



I2V COMPLAINTS MANAGEMENT ON SERVICENOW

Transforming your complaints process with I2V's Complaints Management Solution



ServiceNow – much more than an IT Service Management Platform

The UK Financial Services industry relies on ServiceNow's Now platform to support very typical organisational use cases, such as IT service management or employee service delivery. However, in recent years, the use of the platform has rapidly expanded across every business function in the enterprise, including Customer Service Management. The Now platform has quickly become an intelligent platform for end-to-end digital transformation driving higher productivity, massive efficiency gains, and faster time to value.

Insight 2 Value has taken the existing Financial Services Operations accelerator for Complaints Management that comes “out of the box” on the Now platform, localised it for the UK and Irish markets and added state-of-the-art Gen AI features to transform the decision support process.

- Built on an end-to-end digital transformation platform for Financial Services Operations
- Localised for UK and Irish markets
- Aligns with FCA Consumer Duty requirements
- Integrates with Generative AI to transform the decision-support process
- Auto classification of complaints

Key Advantages

A foundation for transformation and innovation

The Now Platform is a single, unifying foundation for digital business. With a major release every six months, you can drive transformation at pace and automate new solutions quickly while future-proofing your investment and delivering great experiences for your organisation and customers.

Customers are at the heart of the solution

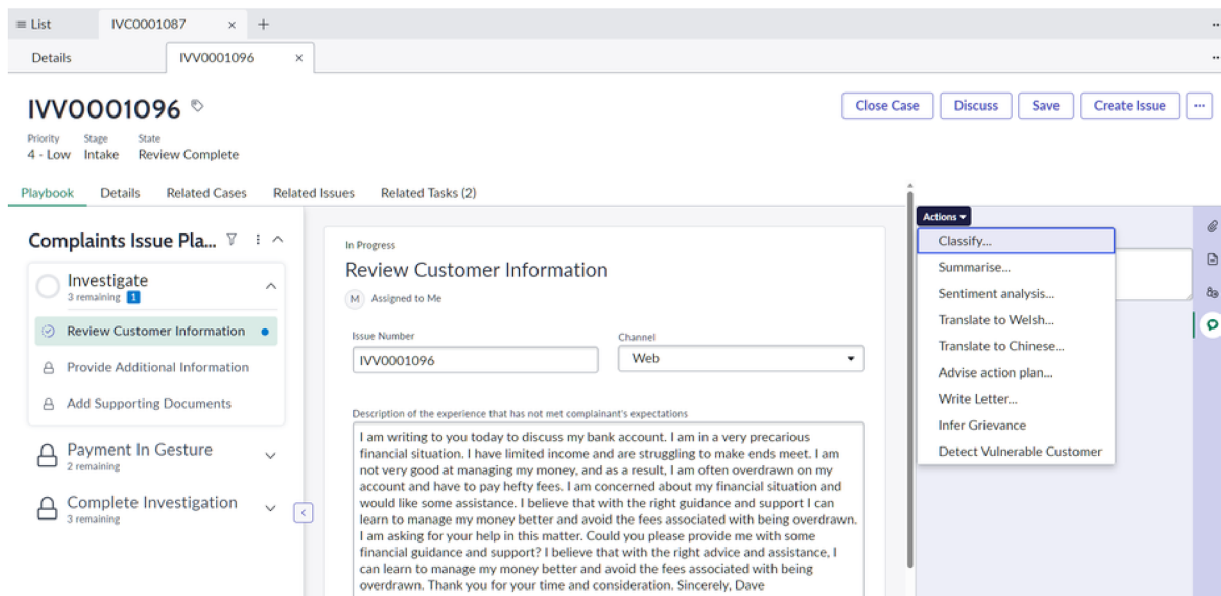
Customers can make a complaint in a manner of their choosing and are automatically provided with updates every step of the process.

Employees are empowered

This solution offers more than just traditional workflow or case management. Employees are given decision-making guidance with Playbooks and Guided Decisions supported by Generative AI to help them through the process and with the power to make ad-hoc decisions safely and securely.

Speed of deployment and modular rollouts

ServiceNow is one of the world's leading low-code platforms, so it's easy to get started with I2V's Complaints Management solution and then scale to meet your needs, adding in more features once your base solution is up and running.



Complaints handlers screen: The complaints playbook provides step-by-step guidance, supported by Generative AI

Playbooks

Playbooks help complaints handlers efficiently manage the lifecycle of a case by guiding them step-by-step through a sequence of tasks. The workflows associated with a specific stage of the case and the activities that need to be completed to resolve cases of this type are detailed. Playbooks also help staff visualise the entire lifecycle of a workflow.

Decision Support

- **AI-assisted decisions:** Empower your staff with AI-assisted decision support to recommend optimal courses of action based on data-driven insights and best practices.
- **Auto-classification:** You can benefit from the auto-classification of complaint types using Gen AI large language models, saving time and effort.
- **Vulnerability detection:** Our AI model uses FCA guidance to infer and suggest vulnerability for a client's needs helping your team provide tailored assistance.

Process Optimisation

Uncover process bottlenecks, weak spots, and areas for automation and optimisation potential. Measure and improve service delivery in alignment with SLAs and customer expectations. Increase efficiency and streamline workflows by quickly finding and removing costly variants in core business processes.

As a result, your organisation will have insights into complaints data that previously would not have been possible.

About Insight 2 Value

Insight 2 Value is a leading provider of customer workflow and intelligent business automation solutions. Our expertise lies in helping businesses leverage the latest Automation and AI technologies to manage customer complaints and servicing. Our solutions seamlessly integrate with your existing systems and help break down silos and automate processes to resolve complex issues end-to-end.

With decades of experience working with clients in the financial services sector, we bring best-practice ideas to solution design and implementation.

We deliver on a fixed-price basis focusing on delivering value at speed, enabling our customers to realise maximum benefit from their technology investment and giving headroom for growth and innovation.

For more information, please email enquiries@insight2value.co.uk

