



ELEVATE
CSM

An Attivio App for
the ServiceNow[®]
Platform

ATTIVIO[®]

Elevate CSM

An Attivio App for ServiceNow

Elevate CSM helps you increase customer satisfaction and solve problems faster, by delivering more precise answers via your self-service portal or by directly assisting agents. Elevate CSM is powered by AI technologies such as machine learning, natural language processing, and text analytics, and tightly integrated with ServiceNow Platform®.

Hunting for Answers

Finding the right answer can be hard. The solution for a customer issue might be documented in the knowledge base, but more often than not, the real resolution exists in a previous ticket, in a chat stream, in email, or in a comment on a forum. Searching for the right information wastes valuable time and frustrates customers. **Elevate CSM** unifies information repositories – both structured and unstructured data – and makes it immediately available to solve issues and close tickets fast.

Answers at Any Touchpoint

Finding the right answer can be hard. The solution for a customer issue might be documented in the knowledge base, but more often than not, the real resolution exists in a previous ticket, in a chat stream, in email, or in a comment on a forum. Searching for the right information wastes valuable time and frustrates customers. **Elevate CSM** unifies information repositories – both structured and unstructured data – and makes it immediately available to solve issues and close tickets fast.

If problems do reach an agent, **Elevate CSM** helps you increase the proficiency of all your agents by delivering precise answers to tickets immediately and in the context of their existing workflows. Whether engaging in a live chat or responding to an email, Elevate CSM understands the context of the issue and automatically suggests the next best action for the agent.

Positively Impact Critical KPIs

Elevate CSM helps you achieve tangible results. You can:

- **Maximize NPS and Minimize Customer Effort Score (CES)**

Improve satisfaction and crush your NPS score by making it easy for customers to solve problems themselves by delivering the most precise answer every time.

- **Increase Call Deflection Rates**

Improve the likelihood a customer will find an answer via self service. Reduce the number of routine and easily solvable calls to the call center, so your agents can focus on the most complex issues.

- **Decrease Mean Time to Resolution (MTTR)**

By automatically pairing the right resolution to each inbound issue, spend less time hunting for information, and significantly decrease MTTR in your self-service portal and live assist channels.

KEY FEATURES

Self-Service Assist	<ul style="list-style-type: none"> • Plug-in search box for self-service portal • Unified search results (not federated) from all connected data sources • Hit highlighting • Recently viewed content • Recommended content • Announcements • Behavior tracking • Machine-learning relevancy model that adapts automatically • Natural language understanding that accepts questions not just keywords
Agent Assist	<ul style="list-style-type: none"> • Integrated directly into agent workflow • Uses machine learning to surface next best actions, such as KB articles to use to resolve the issue, other related tickets that have solved a similar issue, experts to contact, and so on • Incorporates reporter's context to the ticket, such as frequently searched topics for this user, previous tickets, and other related information • Integrates CRM data into the ticket to deliver additional context about the customer • Ad-hoc search for self-directed, natural language queries
Data Source Connectors:	<ul style="list-style-type: none"> • Connects all ServiceNow content, from knowledge base articles, to incidents, comments, and more • Connects non-ServiceNow content repositories such as Sharepoint, CRM, databases, cloud services like Google Docs, and unstructured data such as email or social media
Analytics	<p>Visual reporting on key categories associated with Attivio's Elevate modules, including:</p> <ul style="list-style-type: none"> • Questions and topics • Sources and knowledge bases • Knowledge gaps • Overall usage • Impact on key metrics (e.g., CSAT, MTTR, deflection, etc.)
General	<ul style="list-style-type: none"> • Permissions based security - expose only the data you want to share • 99.5% uptime • Secured connection

ATTIV/O®

Attivio is the leading cognitive search & insight platform company. Our mission is to put search at the core of every enterprise. By easily integrating every data source into one always-learning platform, Attivio enables Fortune 500 enterprises to answer the most complex questions, by providing immediate insight across all of their information. Our AI-powered solutions drive innovation, improve operational efficiencies, and transform business outcomes at scale, and feature industry-leading capabilities including natural language processing, machine learning, analytics, and knowledge graphing.

For more information, [please visit www.attivio.com](http://www.attivio.com).

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