iOPEX

Telecommunications & Infrastructure Services **United Kingdom**

UK's Largest Telecom Firm Modernizes Customer Support with ServiceNow CSM

A leading telecom and infrastructure services provider in the UK, serving millions of customers across Europe, set out to modernize its customer support operations. With a fast-growing support demand and evolving service expectations, the company needed to replace its decade-old legacy systems with a scalable, cloud-based solution that would streamline processes, improve agent efficiency, and ensure seamless service delivery.

Highlights

- The client was looking for overhauling their legacy customer support systems. These systems, supported by an in-house tool for guided dialogue flow, needed similar conversational guidance when migrated.

- iOPEX implemented ServiceNow CSM modules with playbooks, guided decision trees, and integrated UI components to streamline operations.

- We analyzed, documented, optimized, and migrated the customer support processes by using our process engineering expertise and ServiceNow competence. In doing so, we provided significant benefits to 1000+ customer service agents within a short span of time.

Business Challenge

The client's legacy system, supported by an in-house guided dialogue tool, had become a bottleneck in scaling customer service:

Scalability Limits

Systems built a decade ago could not handle the current volume of operations.

Process Complexity

Any process update required backend code changes, creating long lead times and dependencies on limited resources.

Fragmented Data

Customer and product data were scattered across multiple systems, integrated via fragile APIs prone to latency and errors.

This led to inefficiencies in customer interactions, extended resolution times, and increased operational overhead.

iOPEX Solution

Our approach was to conduct the detailed discovery phase to understand and document all the process flows to replicate them in ServiceNow playbooks and integrate other existing systems with the NOW platform to provide a superlative user experience.

To achieve our vision, we implemented the following:

ServiceNow CSM

ServiceNow CSM implementation to replace the existing legacy customer support system of the client. The CSM module was further enhanced to support various products with the use of playbooks.

Playbooks & Guided Decision Tree

ServiceNow playbooks serve as a guide for agents based on the dynamic choices provided by them to customers, complete with knowledge base articles showing up in the same window.

ServiceNow UI Builder

Custom components built with UI Builder provide an optimized experience, reducing clicks and latency.

Database Consolidation

In the legacy system, data was scattered across multiple systems, lacking a single source of truth. Team consolidated all product and customer data in ServiceNow.

Integrations

Integrations with various platforms are used to serve customers using Integration Hub and custom connectors.

The Impact

The implementation delivered significant improvements to operational efficiency and user satisfaction.

1,000+
Agents Empowered with a streamlined, unified workspace.

135+
Process Flows Migrated to ServiceNow CSM.

25%
Reduction in Turnaround Time (TAT) for incident resolution.

17%
Reduction in Clicks per transaction, simplifying agent workflows.

Scalable Operations
with reduced latency and improved SLA compliance.

About iOPEX

iOPEX Technologies is a new-generation agentic AI and automation-led enterprise transformation solution provider headquartered in San Jose, California. At the intersection of enterprise operations, agentic AI, and intelligent automation, we deliver rapid results that enable businesses to enhance efficiency and accelerate revenue growth without endless timelines. Over 70 global brands trust iOPEX as a strategic partner to break down complex transformations into manageable steps, deliver practical AI-led solutions, and achieve results that scale. Contcat us at **marketing@iopex.com**