



Increasing the efficiency of customer service management

Company

Swiss Federal Railways (SBB) is the backbone of sustainable mobility in Switzerland. Every day, 1.41 million passengers and 170,000 tons of freight travel safely, punctually, and in an environmentally friendly manner with SBB. To achieve this impressive performance, more than 35,500 employees are committed to serving their customers.

Challenge

In order to continuously improve its customer service and meet increasing demands, SBB relies on state-of-the-art technologies and uses ServiceNow's Customer Service Management (CSM) product for its contact center.

SBB offers its customers various communication channels (e.g., telephone, email, chat, letter, contact forms), which have been fully integrated into CSM, enabling uniform processing of inquiries.

In the first two years after introducing CSM, SBB did not have a satisfactory solution for responding to written inquiries and sending vouchers.

For this reason, SBB worked with ServiceNow to find a suitable solution that would simplify the creation of letters from CSM for employees, thereby sustainably increasing efficiency in customer contact.



Key figures

High volume of correspondence

150–200 letters per day

Customer inquiries

2.3 million per year

Communication

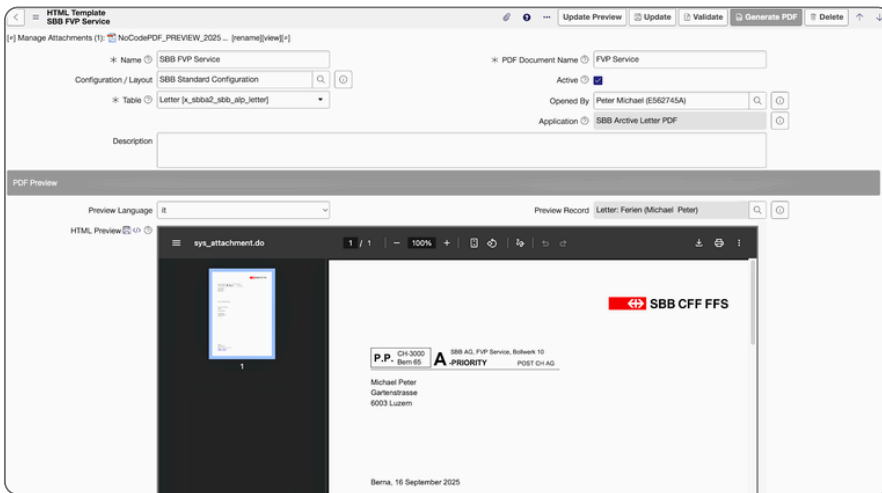
in 4 different languages



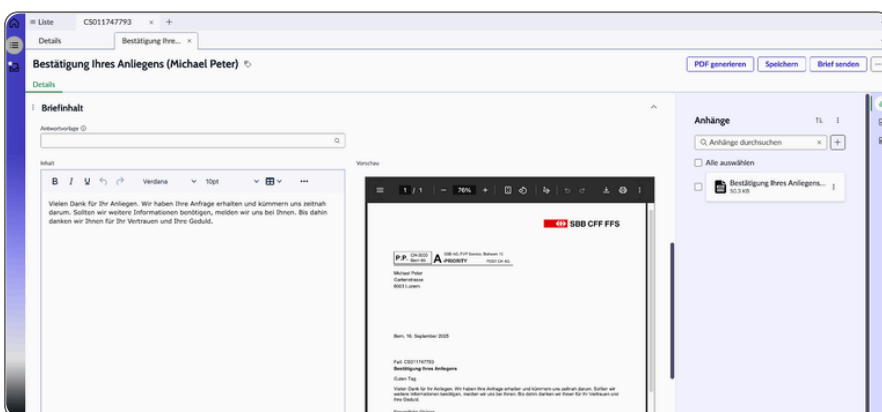
Business Solution NoCode PDF

Arctive is now providing SBB with an integrated Arctive Business Solution NoCode PDF certified by ServiceNow. NoCode PDF from Arctive makes it easy to create templates from customer cases – and can be used in multiple languages thanks to stored translations.

These are filled with data from the CSM system to generate documents such as letters as PDFs at the touch of a button and save them in the customer case from the CSM as attachments and in the letter overview or process them further.



Solution NoCode PDF: HTML-Template & PDF Preview



Solution NoCode PDF: Preview of the letter content

Features

- Seamless integration of the app from the ServiceNow Store
- High degree of automation and customization in document creation
- Effortless creation of PDFs, letters, and other documents from ServiceNow
- Can be used in Flow Designer in UI Actions, in the portal, and in the workspace—completely without media breaks
- Dynamic forms can be easily created using text modules, attributes, and conditions



Automated document creation

Customer information, such as the salutation, is inserted directly into the letters from the underlying process and master data. Greetings, headers, and footers are customized according to the responsible business unit and customer language.

Compliance with corporate design

The layout, fonts, and colors correspond exactly to the corporate design (CD) specified by SBB. This ensures consistent brand communication.

Flexibility for employees

In addition to standardized response templates, SBB employees can also use free text or insert additional variable data. Manual address entry and content checking are largely eliminated, which speeds up and simplifies the process.

Quality improvement and time savings

Automation and the use of templates improve quality while reducing the time required.

Transparency and availability of information

All shipping information, such as the letter status or the responsible employee, can be viewed and evaluated in the CSM.

Areas of application and achievements

- CD-compliant templates and response templates that have already been created are available for a wide variety of business areas.
- Thanks to the templates and the transfer of data from the CSM, both processing time and error rates were reduced.
- Since its introduction in October 2023, more than 45,000 personalized customer letters have already been successfully sent, averaging around 2,000 letters per month.



Customer Reviews

"We spent a long time searching for an efficient solution for processing our letter mail. With the NoCode PDF tool from Arctive, we have finally found a suitable solution."

"At SBB, we have been using Arctive's NoCode PDF app for a long time and appreciate that it meets all our requirements. It is perfectly embedded in our process and in ServiceNow, making it easy to create letters based on a PDF template."

"The seamless integration greatly simplifies our workflows and supports our employees in their daily work. This app has revolutionized document creation in our company—it's exactly what we've always been looking for."

Swiss Federal Railways (SBB)

Collaboration

"After the proof of concept for Arctive's standard NoCode PDF product, we were able to confirm that this solution meets our business requirements and provides our employees with an integrated process for creating and sending letters. From the very beginning, the collaboration with Arctive's employees was very open, constructive, and solution-oriented. I am glad that we have found a competent partner and look forward to continuing our collaboration."

Ursula Stäuble, SBB AG

Product Managerin ART Customer Services

Ressources

arctive.ch

- [Success Story about SBB](#)
- [Solution Whitepaper](#)
- [Business Solutions](#)
- [NoCode PDF](#)

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