



servicenow | qualtrics<sup>XM</sup>

## Seamless omnichannel experiences that delight everyone from your customers to your IT team

We're in the omnichannel age. But for it to work for everybody, your tech needs to be seamless. Our research with 1,000 IT professionals and 3,000 customers shows that inefficient tech is frustrating customers, stressing out IT teams, and leaving service desk agents to deal with the consequences.

**69%**

of customers switch between 2 to 3 channels to resolve an issue.

**81%**

of IT professionals waste more than 10% of their day navigating process and technology inefficiencies.

**51%**

of people say they'll hang up if left waiting more than 10 minutes.

**81%**

of IT professionals say IT plays a significant part in improving customer experience.

**79%**

of IT professionals say IT plays a significant part in improving employee experience.

**80%**

of customers have switched brands because of a poor customer experience.

## TOP 3 CONSUMER FRUSTRATIONS

- 01 Long wait times (52%)**
- 02 Time taken to resolve an issue (28%)**
- 03 The inability to reach a human agent (23%)**

## TOP 3 IT PRIORITIES

- 01 Effectiveness/success of large scale IT projects (85%)**
- 02 Engagement and retention of IT staff (85%)**
- 03 Effective technology service delivery (85%)**

## Focus your people resources on the most critical issues

Now available in the ServiceNow Store, Embedded Insights brings operational data from your contact center or service desk together with experience data from Qualtrics.

So now you can see the complete picture, across every channel, to provide seamless consumer and employee tech experiences, and free up your IT teams and agents to focus their time and energy on the issues that matter most.

- + Identify critical and priority customer and employee issues in real time based on operational and experience data
- + Empower agents to respond with personalized experiences thanks to a detailed view of every interaction, across multiple channels, within the ServiceNow Workspace
- + Free up IT resources by improving agent engagement and automating routine service desk tasks so they can focus on tackling the critical issues that need a human-to-human approach

### Get started with Qualtrics Embedded Insights

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