



Faster, Smarter Resolution for Every Ticket

Make More Informed Decisions and Delight Your Customers with Proactive Insights from Totango Zoe for ServiceNow

Are your teams struggling to make the right decisions for each customer's unique needs? Do they have all the information they need to manage tickets quickly and confidently? Are they able to anticipate and resolve issues before they escalate into problems?

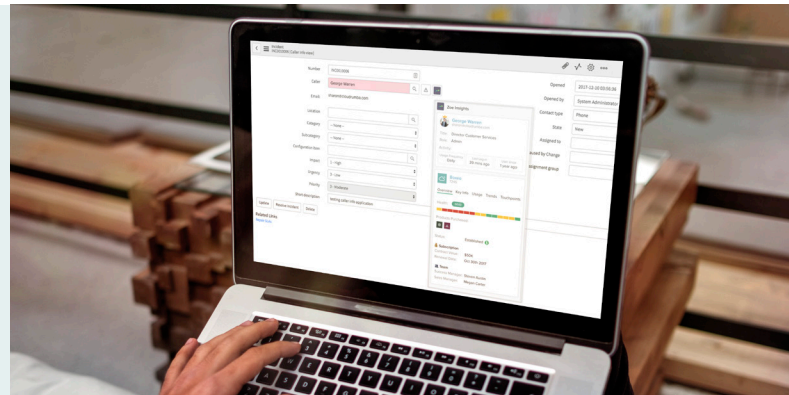
Totango Zoe for ServiceNow can help.



Customer service without data is guesswork. Without the right information, a lot can go wrong in resolving a ticket—sometimes resulting in angry, frustrated customers. To resolve problems swiftly and make customers happy, your support team needs to have instant access to key information like:

- How does this customer feel about us and our product?
- How is the customer engaging with us and using the product?
- When did we last interact with this customer and what happened?

Only by bringing together data from all of our customer systems can we properly alert, analyze and act upon it.



And simply being responsive is no longer enough. It's important to proactively understand how our customers feel about our company, products or services. And even more critical, to provide our teams with the tools to quickly triage, and respond to existing tickets.

You are using ServiceNow CSM, which gives you a suite of powerful tools for building workflows and gathering business insights. But ask yourself:

- Does your team have the data at their fingertips to immediately make the right decisions about a ticket—including whether to escalate, who to include, and what information to highlight?
- Are you able to proactively offer interactions, training, communications, and services exactly when they are most likely to be effective and relevant?
- Are you able to track accounts through each stage of their journey: seeing how they engage with you, driving renewals, and winning new customer advocates?



TOTANGO DNA-CX™
Dynamic No-Schema Active - Customer Index

Now you can incorporate all of those capabilities directly into your ServiceNow dashboard by using **Zoe, from Totango**. ServiceNow and Zoe will provide your team the insights and tools they need to be proactive—not just putting out fires, but protecting and growing revenue from each account.

Zoe gathers relevant customer data together from all your systems—efficiently analyzing and presenting it in a clear, actionable way that flags problems and opportunities, and alerts your team to take action.

Based in Silicon Valley, Totango has been pioneering customer success since 2010 and has built up a formidable experience in best practices for customer retention and nurture. We have more than 500 customers across cloud, software, media, telco, and consumer companies around the world.

Contact your ServiceNow account representative to see how Zoe can help your team deliver smarter, better customer support.



Totango + Zoe Empower Your Team to:

- See all the relevant information for each customer in simple, clear dashboards
- See how customers are using your product and interacting with you
- Get automatic notifications and insights to guide decisions
- Deal with high-risk patterns proactively, before they escalate
- See support history, interactions, and customer service activity at a glance
- Offer everyone in the company access to each customer's story
- Create a comprehensive System of Record for all customer data
- Easily integrate with all customer-related applications

“With Zoe, employees from all departments can make better decisions to impact our customers quickly and positively. We’ve improved our customer satisfaction rates by 15% and customer retention by more than 10%.”

Learn more online: totango.com
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