

# Southeastern's Digital Transformation with ServiceNow

Southeastern Railway serves over 500,000 passengers daily and handles tens of thousands of customer enquiries each month. As passenger preferences shifted towards digital, self-service support, Southeastern partnered with UP3 in 2018 to deliver a multi-year digital transformation focused on modernising customer service and improving experiences.



- Industry: Transport
- Company size: 4,000+
- Location: United Kingdom
- UP3 services: ServiceNow Managed Service, ServiceNow Support services
- ServiceNow products: ServiceNow CSM Pro Plus, ServiceNow ITSM Pro, virtual Agent, Now Assist for CSM

## Outcomes:

- ✓ 75 of webchat queries resolved by ServiceNow Virtual Agent
- ✓ Case Summarisation implemented in just 3 weeks
- ✓ First AI Agent live in 3 weeks
- ✓ Improved customer satisfaction and productivity
- ✓ Up to 70% of Delay Repay Claims automated
- ✓ Approximately 85 full working days of agent time saved to date
- ✓ 96-hour manual process cut to 4 minutes with AI Agent
- ✓ Shortlisted for UKCCF Awards 2024 for Best Use of Technology

## Overview:

Southeastern Railway operates one of the busiest networks in the country, running over 1,700 trains a day across the South East of England, carrying 500,000+ daily passengers. With so many daily customers, the Customer Relations team is an essential service to support people before, during, and after their train journeys. All customer queries, complaints and praise come through this team, which consists of 72 staff in contact centre roles and 16 at head office.

## The challenge:

Southeastern faced mounting pressures as customer expectations rapidly evolved and outdated systems combined with manual processes made it difficult to keep up. During peak times, these inefficiencies threatened service quality and forced the company to hire temporary staff to meet regulatory response times.

- ✓ Growing customer preference for digital channels and self-service
- ✓ Legacy manual processes for every claim and contact
- ✓ Two separate CRM systems creating complexity and slowing down work
- ✓ Backlogs threatening customer experience and increasing costs

**"UP3 have always been a valuable ServiceNow partner for Southeastern. We've worked with them for a number of years, so they truly understand our organisation and what we're trying to achieve."**

David Banham, Customer Relations Operations Manager

## The solution:

### ServiceNow Customer Service Management (CSM):

UP3 recommended consolidating all customer engagement into ServiceNow, a single unified platform. This would provide one system of action for effective management of every customer interaction, the ability to automate workflows, and enhance staff efficiency. Today, ServiceNow sits at the heart of Southeastern's Customer Relations operations, supported by UP3 and their unique ServiceNow Managed Service. Through this long-term partnership, Southeastern has access to a team of ServiceNow experts for ongoing strategic guidance ensuring they take advantage of the ever-evolving ServiceNow platform to reduce manual work, improve staff productivity, enhance customer experience, and keep costs down.

### Since implementing ServiceNow CSM, UP3 and Southeastern have:

Automated the Delay Repay process: Built on ServiceNow, UP3 built a rail specific app to automate Southeastern's Delay Repay process. The app automates up to 70% of compensation claims, identifying fraud, saving significant time and ensuring compliance with strict industry regulations.

### Increased deflections through ServiceNow Virtual Agent:

As digital interactions nearly doubled (from 35% in 2019 to 63% in 2023), UP3 implemented ServiceNow's Virtual Agent as Southeastern's webchat tool. This now resolves 75% of webchat customer queries without any human input, freeing agents up for complex cases.

### Improved case resolution times through Now Assist for CSM:

UP3 deployed Now Assist for CSM, implementing Case Summarisation and Chat Summarisation to provide agents with a snapshot of cases and chats, getting them up to speed quickly, reducing case resolution times and improving customer service.

### Cut manual work through custom AI Agents:

Through UP3's AI Unlocked Service Offering, Southeastern and UP3 identified a range of highly manual processes across the wider Customer Relations team, ideal for automation through ServiceNow AI Agents. The first agent, Major Incident Report Generator, was built in just 3 weeks and successfully reduced report creation time from 96 hours to just 4 minutes.

### A single, unified CRM platform:

providing an end-to-end view of each customer contact with Southeastern.



## The outcome:

With ServiceNow CSM at its core, Southeastern, with the support of UP3's Managed Service, has transformed their customer service operation. Delivering faster, more accurate, and more personalised experiences while earning industry recognition for innovation.

This multi-year transformation has empowered staff with smarter tools to provide better experiences for customers. As new capabilities emerge within the ServiceNow platform, Southeastern and UP3 will continue to partner to ensure Southeastern remain at the forefront of innovation in the rail sector.

### Long-lasting results

Through a long-term strategic partnership with UP3 and the power of ServiceNow, Southeastern continues to innovate, future-proofing its operations and unlocking new efficiencies as technology evolves.