efficiency and automate manual tasks and workflows across any customer engagement channel.

Streamline Business Processes

Simple adjustments to your operations should be just that – simple. With a natively integrated administrative Call Center portal embedded within ServiceNow, enjoy the convenience of managing your agents, queues, phone numbers, greetings & notifications, and call workflows without the need for outside technical assistance.

Drive Data-driven Outcomes

In this day in age, a lack of data is usually not the issue but rather how to effectively access, consolidate, and interpret it. With 3CLogic, enjoy the benefits of integrated call data and analytics with ServiceNow. No more scattered data across platforms. No more exporting to Excel. Everything in one place, optimizing outcomes thanks to better insights.



Integrated agent CTI and softphone for Agent Workspace or Classic to complement ServiceNow digital channels and provide a complete omnichannel experience.

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We found 3CLogic to be the ideal partner to help us move our Customer Care Center (CCC) from functional to operationally sound. Within a week of go-live the CCC leadership made scheduling adjustments based on the (3CLogic) data and has been consistently running 90+% service levels with an ASA of less than 15 seconds.

— Director of Customer Care Experience

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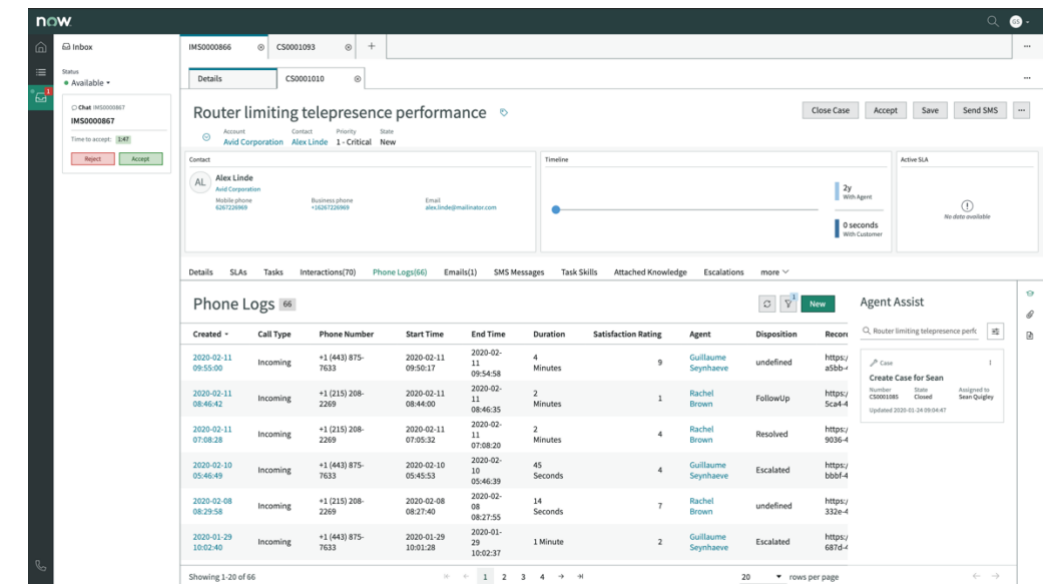
The project started as a result of needing to centralize multiple departments into a one stop shop for those seeking assistance and support. 3CLogic was selected as it had all the features needed for a Call Center IVR and integration with ServiceNow CSM.

— Chief Information Officer

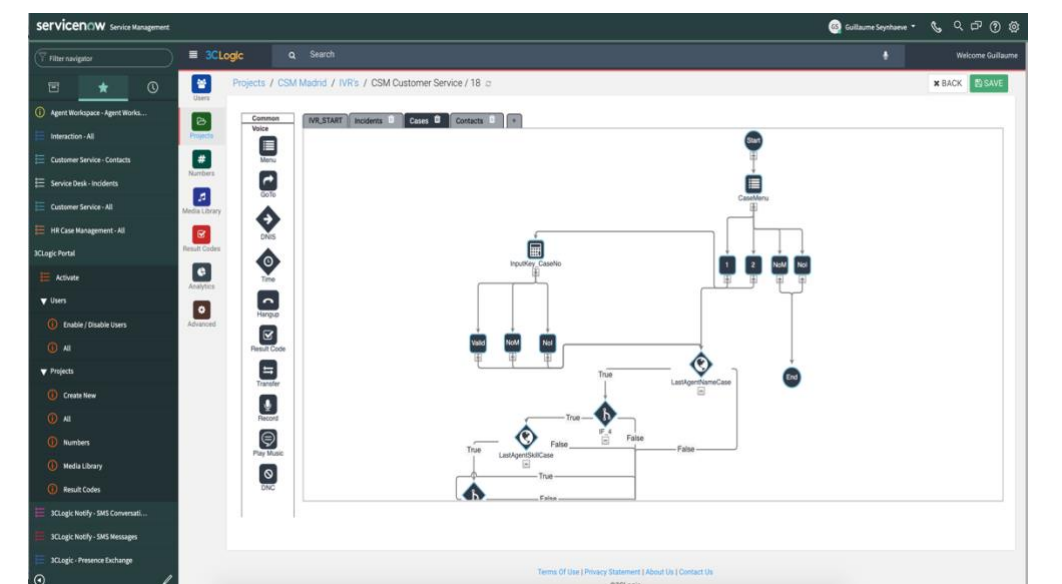
Set a New Customer Service Standard

Optimize Agent Performance

- **Embedded CTI/Softphone** – offer a unified agent experience with a fully embedded CTI for ServiceNow Agent Workspace or Classic.
- **Intelligent Call Flows** – seamlessly route customers to the most qualified agent to resolve any Case or inquiry.
- **Automated Screen Pops** – improve agent performance and optimize customer experiences with ServiceNow Case or Interaction screen pops.
- **Automatic Call Logging** – remove manual tasks to improve agent performance.
- **Omnichannel Experience** – manage the distribution of work to agents across both ServiceNow's digital channels and voice.
- **Work from Home** – enhance business continuity and remote enable your team to operate from anywhere.



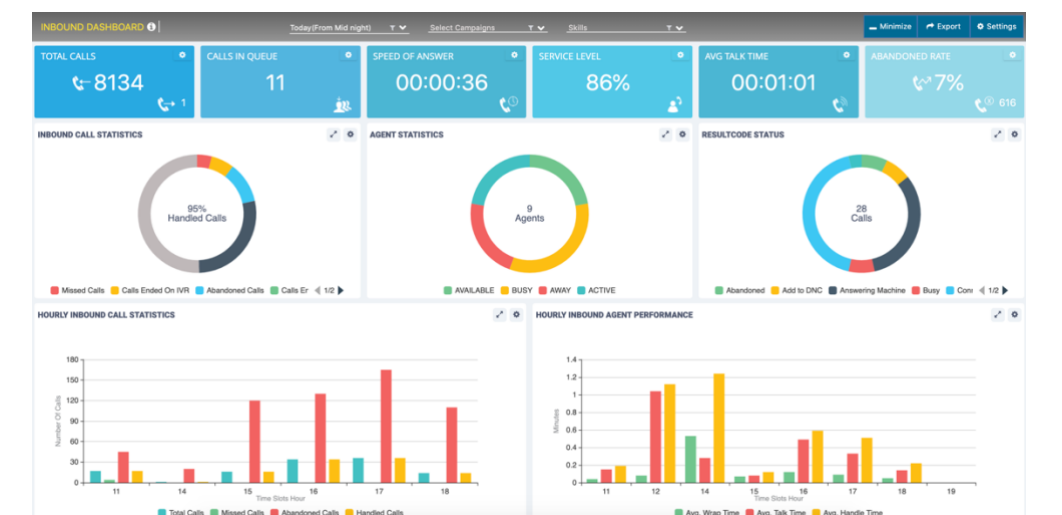
Automatic agent activity and call logging to ServiceNow interactions, Cases, or contact records.



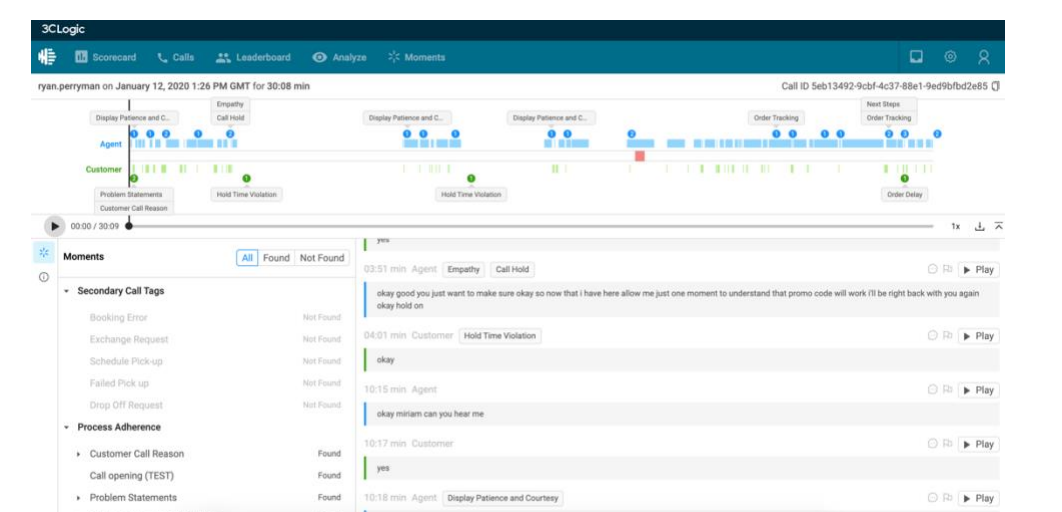
Natively embedded IVR Call Flow Designer with ServiceNow.

Simplify Administrative Tasks

- **IVR & Call Flow Designer** – easily build and manage customer journeys and call flows with a natively embedded drag-and-drop designer for ServiceNow.
- **Embedded Admin Portal** – eliminate any dependency on third party technical resources to make routine operational adjustments with a fully integrated Call Center management portal.
- **Call Flow Analytics** – assess the efficiency of your call workflows and IVRs to determine opportunities for improvement.
- **TTS and ASR** – create and modify call prompts, greetings, and IVR menus with integrated Text-to-Speech and Advanced Speech Recognition.
- **Real-time Data & Reporting** – leverage actionable Dashboards & Wallboards or build and schedule reports on demand.
- **Voice AI** – apply Natural Language Processing (NLP), Call Transcription, and Speech Analytics to assess the quality of each customer engagement and drive outcomes.



Real-time and actionable Supervisor Dashboards and Wallboards.



Call transcriptions, attributes, and sentiment analysis to enrich ServiceNow with actionable data.