

New **Agent Affinity** in ITSM Pro Helps You Improve Both Agent Efficiency and Customer Satisfaction



ServiceNow is pleased to introduce Agent Affinity, a new offering in Pro that enhances the Advanced Work Assignment (AWA) capabilities you're familiar with.

Agent Affinity uses intelligent assignment routing that allows your agents and your organization to work smarter, better serve customers, and thereby improve customer satisfaction.

Agent Affinity benefits

Faster average handling time – Based on the customer issue, Agent Affinity identifies agents with the following:

- Better contextual awareness to handle the issue
- Greater subject matter expertise around the issue
- Better customer relationship to offer familiarity with the customers' history

Improved customer satisfaction – Through the ability to maintain agent continuity over multiple transactions, Agent Affinity:

- Removes the need to re-orient an agent to an issue with which other agents are already familiar
- Speeds time-to-resolution and improve the customer experience

How Agent Affinity Works

Agent Affinity offers all of the benefits of Advanced Work Assignment, but adds the ability to assign to agents based on their affinity with the customer and/or issue at hand. Supported affinity types include:

- Historical affinity
- Identifies candidate agent(s) based on history of serving the same customer
- Task-based affinity
- Identifies candidate agent(s) based on past assignment of related tasks (context)
- Account team affinity
- Identifies candidate agent(s) based on their responsibility in the account team



Assume a customer service chat regarding a router reboot issue. If you have prioritized Related Task Affinity, the chat will be routed to the available agent experienced in handling this type of issue.



Queue

- Critical Cases
- Returns Chat
- Cust. Svc. Chat**
- RMA Cases
- Callback Requests
- Critical Cases

Affinity

Related Task Affinity

Agent

Ned
Assigned

If an agent with related task affinity is not available, Agent Affinity will defer to your second choice, in this instance, Account Team Responsibility Affinity.



Account Team Responsibility Affinity

John
Assigned

If an agent from the account team is not available, Agent Affinity will defer to your third choice, in this instance, Historical Affinity.



Historical Affinity

Bob

Beth
Assigned



Agent Affinity for ITSM

For incident management, Agent Affinity offers “incident affinity” for the incident service channel. Using this rule, you can route incidents to agents based on their historical affinity – their history of serving the same customer.

In addition, if a case is in Chat and needs to move to Live Agent, AWA management and Agent Affinity are available.

Included with ITSM Pro, Agent Affinity is another step toward creating a truly customer-centric support environment—one built to put customer needs and customer satisfaction first.

If you have any questions about Agent Affinity and its functionality, please don't hesitate to contact your Account Manager, or visit www.servicenow.com/products/itsm.html.

