

Customer Story



Capillary Technologies – Transforming Customer Service with ZeTechno's ServiceNow CSM Expertise



Industry: Technology

Product: servicenow. CSM Pro

| About Capillary

Capillary Technologies is a global leader in customer engagement and loyalty solutions, serving over 400 brands across 30 countries. As a technology solutions provider, Capillary was seeking to enhance its customer service capabilities to deliver an exceptional experience to its enterprise customers.

| Capillary's challenges and Pain Points

- The company was using FreshService, Which wasn't meeting many of the aspired integration capabilities with the platforms used by many of its customers.
- Difficulty in providing a seamless and personalized customer service experience to its diverse clientele, further enhancing their service offerings.
- The lack of integration between the customer service operations and the engineering team's workflows on Jira was a significant challenge hindering Capillary's ability to Provide quick turn arounds as per their customers valuable product feedback.

| ZeTechno's Implementations and Solutions

ZeTechno's ServiceNow CSM experts worked closely with Capillary to understand their pain points and business objectives and implemented the following solutions:

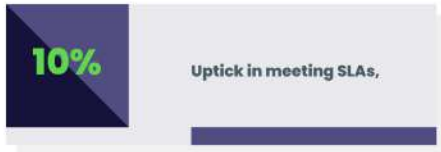
- Built compelling user experience for all their customers across the globe while keeping intact all their customer legacy data. A seamless migration strategy from FreshService to ServiceNow CSM was put in place and executed.



- Empowered capillary to offer their customers for personalised brand experience and offer it to their Preferred customers at a premium.
- Sharing feedback on product enhancements or issues with the engineering team has been streamlined to the simplicity of a single click. Now, all case details and any additional information will be automatically logged into Jira.
- Implemented advanced assignment routing for automatic ticket assignment to appropriate agents and configured 70+ SLAs for their different customers.
- As first time SN users, ZeTechno gave greater importance to final product usage and User adoption for the change at Capillary. A co-branded end user training video repository was built and shared over their knowledge bases for their future reference

| Benefits and Results observed:

Within 4 weeks of implementation following key metrics had improved:



Capillary Technologies was highly satisfied with ZeTechno's expertise, professionalism, and customer-centric approach. The company confidently recommended ZeTechno as a trusted partner for any organization seeking a hassle-free and transformative customer service solution.

